AUDIENCE & MEASUREMENT CONCEPTS

Target Audience

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

Reach / Unique Reach

Total unduplicated number or percentage of a target audience exposed to content or ads within a set time frame. Unique Reach is another term for reach.

Coverage

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

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.

Audience Impressions

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

Duplication

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

Frequency Distribution Analysis

Hows 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)

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.

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

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.

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.

Visibility Adjusted Contacts (VAC)

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

Cone of Visibility

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

Dwell Time

How long someone is within the cone of visibility

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.

MEDIA & AD DELIVERY UNITS

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.

Ad Play

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

Play Length

Duration of time an advertisement is viewable on screen; also called message duration.

PRICING & COST METRICS

Cost per Play

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

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).

Share of Time

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

Effective Audience Period

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

Cost per Thousand (CPM)

Cost to deliver 1,000 impressions or contacts.

Programmatic

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

ADVERTISING ENVIRONMENTS & FORMATS

Environment

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

Roadside

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

Indoor

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

Place-based

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

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.

SUPPORTING DATA & INDUSTRY TERMS

GTFS (General Transit Feed Specification)

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

BITRE (Bureau of Infrastructure and Transport Research Economics)

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