



OH METRICS

White Paper

presented by  and 



Contents :

Screen Visibility & Advertising Recall

Weekly Traffic count of OOH Network

Demographic Profiling

Audience behaviour towards OOH Screens across Work, Shop, Play

Highlights of each city

Research Background:

Sample Size Achieved

| | Work | Shop | Play |
|--|------|------|------|
| Total OOH Locations | 180 | 124 | 210 |
| No. of Locations Selected for Research | 51 | 37 | 87 |
| Total SS Achieved* | 3250 | 6264 | 5060 |

* Total Sample Size - 14574

- OOH India has its presence in 22 markets in India. In each market they have placed LCD screens in various types of locations. These locations are clubbed in to 3 types of networks :

- Work
- Shop
- Play

- Traffic count was conducted in Mumbai, Pune, Delhi, Bengaluru and the Audience Profiling study was conducted in the following six markets

- Mumbai (Nov 07 - Jan 08)

- No. of locations selected for research 44 of 242 live locations

- Pune (Nov 07 - Jan 08)

- No. of locations selected for research 13 of 35 live locations

- Delhi NCR (June 08 - Aug 08)

- No. of locations selected for research 55 of 233 live locations

- Bengaluru (June 08 - Aug 08)

- No. of locations selected for research 31 of 121 live locations

- Chennai (July 08 - Aug 08)

- No. of locations selected for research 18 of 65 live locations

- Hyderabad (July 08 - Aug 08)

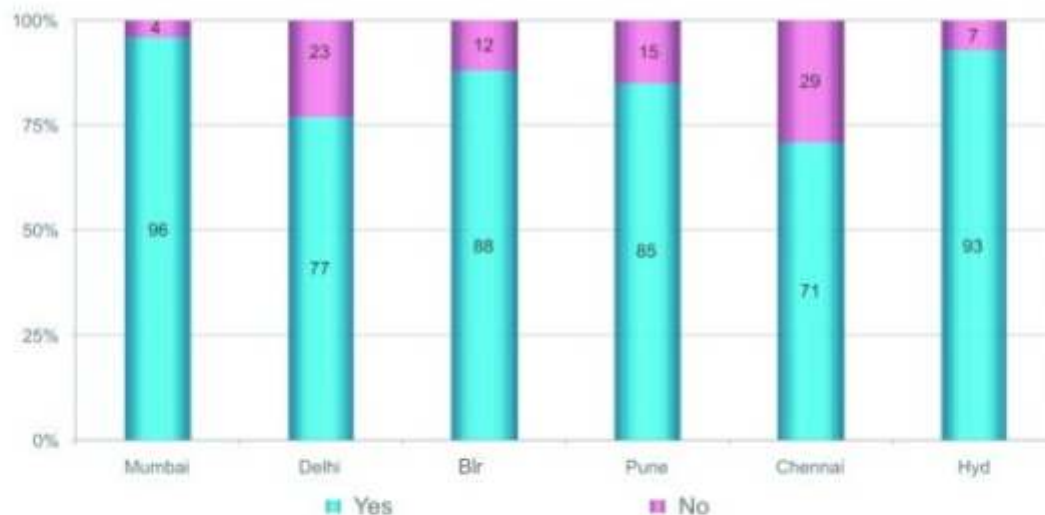
- No. of locations selected for research 14 of 63 live locations

As of now we have 850 live locations across these six cities

- The locations selected in the above markets are an optimal mix of networks and the clusters/type of locations within these networks.

Screen Visibility & Ad Recall:

