



Peoplecount Awarded for Most Innovative Research in Digital Out-of-Home Advertising

Audience Research Company Wins Award for Pedestrian Metrics

Toronto ([PRWEB](#)) April 26, 2009 -- Peoplecount, a Toronto-based audience research company, today announced it took home honors for Most Innovative Research in the first annual MediaPost Digital Out-of-Home Awards in New York. The award recognizes Peoplecount's groundbreaking development of a new metric model for counting pedestrians on city streets. The system has been integrated into the Traffic Audit Bureau's new Eyes On™ audience ratings, set to transform outdoor advertising audience metrics in the U.S. when it is released in the next few weeks.

Historically, pedestrian volumes for out-of-home signage were expensive and laborious to measure, with only scarce and sporadic data available. Adapting network modeling techniques currently used in the urban design and planning fields to outdoor digital signage, Peoplecount created a cost-effective, accurate model to predict the missing pedestrian audience, which accounts for almost half of the people passing outdoor ads in most busy urban centers.

Dubbed the Peoplecount™ Pedestrian Model, the work has implications beyond outdoor advertising and is currently being presented to municipal planning officials who are interested in the "greening" of their local transportation networks by emphasizing and encouraging pedestrian travel. Kelly McGillivray, President and Chief Methodologist of Peoplecount notes "being able to pinpoint pedestrian hotspots and quantify them across an entire city is a boon for outdoor advertisers, commercial real estate, the retail industry and city planners."

Peoplecount prevailed over such industry heavy hitters as Nielsen On Location Media and Horizon Media. Upon receiving the prestigious honor at the MediaPost awards show earlier this week, Kelly expressed her thanks to the digital signage industry for its foresight in recognizing research as an award category, and declared it a "defining moment for Geeks in High Heels everywhere."

About Peoplecount

Peoplecount provides innovative research and measurement solutions to the out-of-home advertising, digital signage and shopper marketing industries. Combining skills in transportation engineering, network modeling, on-site market research and statistical analysis, Peoplecount's solutions provide insight into customers, pedestrians and traffic across North America. Peoplecount is a division of Transearch Group Inc., which was established in 1995.

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You can read the online version of this press release [here](#).