



about us

peoplecount is an award winning research firm and a highly respected and innovative third-party supplier of audited out-of-home circulation data in North America **since 1995**. A division of Transearch Group Inc. with over fifteen years' experience in out-of-home media research and measurement, we are in a position of leadership with a unique and thorough understanding of industry standards and acceptable audience measurement procedures.

peoplecount emphasizes responsiveness and client support in a progressive, creative environment. We pride ourselves on our contemporary, dynamic perspective, embracing constantly evolving technology, balanced with a commitment to the traditional values necessary to maintain our **solid reputation for integrity**. We offer **customizable services** that are **easily scalable** to accommodate even very small or very large projects or advertising networks.

peoplecount has developed renowned circulation measurement models for many types of non-traditional out-of-home media. We are the key service provider for Adcentricity's Research Life audience research service, celebrated by Digital Signage Today as "a very exciting innovation".

peoplecount collaborates with our clients and partners to find efficient, cost-effective solutions to their research and measurement needs. Drawing on more than a decade of industry-related experience, **peoplecount** is pleased to offer an extensive suite of research models and audit methodologies, including:

digitalcounts pedestriancounts restcounts fitnesscounts campuscounts outdoorcounts
mobilecounts traffickcounts retailcounts portablecounts ambientcounts mallscout
airportscount stadiumscout locationscount casinoscount theatrescount



204-263 Adelaide Street West, Toronto, Ontario M5H 1Y2

Tel 416-217-0600 **TF** 866-491-0616 **Fax** 416-217-0616



Mobile Circulation Measurement Methodology

Peoplecount, a division of Transearch Group Inc., has developed a mobile advertising audience circulation model called **mobilecounts**. The methodology has been in use by the TrafficAudit Bureau in the U.S. since 2000, where it is known as TAB MARG (Mobile Advertising Report Generator).

Peoplecount employs traffic engineers and geographic information system specialists, and is the current supplier of all traffic and pedestrian data to the Traffic Audit Bureau and several independent digital signage and indoor media operators. We have been recently selected to develop a new transit advertising model for the U.S.

The **mobilecounts** methodology is applicable to exterior vehicle advertising such as trucks and dedicated mobile billboards, as well as novelty vehicles such as rickshaws, pedicabs, etc. **Mobilecounts** calculates advertising circulations and GRPs by vehicle or fleet (depending on your sales packages).

Mobilecounts estimates the number of vehicle occupants that have the opportunity to view the advertising vehicle within a proven accuracy of ± 10 percent. A complex algorithm was developed and tested extensively by Peoplecount, using traffic flow theory and statistical modeling. For vehicles that follow fixed routes and fairly routine schedules, extensive GPS tracking of the vehicles is not always necessary. For variable routes, GPS tracking can be processed through our software partners Scala SAMI.

Our methodology uses commonly available data and parameters such as the traffic count, road configuration, traffic speed, vehicle routing and time of day. The calculations are route-specific and can be amalgamated across the entire market or by fleet or geographic zone for sales purposes.

In summary, participation as a **mobilecounts** user would offer the following benefits:

- can be implemented quickly, as the methodology is already proven and available;
- allows accurate circulations to be quoted for exterior vehicle advertising campaigns, a first in North America; and
- allows your buyers to directly compare mobile vehicle circulations with other audited outdoor media, including traditional outdoor.