

OTS FACTORS

Roadside & Airport Precinct	Retail – Internal	Train / Bus Station	Airport Internal	Bus / Tram Exterior	Bus Interior
Market – determines which dataset a face is processed against. Overrides all other location details.					
Vertical Size, Horizontal Size – effects static roadside viewing locations and VI scores for all faces.					
Illumination Type, Illumination Period – external audiences effected by period all formats VI effected by type.					
Location – links to outputs for that specific location and effects the OTS scores.					
Longitude	Escalator Vicinity	Concourse or Platform – Either	Escalator Vicinity	Format - effects measurement Face Position	
Latitude	Department Vicinity	Aud. % Boarding (Concourse)	Corridor Type	Max Panels – effects OTS allocation	
Orientation	Supermarket Vicinity	Aud. % Alighting (Concourse)	Attractor Type		
	Corridor Type	Platform Position (Platform)			
		No. Platforms (Platform)			

VI FACTORS

Split by attributes relevant for all faces e.g. Internal locations only have one mode

Roadside & Airport Precinct	Bus / Tram Exterior	Retail – Internal	Train / Bus Station	Airport Internal	Bus Interior
Face Size – area of the face					
Setback from kerb	Face Location				
Audience Mode Variation					
Audience Direction					
Side of Road					
Day / Night Variation					
Angle of Face					
Start/Max Distance					
Road Width					
Illumination					
Street Level					