



**21,994**  
**SURVEY PARTICIPANTS**  
(adults aged 15+, representative of GB population)



**345,127**  
**RESEARCH DAYS**



**526.4 BN**  
**SENSOR READINGS FROM OUR MST DEVICES**

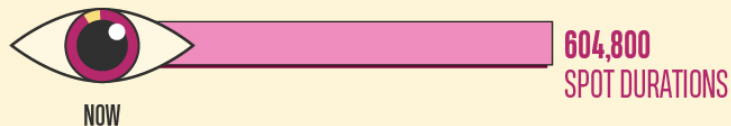
## UNRIVALLED ACCURACY

Route is representative of GB adults aged 15+. Using behaviours of 21,000+ adults spanning 345,000+ days we have a uniquely complex and robust basis from which to create our measures.

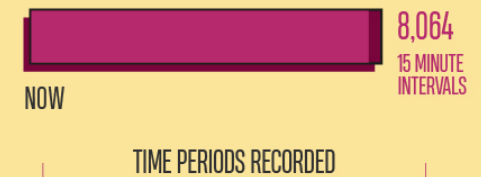
## UNPRECEDENTED FLEXIBILITY IN PLANNING

Introducing spot level ratings means more flexibility for planning out of home advertising campaigns than ever before.

### PLANNING OPTIONS



OPTIONS FOR AD DURATIONS FROM **1 SECOND TO 1 WEEK.**



**500 FOLD INCREASE IN TIME PERIODS AVAILABLE FOR ANALYSIS**

## UNPARALLELED INSIGHT INTO OOH ADVERTISING

PARTICIPANTS EXPOSED TO OOH ADS 357 TIMES PER DAY



AVERAGE EXPOSURE TO EACH OOH AD IS 30 SECONDS



EQUIVALENT OF 102.6 YEARS OF ADVERTISING EXPOSURE (3.2 BILLION SECONDS)



109.2 MILLION OOH ADVERTISING EXPOSURES WITHIN THE DATASET

TOTAL INVENTORY: 392,432 POSTERS AND SCREENS



EQUIVALENT OF 804,973<sup>m2</sup> OF ADVERTISING SPACE OR 642KM (LONDON TO EDINBURGH)



## UNIQUE UNDERSTANDING OF HUMAN BEHAVIOUR

In addition to understanding how many OOH ads people see, we also develop a unique insight into their behaviours when out of the house, such as how far they travel each day..



ON AVERAGE ADULTS IN GB TRAVEL 21 MILES PER DAY.

