

OOH Audience Measurement 101: Who, What, Where, Why?

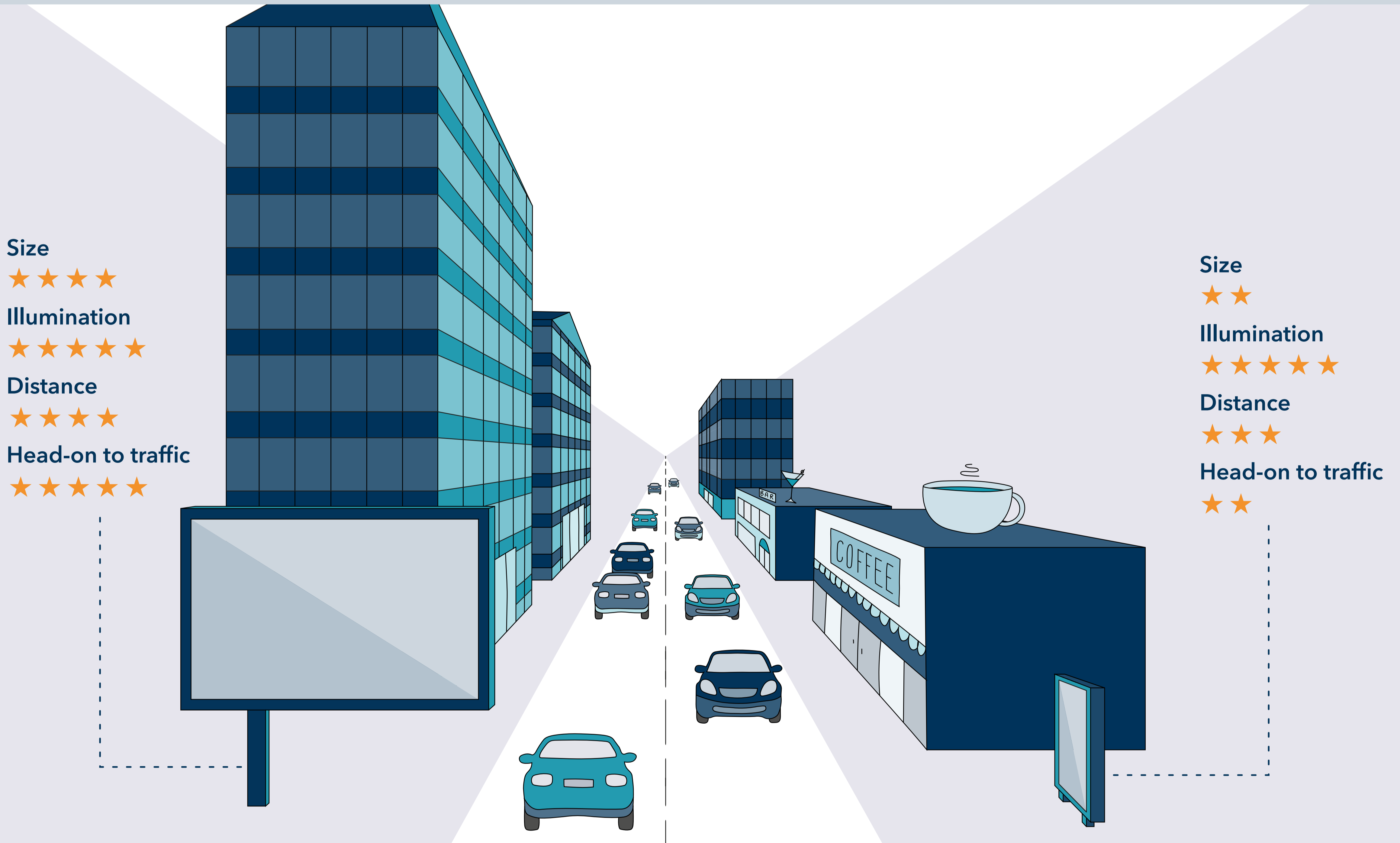
IDENTIFYING PATTERNS: The Travel Survey



IDENTIFYING TRAFFIC: Vehicular Data



IDENTIFYING ADS: Panel Classification and Mapping



ANALYSING VIEWS: Visibility Adjusted Contacts (VAC's)

