ROAD 2.0
Metrics

2025

ROAD Metrics Explained

- VACs
  - Viewable (online) vs Viewed impressions (VACs)
  - How they work and what they mean.
- Reach
- Frequency
- Gross Rating Points (GRP)
- Cost Per Thousands (CPT)
- DooH measurements (OOH in the digital world)

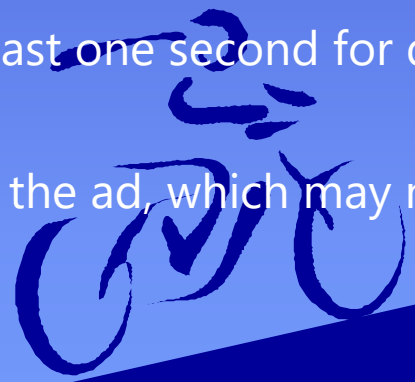
Visibility Adjusted Contacts (VACs)

Viewability (online) Impressions vs Viewed Impacts (VACs)

- The goal of a VAC is to obtain the most precise estimate possible of the number of individuals who engage with the advertising, rather than simply counting those who pass by a panel.
- The implementation of VACs has transformed out-of-home (OOH) measurement from an **Opportunity To See** metric to an **Attention Based** metric.
- Just because someone **CAN** see an advertisement does not imply that they **WILL** see it.
- This distinction highlights the difference between a **VIEWABLE** ad (can see) and a **VIEWED** ad (will see), referring to **VIEWABILITY** versus **VIEWING**.
    - *With VACs the focus in OOH has shifted from VIEWABILITY to VIEWING.*
- OOH is unique in the media landscape as it offers an attention-based metric, providing **VIEWED** impressions through **VACs**.

Digital / Online ad impressions

- A **"served ad impression"** occurs when an ad server successfully delivers an ad to a website or app, regardless of whether the user sees it. It indicates that the ad was sent, not necessarily viewed.
- An impression is deemed a "**viewable impression"** if the ad is within the visible area of the browser window, meeting criteria regarding pixel visibility and duration.
- According to the MRC (Media Rating Council USA), the criteria for a "viewable impression" are:
    - **Pixel Requirement**: At least 50% of the ad's pixels are in the visible area of the browser tab.
    - **Time Requirement**: This must be maintained for at least one second for display ads and two seconds for video ads.
- A **"viewable impression"** implies **an opportunity to see** the ad, which may not apply to a served impression.



Visibility Adjusted Contacts (VACs)

- The Out-Of-Home (OOH) sector acknowledges that merely measuring Viewability is not enough.
- Both online and OOH advertisements exist in environments that are as congested as in a typical street. The former appears on desktops or mobile devices, while the latter is found in public spaces.
- Advertisers must comprehend their audience's attention and behaviors, while media owners need to evaluate the true attention given to their platforms.
- VACs represent the **'reality of attention';** this metric extends beyond viewability, providing a means to measure actual views effectively.
- This provides advertisers with the most accurate assessment of their advertising audience. Advertisers can trust the actual number of individuals who view their ads, rather than just the possibility of being exposed to them.

The Common Currency for Media | Lumen Research

Impacts ≠ Impressions *(ROUTE UK)*

- **Impression:**
  - Measurement of responses from a web server filtered from robotic activity and error codes, recorded at a point as close as possible to opportunity to see the page by the user.

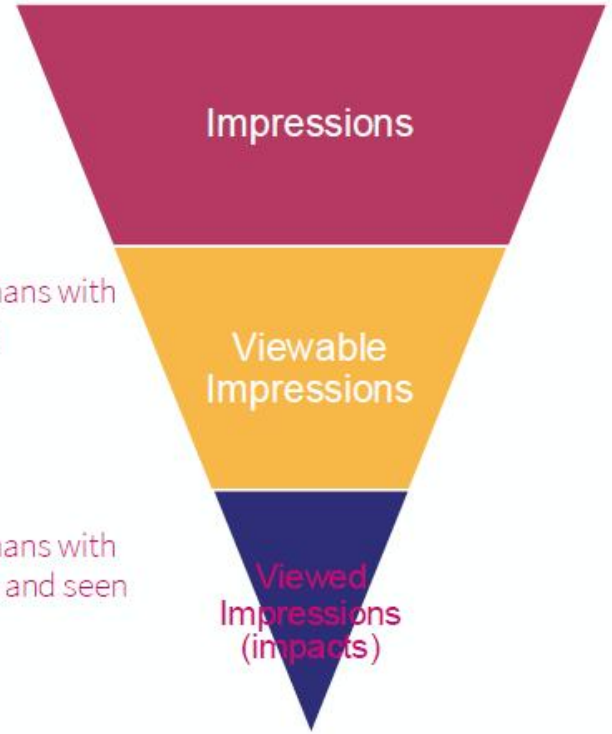
- **Viewable impression:**
  - >50% of pixels on an in-focus browser tab on the viewable space of the browser page for greater than or equal to one second, post ad render (for video ads it's 2 seconds)
- *Impressions are not a human measure and instead are a count of ads broadcast.*

- **VACs** are an audience measure that goes beyond 'impressions' and allows us to determine not just how many ads are displayed on OOH screens, nor a count of those exposed to the ads, but instead a measure of those who are **actually likely** to see the ads which they are exposed to.

OOH spots generate multiple impacts *(ROUTE UK)*

The the audience funnel is different to that of other media…

One to one medium i.e. online / mobile



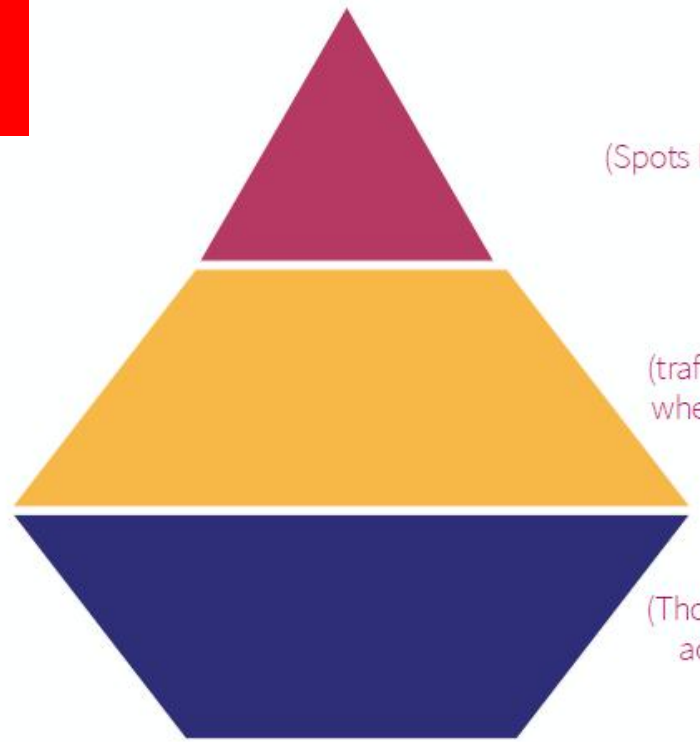
Ads served to publishers

Ads served to humans with enough on screen

Ads served to humans with enough on screen and seen

?

