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ABOUT US

The OMC (registered in early 2015) has been formalised based on international best practice and is representative of key OOH media owners.

We are committed to produce an out of home currency which will contribute to building the credibility and stature of the Out of Home (OOH) industry .

The OMC's vision is to produce consolidated, inclusive and representative research covering the key OOH areas.



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**Terminology:
ROTS & VACS**

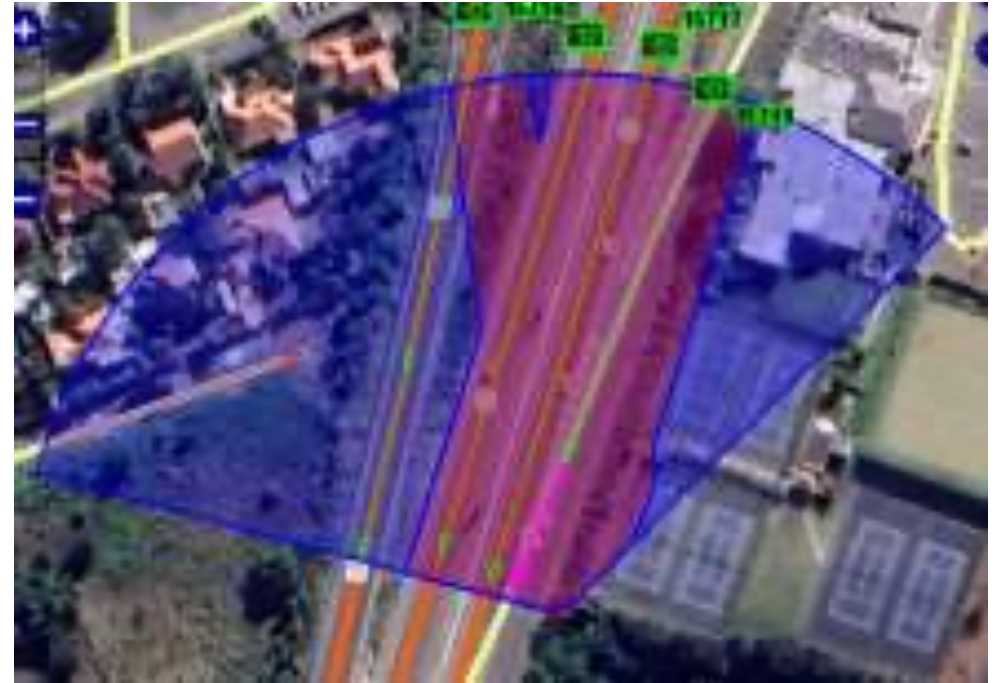
Explaining Realistic Opportunity to See (ROTS)?

What is a Contact or Realistic Opportunity to See (ROTS)?

These two terms mean with very similar things in the world of OOH audience measurement.

How is this obtained?

- Each panel is positioned according to its size, co-ordinates and orientation (angle) to the road.
- The IMS system automatically generates a Cone of Visibility (CoV), based on the maximum distance from which the frame is visible and the furthest angle from which it can be seen.
- Any permanent obstacles (such as buildings and the width of street) are considered in re-sizing the Cone to a realistic one, within which the frame can be seen. See example below.
- Any vehicles or pedestrians that pass through the CoV could potentially have an opportunity to see the panel.



Explaining Realistic Opportunity to See (ROTS)?

How is this obtained?

- However, not all the vehicles and pedestrians that pass through the CoV will make “contact” with the panel.
- People will only be considered a “contact” if they are within the CoV AND they are travelling in the direction of the panel and are able to see it.
- If they are facing the panel, they will at the very least have an opportunity to be exposed to the content on the panel.
- If they are travelling away from the panel and/or they are not in the line of sight of the panel, they will NOT be considered a contact and are excluded from any further calculations.
- Each person that is in the CoV AND is considered a contact will be calculated as follows:
 - 2 people would equal 2 contacts, 3 people would equal 3 contacts, and soon...but that’s not all, we also need to consider the number of times they are exposed to the panel to arrive at the total number of contacts with the panel.
- Contacts/ROTS are additive, they are a calculation of all the qualified people in the CoV multiplied by the number of times (frequency) that each person passes by the panel.

Explaining Realistic Opportunity to See (ROTS)?

How is this obtained?

- For example:
 - 1 person passes once (1x1) = 1 contact
 - 1 person passes twice (1 x 2) = 2 contacts
 - 3 people pass twice (3 x 2) = 6 contacts
 - Total number of contacts = 9 contacts (reach or people X frequency or number of exposures to a panel)
- Therefore, contacts are the total number of TIMES a panel has the opportunity to be seen by people travelling in the CoV and are facing in the direction of the panel.
- Thereby, the term we use for the number of CONTACTS made by those that are in the CoV and are facing the panel and/or have the panel in their line of sight is a REALISTIC OPPORTUNITY TO SEE (ROTS).
- ROTS are the total number of realistic opportunities for exposure that a panel will achieve.
- It is important to remember that these are OPPORTUNITIES to see, they are the potential viewability that is available for a panel – but it is still a broad measurement that does not consider many relevant and important variables that will impact on the most PROBABLE or ACTUAL viewed exposure of a panel, and that is why we move to the deeper level of VACs.

Explaining Visibility Adjusted Contact (VAC)?

- Once we have the opportunity of exposures for a panel, how can we be sure that people will PROBABLY or ACTUALLY, see the panel and not just have an opportunity to see it?
- Basically, a VAC is a more refined calculation of ROTS that moves us from reflecting a broad opportunity measurement to a more probable/actual viewed measurement.
- This is an attention-based measurement.

How is this done?

- Advanced OOH measurement systems apply algorithms to the ROTS and thereby create a far more actual measurement called a VAC.
- By analysing all classification factors for panels and audience behaviour, the measurement systems convert the number of viewable impressions (ROTS) into more probable/actual viewed impressions (VACs).
- Classification factors built into a VAC algorithm include, traffic speeds, dwell time in front of the frame, illumination, frame height, digital or static, as well as other layers of information to which MGE Data have access.

Explaining Visibility Adjusted Contact (VAC)?

- Based on research, each of these classification factors are adjusted or weighted (up or down) according to the algorithm when converting the ROTS into VACs. The outcome of this is the creation of a far more probable/actual number of impressions/impacts compared to just a simple contact or opportunity. This outcome is the VAC.
- Not all panels are equal, they each have their own set of factors that are built into calculating their VACs.
- A VAC provides the most accurate an estimate of the possible actual viewing of a panel and not just a number of people passing a frame.
- It can be explained as the total number of times people passing an OOH panel are actually going to be exposed to the content (not just having the opportunity to see the panel content).

So how do you explain a VAC:

It is the total number of probable/actual VIEWED impressions/impacts that a panel achieves. It is an attention-based metric and not simply an opportunity-to-see metric.

Remember: It is not the number of people; it is the number of impacts/impressions achieved.



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