

## **AUDIENCE & MEASUREMENT CONCEPTS**

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### **Target Audience**

Specific consumer group a campaign aims to reach, defined by demographics (age, gender, ethnicity, income) or behaviours.

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### **Reach / Unique Reach**

Total unduplicated number or percentage of a target audience exposed to content or ads within a set time frame.

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### **Coverage**

Audience impressions within the reported geographical area, sometimes called 'reach percentage' or 'reach in thousands (000s).'

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### **Audience Contacts**

Count of people inside the cone of visibility; calculated for both Realistic Opportunity to See (ROTS) and Visibility Adjusted Contacts (VAC). A person is counted once per journey.

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### **Audience Impressions**

How many views of the advertisement, this may include more than once in a single journey.

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### **Duplication**

The repeated counting of the same person exposed multiple times in reach or impressions.

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### **Frequency Distribution Analysis**

How often people saw the ad. Reported as both cumulative (how many people have seen it at least a certain number of times ie: 3 or more times). Discrete (people who saw the ad exactly a certain number of times eg. 3 times)

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### **Average Frequency**

Average number of times the target audience is exposed to content or ads in a defined time period. Calculated as total impression 000s divided by unique reach 000s.

### **Effective Frequency**

Number of exposures needed to make an impact and achieve communication goals.

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### **Impression Multiplier**

Value used to adjust impression counts. It shows how many potential views there could be for a single ad play.

## **VISIBILITY & OPPORTUNITY TO SEE**

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### **Realistic Opportunity to See (ROTS)**

Measures how many people are likely to see the sign, based on ad size, proximity, illumination, and how long they're nearby.

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### **Visibility Adjustment (VA)**

The process of applying eye-tracking data to factors such as ad size, proximity, illumination to estimate who can see the ad.

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### **Visibility Adjusted Contacts (VAC)**

Uses eye-tracking data to show how many people actually looked at the sign.

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### **Cone of Visibility**

Viewability zone, covering where someone can see the ad as they pass by.

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### **Dwell Time**

How long someone is within the cone of visibility.

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### **Neuro Impact Factor (NIF)**

Measures the subconscious impact of an ad using brain science, tracking how well it creates memory and emotional response, which influence how people remember ads.

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## **MEDIA & AD DELIVERY UNITS**

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### **Media Unit**

A physical device where a Digital Out of Home (DOOH) ad plays, usually a single screen or a group of screens acting as one.

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### **Ad Play**

A single instance of an advertisement being displayed on a media unit.

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### **Play Length / Message Duration**

Duration an advertisement is viewable on screen, also called message duration.

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## **PRICING & COST METRICS**

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### **Cost per Play**

Price to deliver one ad play. Play length can vary by location due to factors like local laws.

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### **Cost per Minute**

Price to deliver one minute of total ad play, regardless of audience. Analysis should consider the effective audience period (e.g., 6am–11pm for roadside).

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### **Share of Time (SoT)**

Percentage of total display time an advertiser's content runs during a specified buying period.

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### **Effective Audience Period**

Timeframe when the audience is present and likely to view ads; used to analyse cost and impact accurately.

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### **Cost per Thousand (CPM)**

Cost to deliver 1,000 impressions or contacts.

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### **Programmatic**

Automated buying and selling of advertising space using data and algorithms.

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## **ADVERTISING ENVIRONMENTS & FORMATS**

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### **Environment**

Location type where ads are displayed, including Roadside, Indoor, Place-based and Transit.

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### **Roadside**

High-impact billboards, bus shelters, and pedestrian signage including malls.

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### **Indoor**

Large indoor locations such as airports, shopping centres, and train stations, each with its own audience movement models.

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### **Place-based**

Small indoor environments such as cafes, cinemas, gyms, medical centres, and venues, each with its own ROTS model.

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### **Transit**

Internal and external advertising signs on public and private transport vehicles such as buses, ferries, trains, light rail, trams, taxis, rideshare, and delivery bags.

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## **SUPPORTING DATA & INDUSTRY TERMS**

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### **GTFS (General Transit Feed Specification)**

Data format that lets public transport agencies share schedule and route information for use in apps.

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### **BITRE (Bureau of Infrastructure and Transport Research Economics)**

Official source of transport data in Australia, including airport passenger counts.

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