One to many medium i.e. OOH



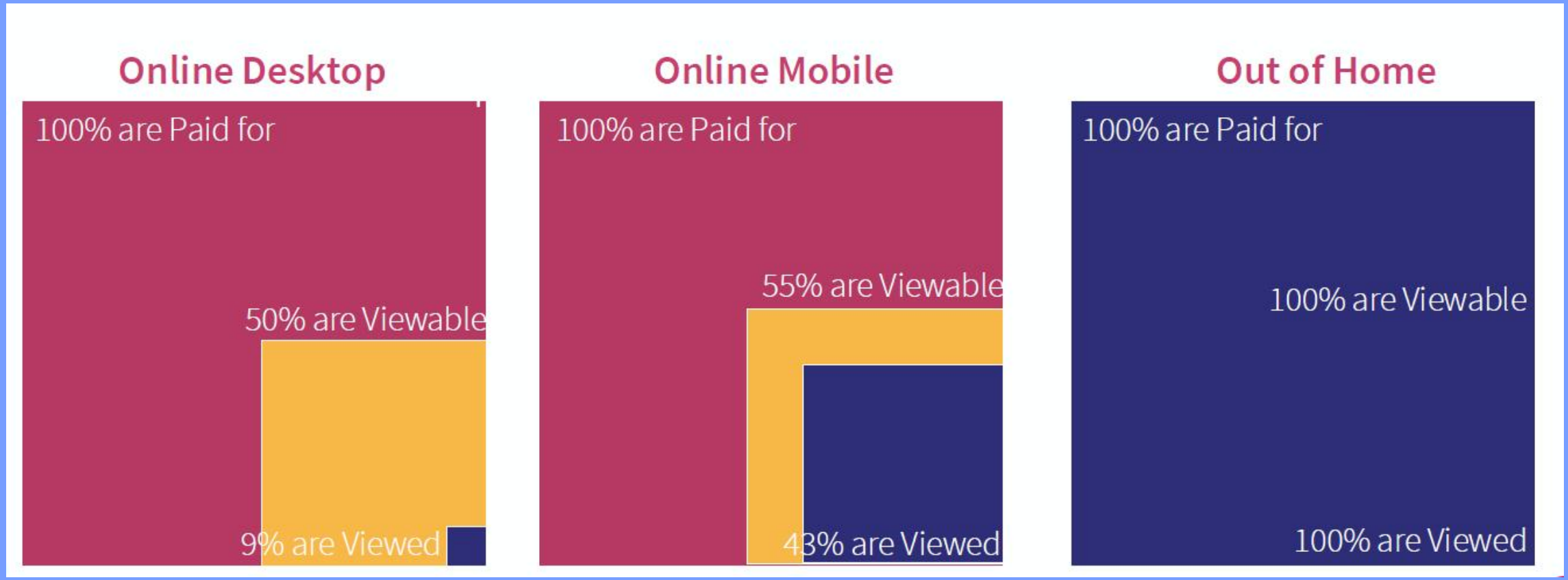
Impressions
(Spots bought and played out)

Viewable impressions
(traffic within visibility areas when spots play on screen)

Impacts
(Those who in the area who actually see ads – viewed impressions)

ROUTE

Visibility adjusted impacts are a much better measure of the people actually seeing campaigns *(Route UK)*



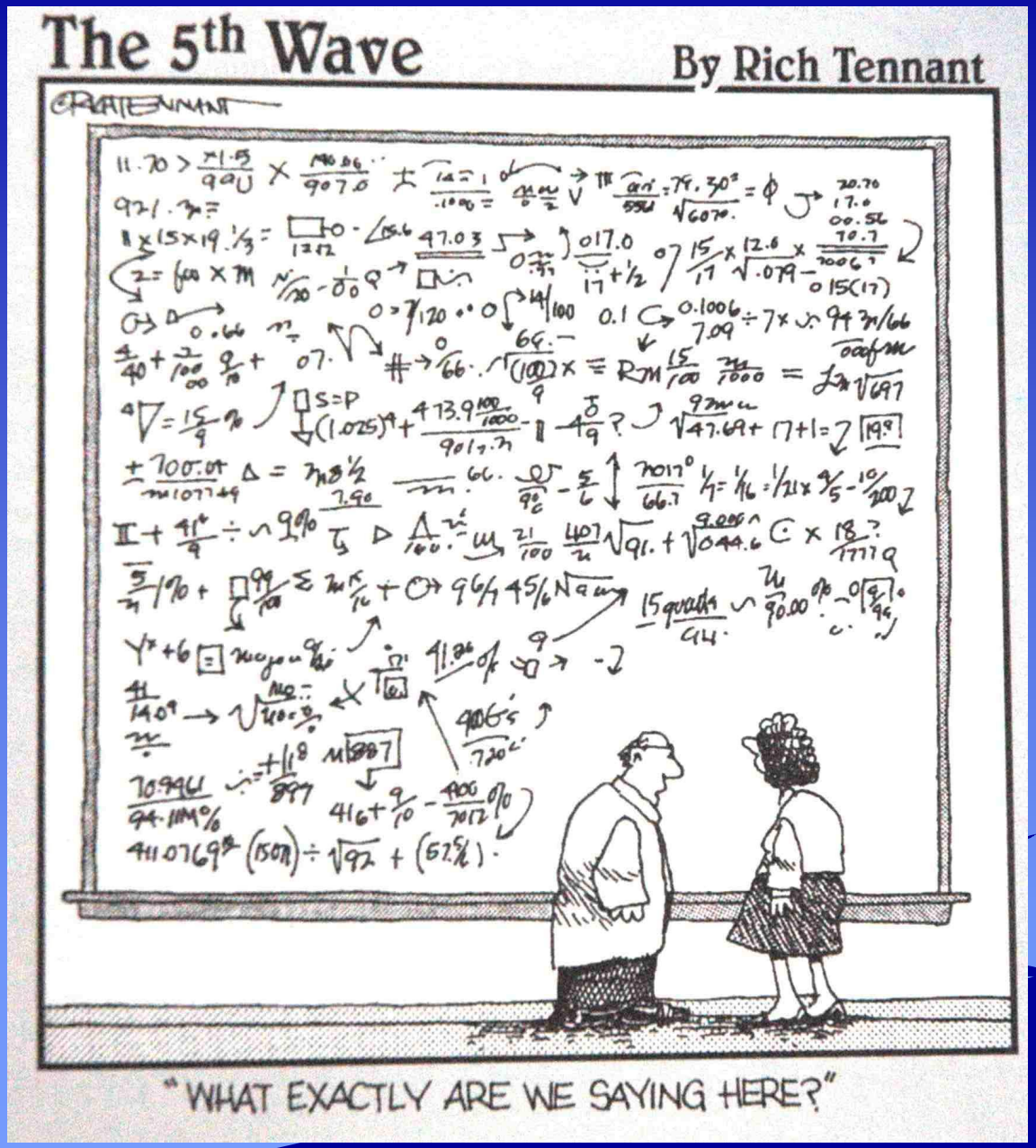
What are VACs made up of?

