



## Digitalcounts Expresso® Audience Metrics

Audience measurement is essential for an emerging medium like Digital Out-of-Home (DOOH) advertising. Digitalcounts Expresso is a **pre-packaged** audience measurement service **tailored** to Digital Out-of-Home networks. Designed to make audience metrics **consistent, robust** and **easy to buy**, the Digitalcounts Expresso service allows DOOH networks to achieve DPAA-compliant audience counts **in as little as 60 days**.

The service includes metrics in five areas:

- **Audience counts** in the vicinity of the screen(s)
- **Relationship** of audience count to venue data (e.g., sales transactions, card swipes, venue traffic, building area, building occupancy)
- **Screen notice** as a percentage of people in the vicinity of the screen
- **Dwell time** in the vicinity of the screen
- **Audience insight** such as demographics, media acceptance, frequency

Use Digitalcounts Expresso audience metrics to:

- Support your sales force with **credible** sales tools
- **Differentiate** yourself from other media
- Quote **DPAA-compliant** audience metrics
- Be **accountable** to media buyers and planners or retail executives.

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### About peoplecount

Peoplecount is a highly respected and innovative third-party supplier of audience measurement and advertising effectiveness research for both digital and static outdoor advertising, place-based media and in-retail networks. We are proud to have **won the 2009 MediaPost DOOH Award** for Most Innovative Audience Research/Metrics System. Established in **1995**, Peoplecount is **the original** supplier of out-of-home audience data.

Peoplecount is staffed with engineers, geographic information specialists, data analysts and a network of field surveyors. Clients include out-of-home advertising associations, operators of digital out-of-home advertising networks and retailers.

Peoplecount balances traditional values of **integrity** and client support with a constantly evolving, **creative** perspective.



## Digitalcounts Expresso® rate card 2010

### ONE simple package:

**1,000** intercept surveys

**150** hours of audience counts

Up to **20** venues sampled

Up to **3** markets visited

**2-month** turnaround

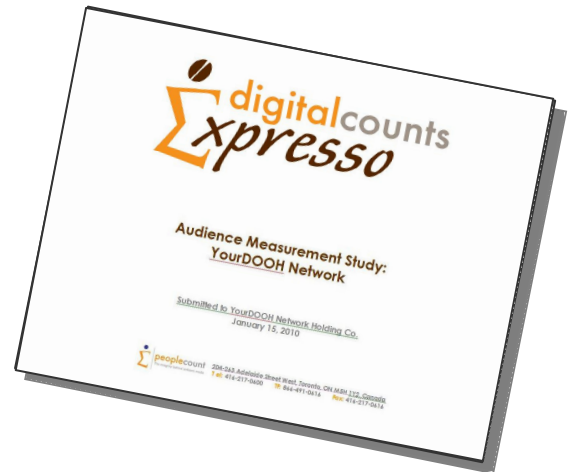
**\$39,800** fixed price

### Terms and Conditions:

- Client secures venue access and permissions;
- Client provides venue data as available;
- Intercept surveys of 12-15 questions, customized for the network. Longer surveys add 20%;
- Incentive costs/giveaways at additional cost;
- Assumes random sample; targeted surveys add 20%;
- Includes questionnaire design, provision of trained staff, undertaking on-site surveys and counts, data entry, data cleansing/analysis, data summaries, reports;
- Rates quoted in the currency of the country in which the surveys are done and are valid until December 31, 2010.

### Deliverables:

- Expresso summary report
- Detailed technical report
- Disclosure Form (completed for DPAA Members)
- Average Unit Audience (AUA) metrics per DPAA Guidelines.



### For more information, contact us:

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