Recall of TV Screens

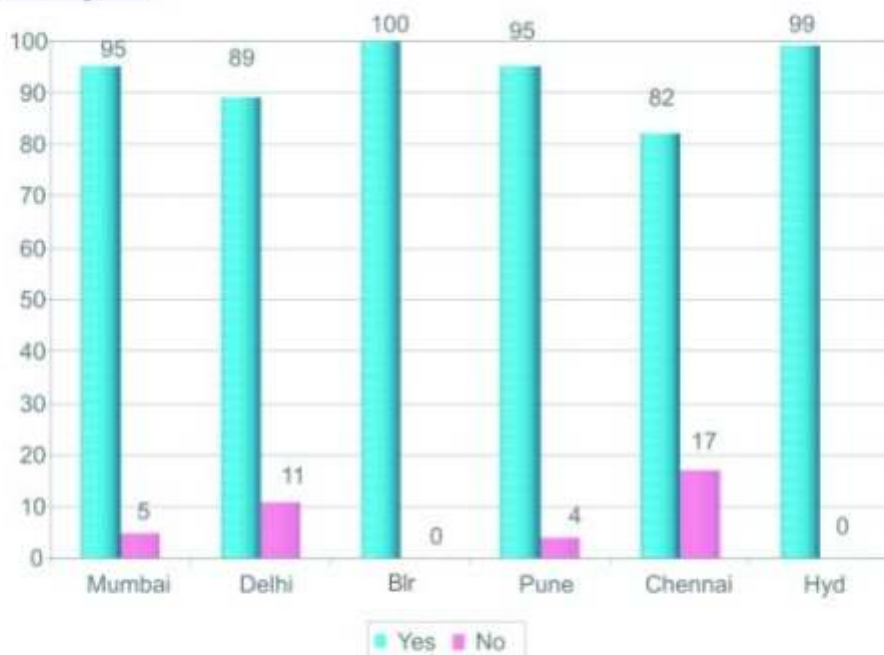


Over 70% recalls OOH screens in surveyed markets

Graph figures in %

Base: Mumbai - 3704, Delhi - 4014, Blr - 2250
Pune - 1491, Chennai - 1596, Hyd - 1519

Recall of Any Ad



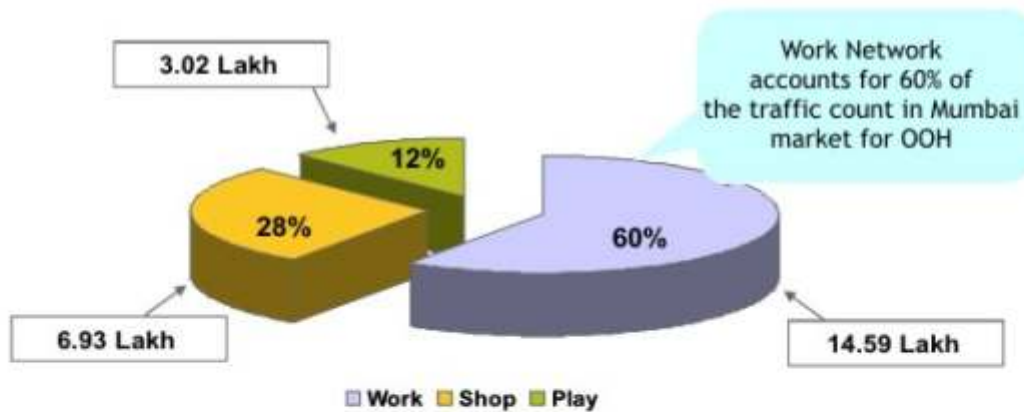
90% of the audience recalled any Ad being played on the OOH screens

Graph figures in %

Base: Mumbai - 3704, Delhi - 4014, Blr - 2250
Pune - 1491, Chennai - 1596, Hyd - 1519