- ROAD functions as an attention-based currency, meaning it **does not rely on an 'opportunity to see' (OTS) model** for advertising; rather, it **modifies audiences** according to the **likelihood of exposure** (LTS).
- The core idea is to assess the probability that each individual entering a visibility area, where out-of-home (OOH) ads can be seen, has **actually viewed** the ads.
- This assessment is achieved through a **visibility adjustment algorithm**, which includes various factors known to affect the likelihood of noticing an advertisement.
- All these factors are collectively evaluated to establish a probability referred to as **Visibility Adjustment (VA).**
- The algorithm takes all VA factors into account to generate a final metric called VAC.
- This method of performance measurement is recognized as an international standard and is included in global guidelines for OOH advertising, which are available in the attachment.
- Consequently, this creates a more reliable currency that takes into account differences arising from visibility conditions.

What are the Visibility Adjustment (VA) elements?

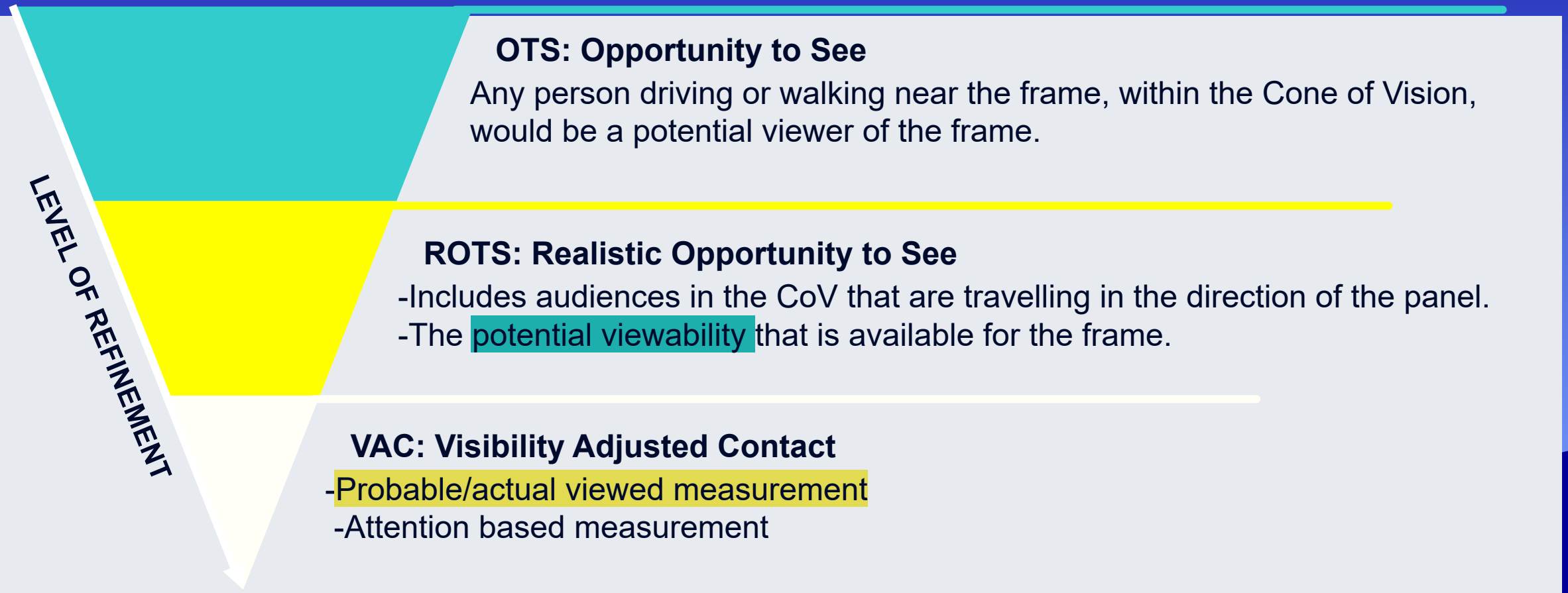
- **Object size:** Larger objects tend to be noticed more readily than smaller ones, as they occupy a greater area of the visual field.
- **Proximity to the object:** The nearer you are to the object, the higher the probability of seeing it.
- **Offset distance:** The further away the object is from an individual's path, the less likely it is to be observed.
- **Panel height:** A panel positioned higher is less likely to be within the direct line of sight.
- **Distortion angle** of the object from the viewing line (the closer it is to 0 degrees [directly facing] the more effective).
- **Duration in the visibility zone:** Spending more time in a visibility area increases the chances of seeing the advertisement.
- **Speed of travel:** Slower speeds allow for extended exposure time in the visibility area.
- **Lighting conditions:** This affects panels that lack illumination during nighttime.
- **Static versus digital panels:** Static panels are always visible, while digital panels are only displayed intermittently.
- **Pedestrians versus vehicles:** Individuals on foot generally move at a slower pace compared to vehicles.

All these VAs are integrated into the algorithm that ultimately determines the VAC.


The 5th Wave
By Rich Tennant
RICH TENNANT
"WHAT EXACTLY ARE WE SAYING HERE?"

The VAC calculation process

(how OOH moves from an OTS to a VAC)



OTS: Opportunity to See

Any person driving or walking near the frame, within the Cone of Vision, would be a potential viewer of the frame.

