

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

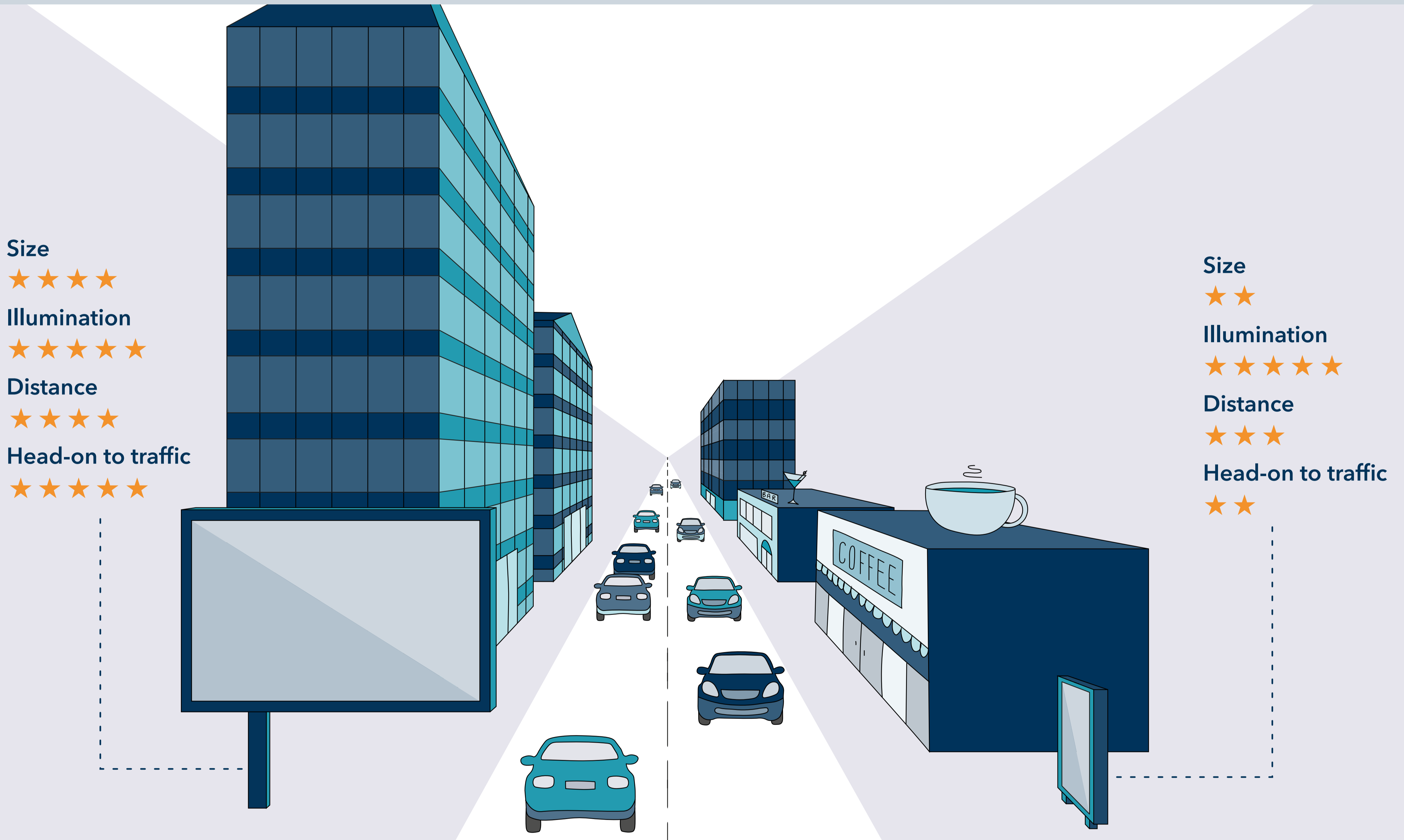
## IDENTIFYING PATTERNS: The Travel Survey



## IDENTIFYING TRAFFIC: Vehicular Data



## IDENTIFYING ADS: Panel Classification and Mapping



## ANALYSING VIEWS: Visibility Adjusted Contacts (VAC's)

