



Likelihood To See (LTS) – a new way of measuring media





# Likelihood To See (LTS)

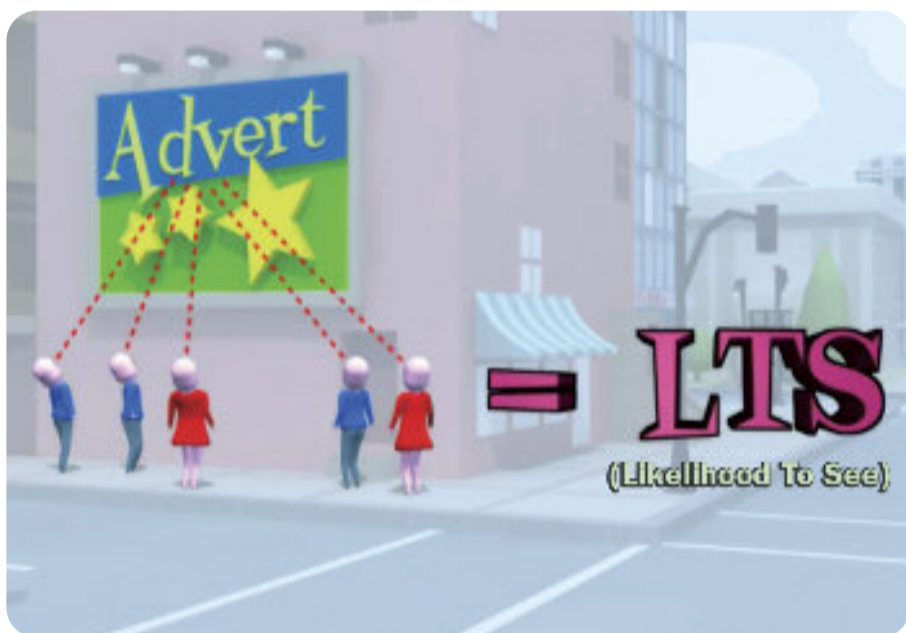


The **MOVE** (Measurement of Outdoor Visibility and Exposure) system introduces a new and more accurate way of measuring advertising on Australian media.

By applying a probability factor to the total potential audiences of outdoor advertising campaigns, **MOVE** automatically excludes those people who are not likely to see an advertising face.

Audience measurement results therefore report only those people who in all probability saw the outdoor advertising campaign. This is known as the Likelihood To See (LTS) audience.

LTS is what differentiates **MOVE** from most other media, as with other media the audience measurement results reflect potential audiences – that is, all those with the Opportunity To See (OTS) an advertising face.



## How LTS works

LTS is based upon a number of 'visibility factors' which are values assigned to either the advertising face itself or the person passing the face within the different audience environments.

Factors assigned to the face include its size, location, orientation and whether or not it is illuminated.

Factors assigned to the individual include their mode of transportation, the speed at which they are travelling, the side of the street they are on, and the time of exposure.

## Below are the visibility factors used for the different formats:

- Face size.
- Face location.
- Side of road.
- Day/Night variation.
- Audience mode.
- Mode speed.
- Angle of face.
- Start/max distance.
- Setback from kerb.
- Road width.
- Illumination.
- Street level.
- Audience direction.

## Visibility Index

The Visibility Index scores (VI) are the results of the combined visibility factor values as they apply to each outdoor media face.

These have been developed as algorithms for the **MOVE** project by Simon Cooper, the architect of the UK's outdoor media measurement system, POSTAR, which was launched in the mid 1990s. Mr Cooper, and his colleague, Dr Paul Barber (University of London), are regarded as the world's leading experts in visibility research for outdoor media.

In addition to POSTAR, they have worked on outdoor audience measurement systems for Ireland, Finland, Sweden, Norway and the United States.

## The Research

More than 15 years of global research into the visibility of outdoor advertising has been used to develop the LTS for **MOVE**. This research has involved both simulated and in-field eye tracking studies.

Eye tracking involves participants wearing light-weight glasses with an inbuilt two-way camera connected to a mobile video recorder. The camera captures both the eye movement and exactly what is being viewed.

In Australia, **MOVE's** study produced more than 13 million frames of video footage of interactions with around 9,000 separate outdoor advertising 'events'. These were recorded while the survey participants were either driving, passengers in a private vehicle, using public transport, shopping or walking.

The purpose of the eye tracking studies has been to confirm the visibility factors that influence a person's Likelihood To See an advertising face based on upon the duration of their eye gaze.



Eye tracking technology is used to measure what people are looking at.



For more information about MOVE please visit

[www.moveoutdoor.com.au](http://www.moveoutdoor.com.au)

or contact (02) 9357 9944