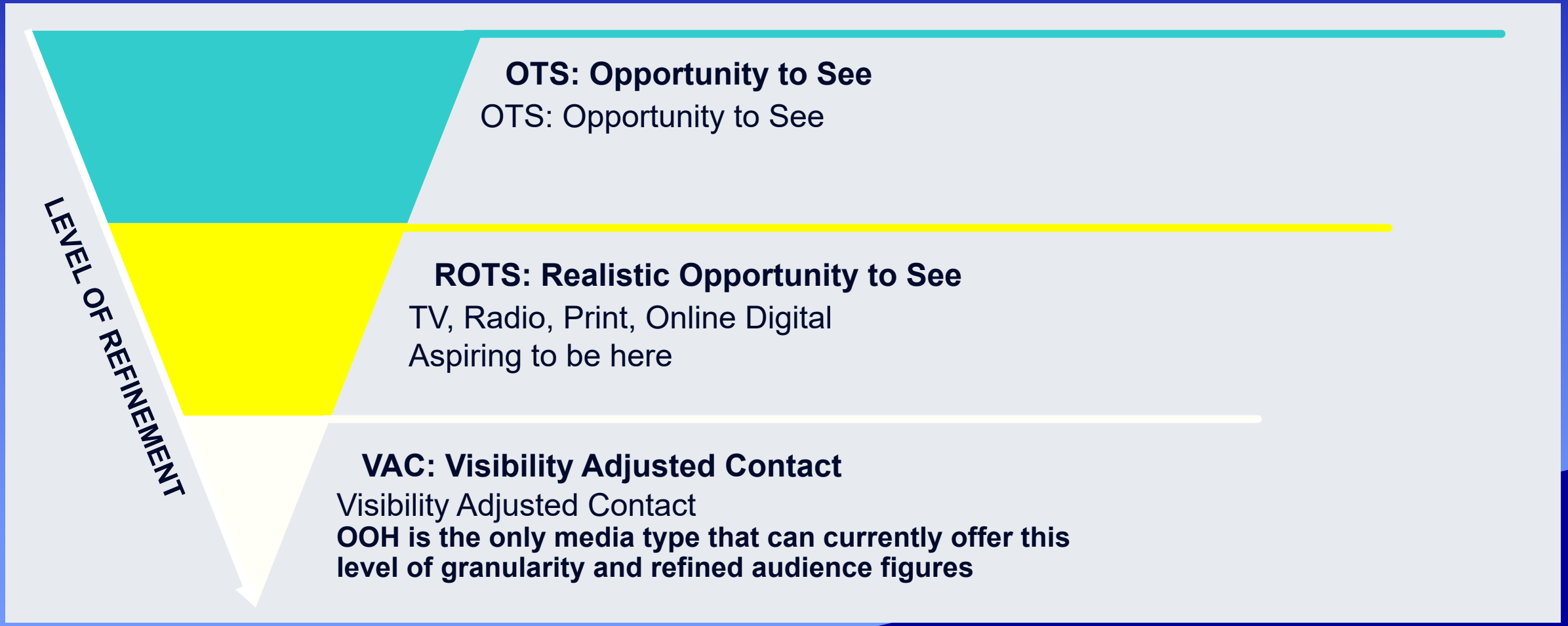
ROTS: Realistic Opportunity to See

-Includes audiences in the CoV that are travelling in the direction of the panel.
-The potential viewability that is available for the frame.

VAC: Visibility Adjusted Contact

-Probable/actual viewed measurement
-Attention based measurement

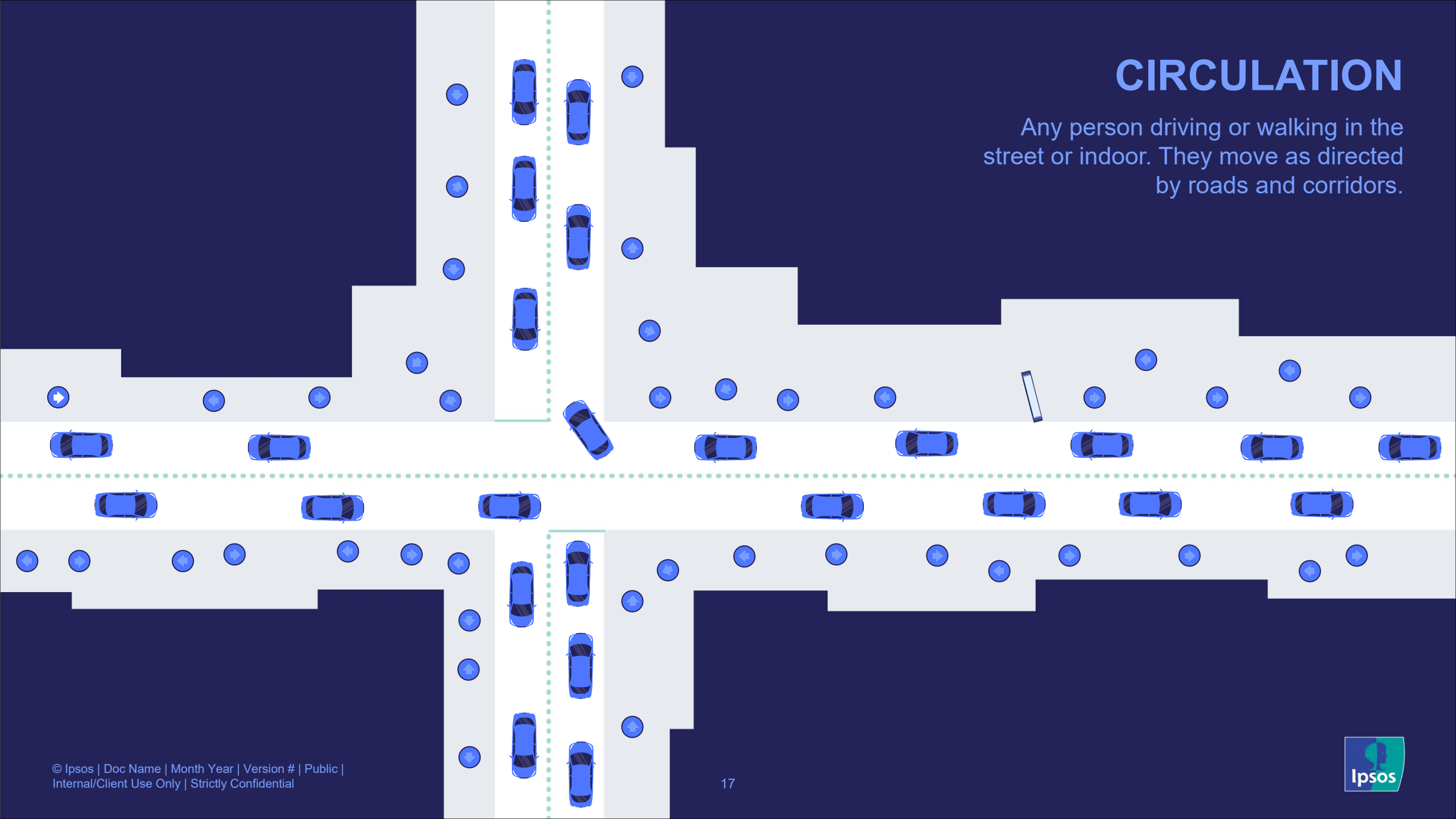
Compared to other media

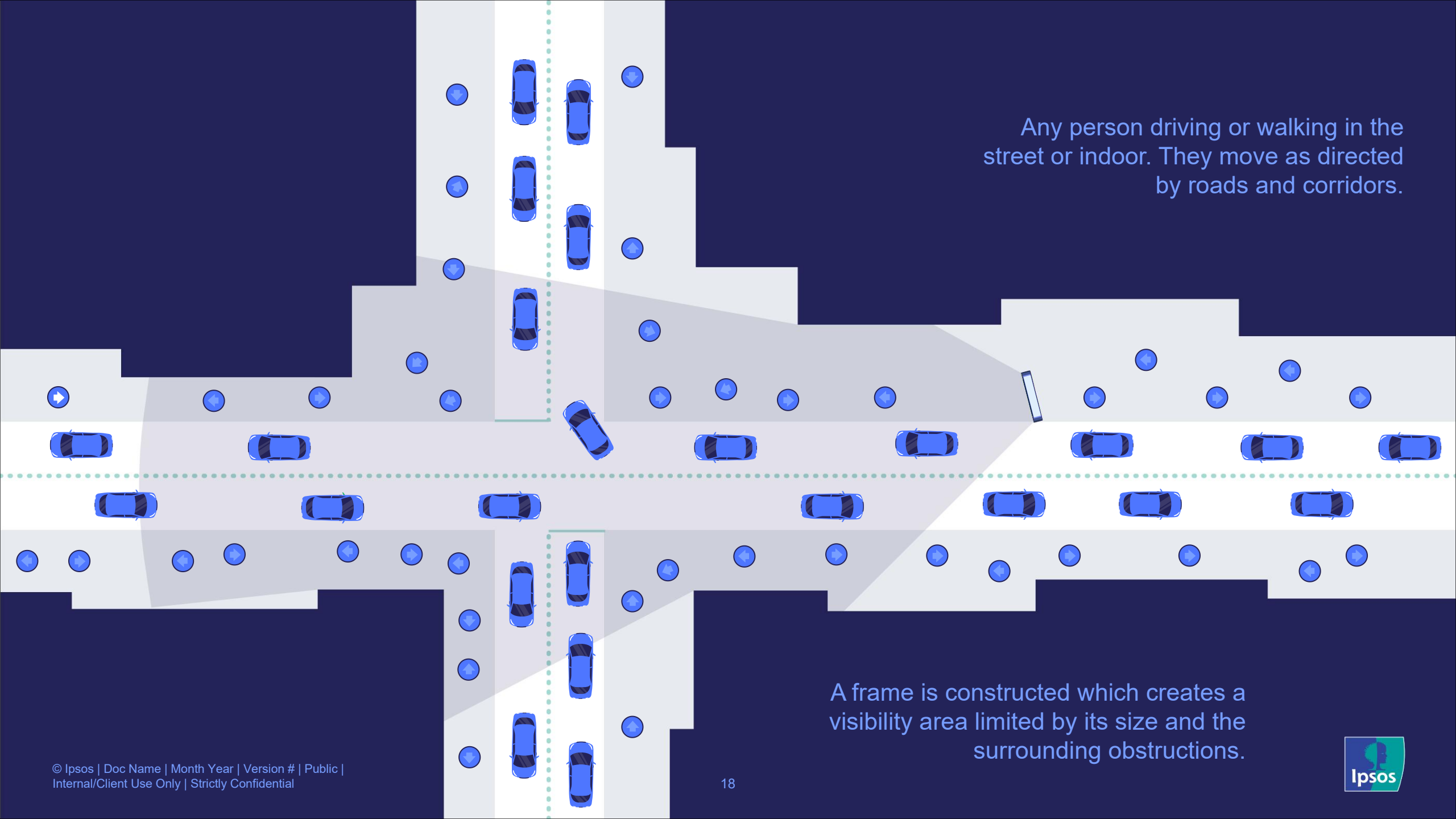


A visual representation of the process

CIRCULATION

Any person driving or walking in the street or indoor. They move as directed by roads and corridors.





Any person driving or walking in the street or indoor. They move as directed by roads and corridors.

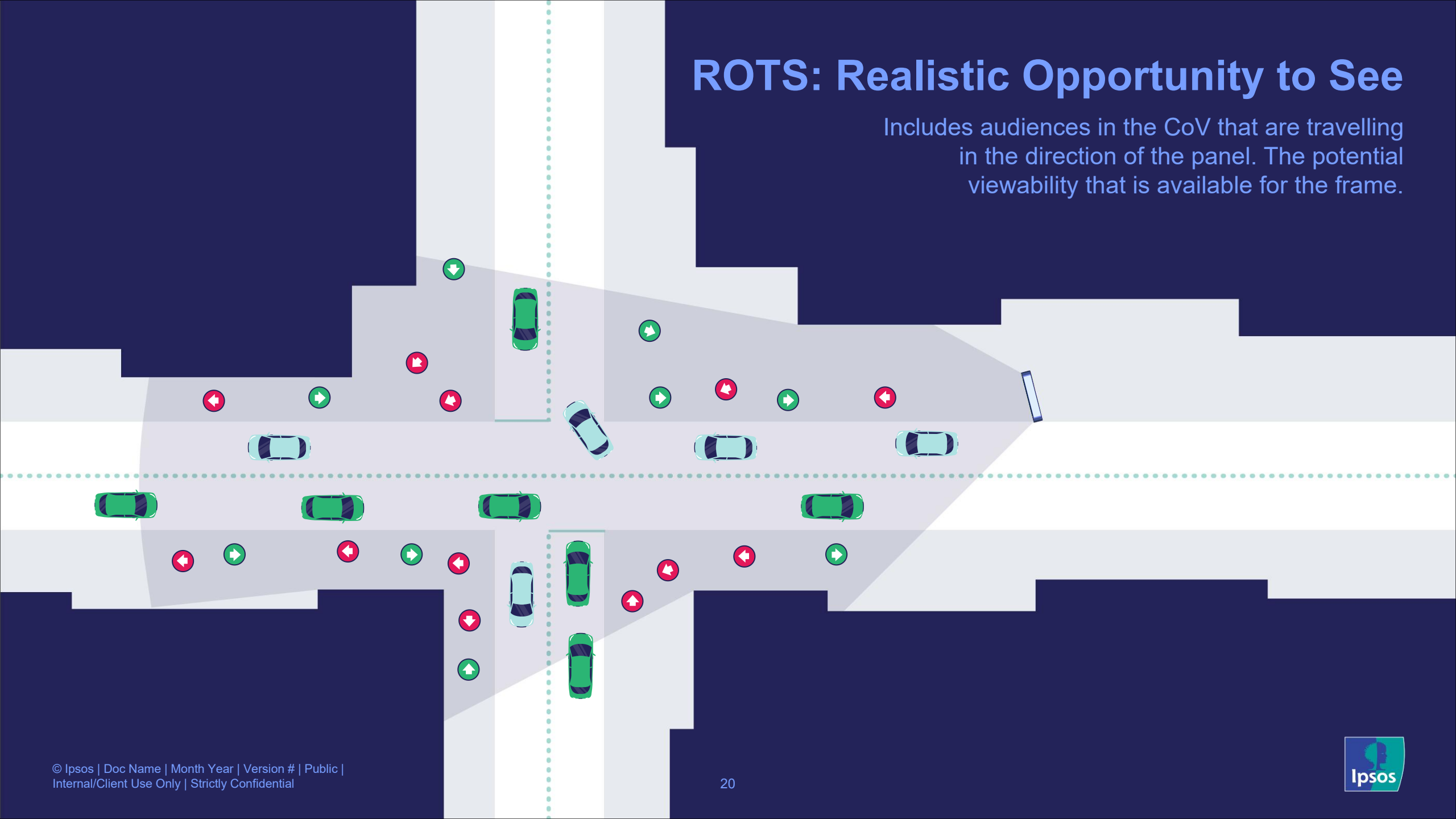
A frame is constructed which creates a visibility area limited by its size and the surrounding obstructions.

OTS: Opportunity to See

Any person driving or walking near the frame, within the Cone of Vision, would be a potential viewer of the frame.

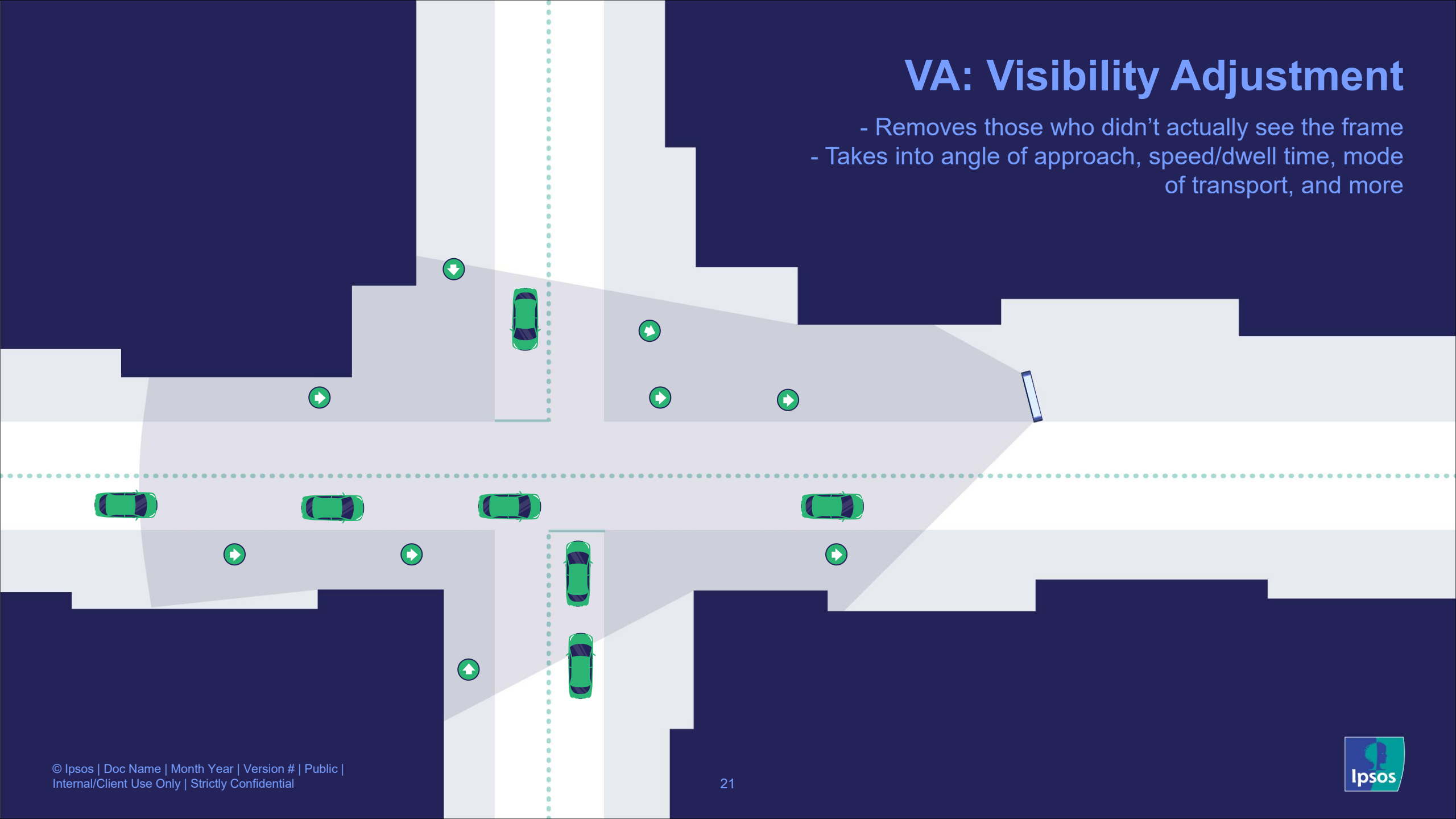
ROTS: Realistic Opportunity to See

Includes audiences in the CoV that are travelling in the direction of the panel. The potential viewability that is available for the frame.



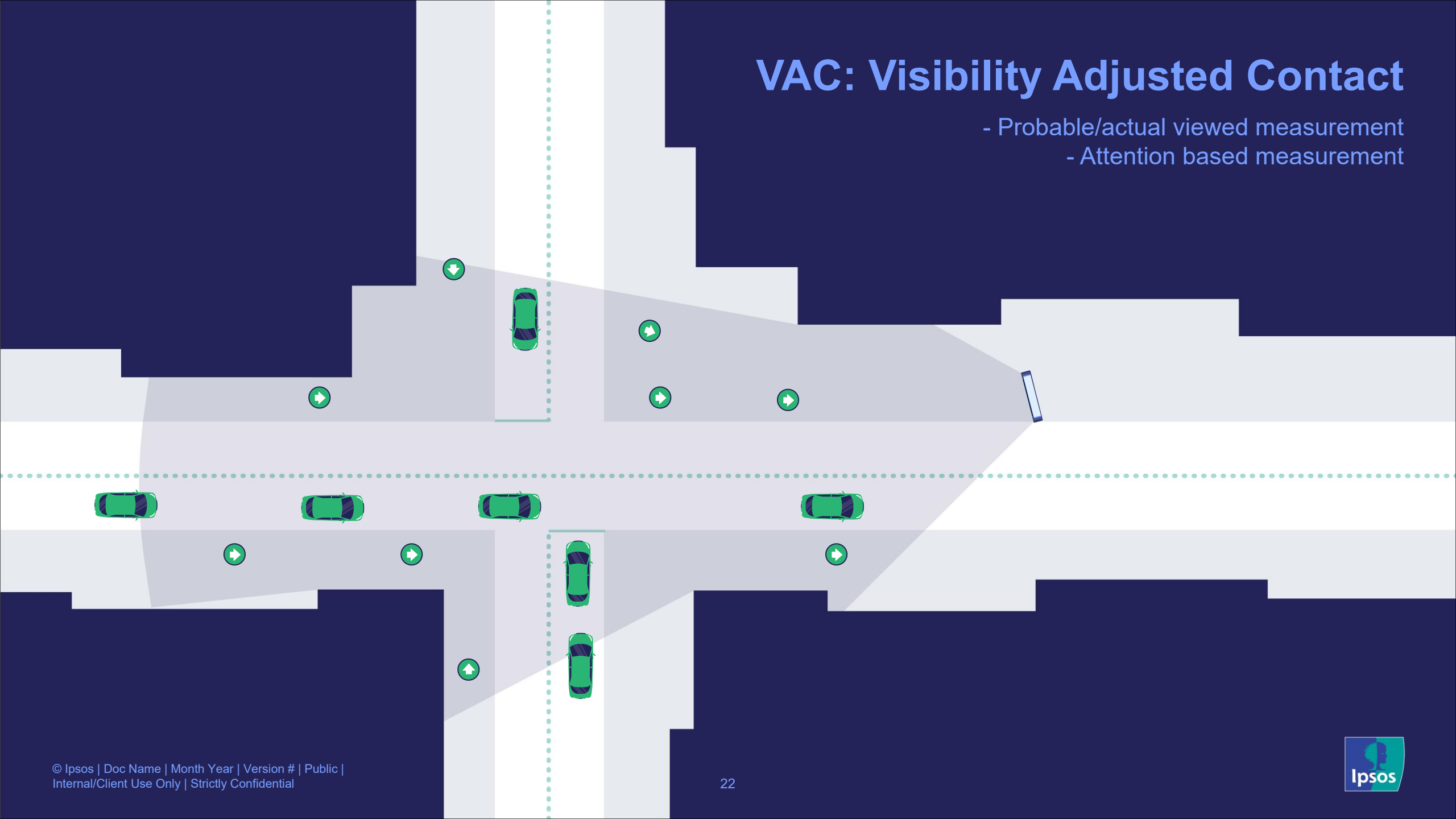
VA: Visibility Adjustment

- Removes those who didn't actually see the frame
- Takes into angle of approach, speed/dwell time, mode of transport, and more



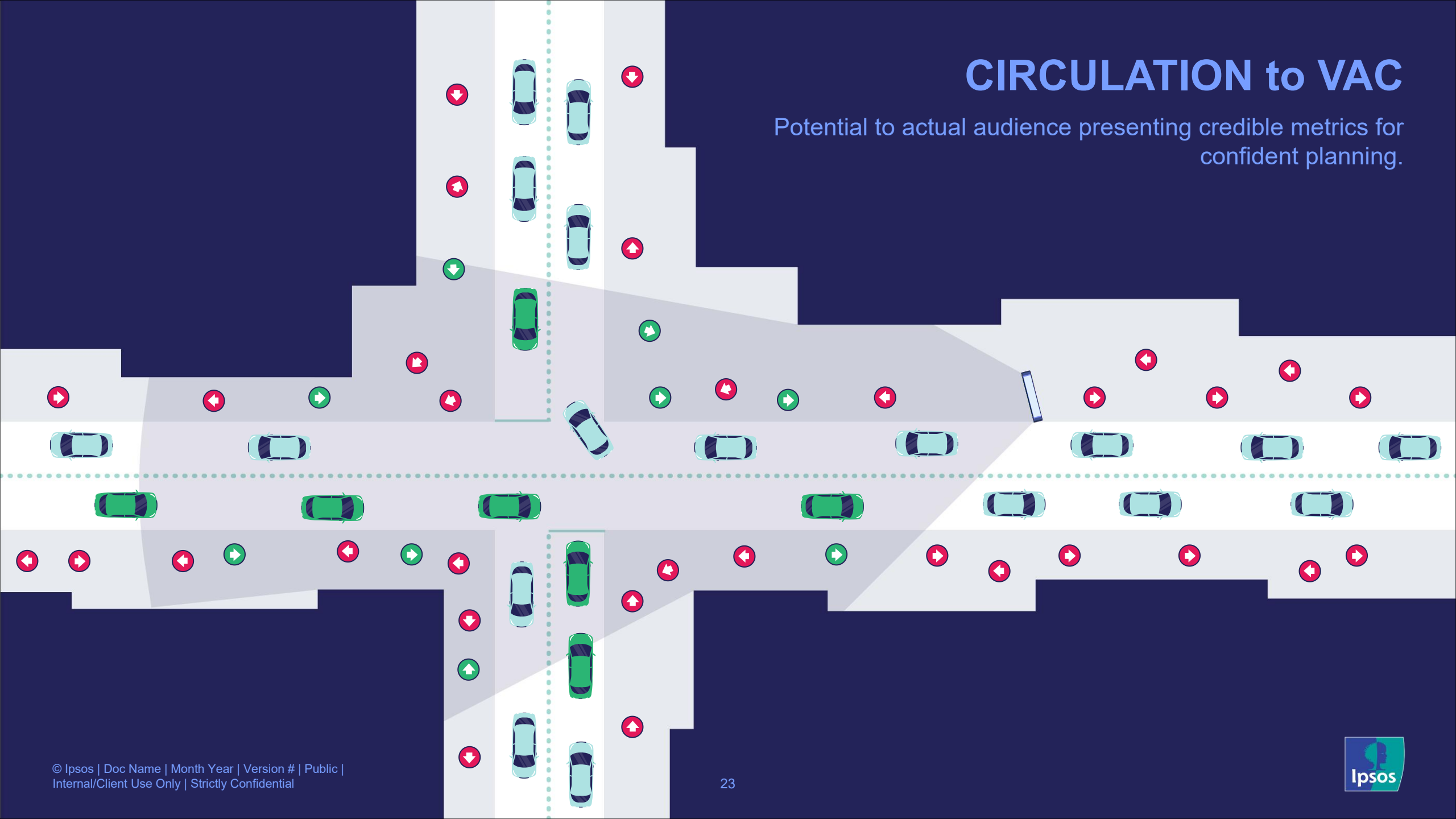
VAC: Visibility Adjusted Contact

- Probable/actual viewed measurement
- Attention based measurement



CIRCULATION to VAC

Potential to actual audience presenting credible metrics for confident planning.



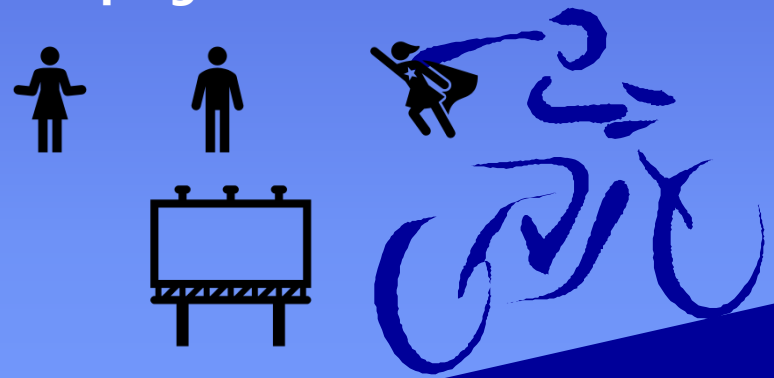
Other OOH Metrics

Reach

- The **number or percentage of individuals** exposed **at least once** to a panel or multiple panels.
- The estimated **number or percentage of the target market** exposed one or more times to the panels in a plan.
- Reach indicates the unduplicated number of different individuals exposed to a panel or campaign, irrespective of the frequency of exposure.
- Reach% shows the reach as a percentage of the target audience.

10 people in target market

3 people exposed to at least one panel in the campaign at least one time



Reach %

3 / 10 x 100

= 30%

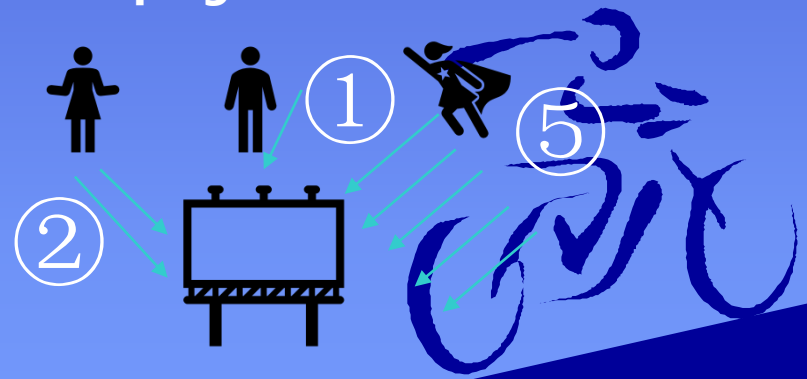
Reach in ROAD data: Reach calculations are derived from the VAC assessment, considering all VA components.

Frequency

- The number of times that the **average** person is exposed to a panel or panels in a campaign.
- That is, the average number of times a panel or panels could be seen by each person in a target market over a period of time.
- The actual number of times that each person sees the ad will vary.
- That is, one person may see the ad once and another person may see it 5 times and a third may see it twice.
- So the average would be 1 + 5 + 2 = 8 ÷ 3 (people) = 2.7 average frequency

10 people in target market

3 people exposed to at least one panel in the campaign at least one time



Average Frequency

2 +1+ 5

= 8 times /

by 3 people

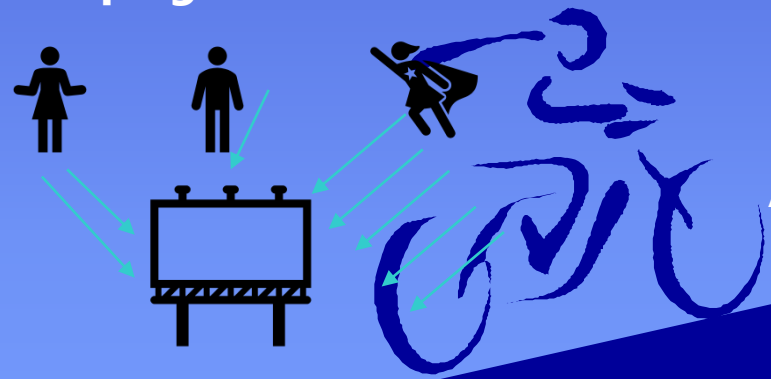
= 2.7 average frequency

VAC / Impact

- The overall VAC (refer to the explanation in the earlier section) can be mathematically calculated by **REACH multiplied by AVERAGE FREQUENCY.**
- This figure indicates the actual count of views a panel or multiple panels receive during a campaign.
- It denotes the **number of TIMES** of exposure rather than the number of individuals.
- This metric reflects the "**impact**" of the campaign.

10 people in target market

3 people exposed to at least one panel in the campaign at least one time



Impact / VAC

Number of people = 3

Average frequency = 2.7

Impact / VAC = 3 x 2.7

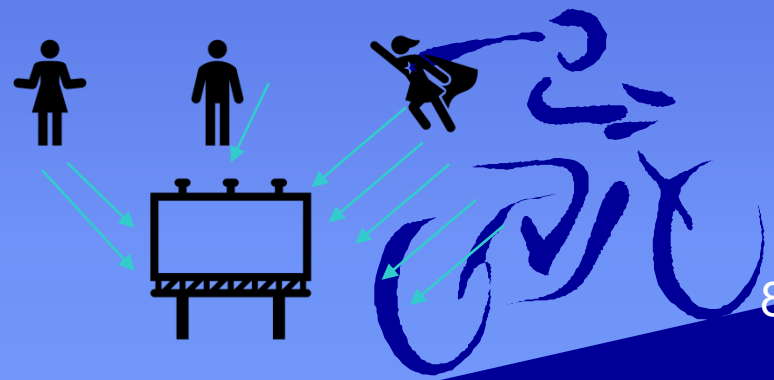
=8.1

Gross Rating Point (GRP)

- Represents total campaign exposure as a percentage.
- Indicates the campaign's media "weight" and overall impact.
- GRPs reflect the frequency of exposure needed for effectiveness.
- For example, if 100% of the target audience sees an ad once, it totals 100 GRPs (100x1). If 50% sees it twice, that also counts as 100 GRPs (50x2), while 75% seeing it three times results in 225 GRPs (75x3).
- These GRP levels are based on the campaign's objectives – is high reach or high frequency required?

10 people in target market

3 people exposed to at least one panel in the campaign at least one time



GRPs

VAC / Impacts = 8.1

Target market = 10

8.1 / 10 x 100 = 81 GRPs

Cost Per Thousand (CPT / CPM)

- The CPT in the ROAD data is calculated per 1000 VACs.
- It measures the cost efficiency of a campaign in relation to its cost.
- Specifically, it represents the expense of acquiring 1000 VACs, aiding in the assessment of a campaign's panel costs for a given audience.
- This metric serves as a comparison tool for different panels.
- It helps determine whether a panel with high costs and high VACs is more efficient than one with low costs and low VACs, normalising these differences to evaluate efficiency per 1000 VACs.

Hypothetical calculation:

- VACS 2,500,000
- Cost of the campaign R200,000
- CPT calculation VAC / 1000

  2,500,000 / 1000 = 2,500

  R200,000 = 2,500

  R80,00 (CPT)