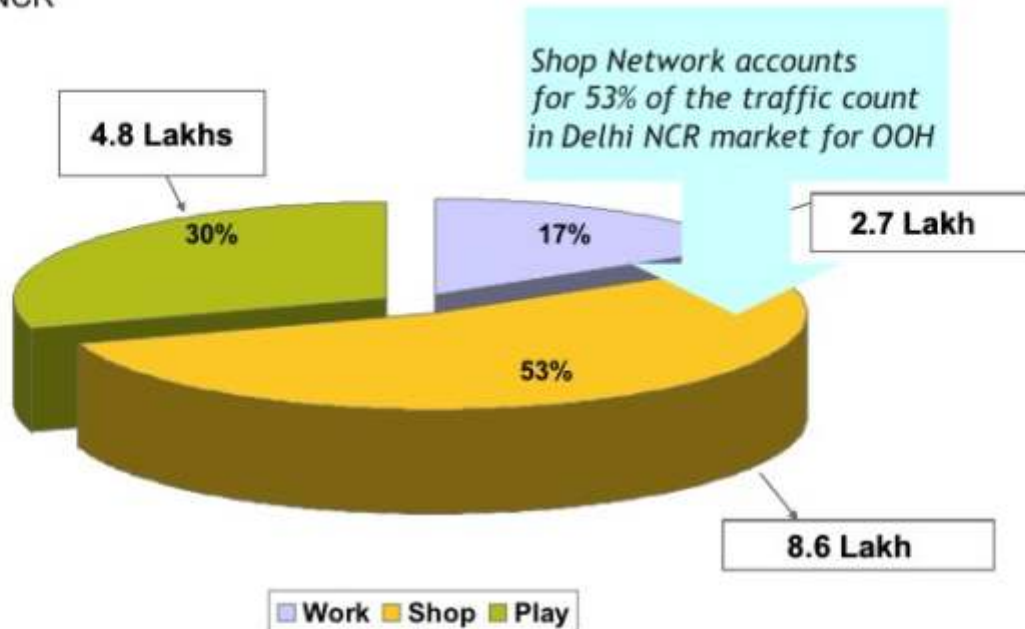
Weekly Traffic count of OOH Network

Mumbai

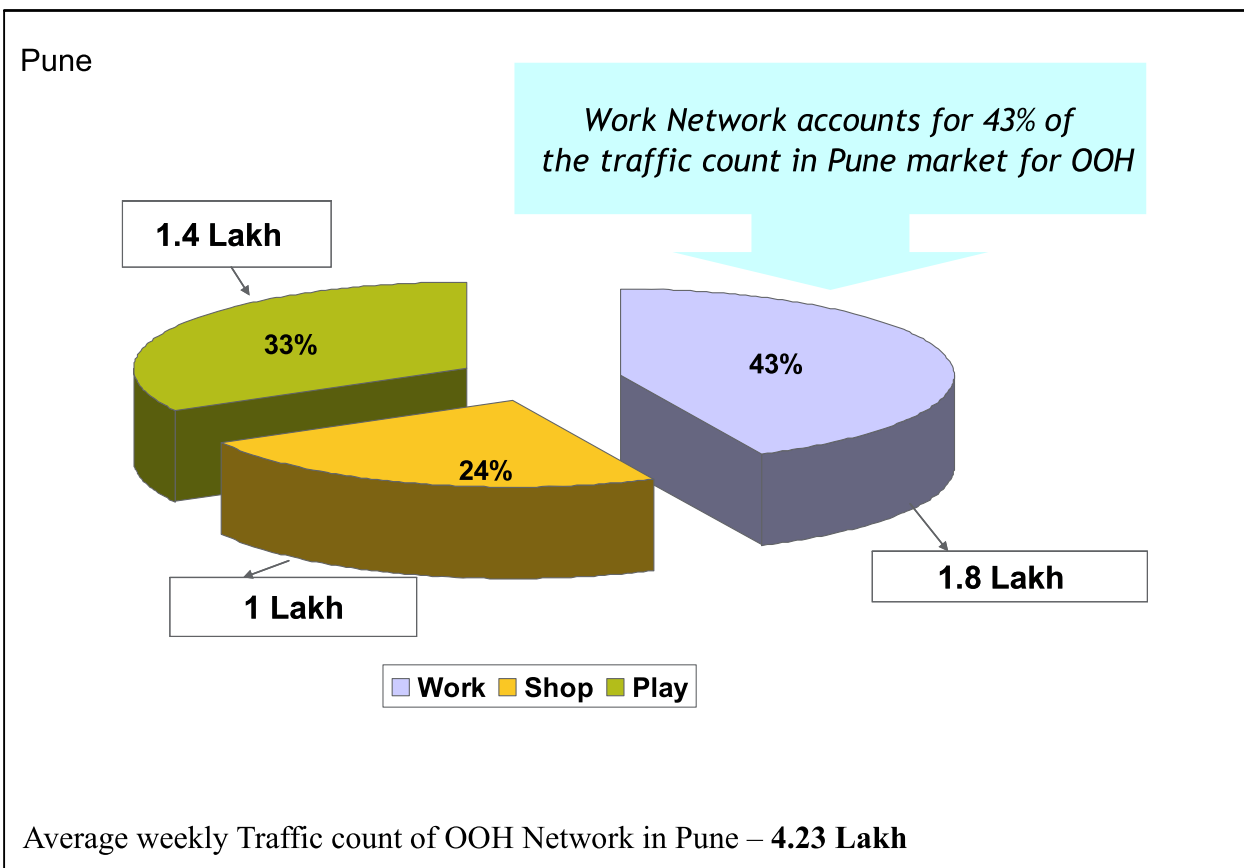
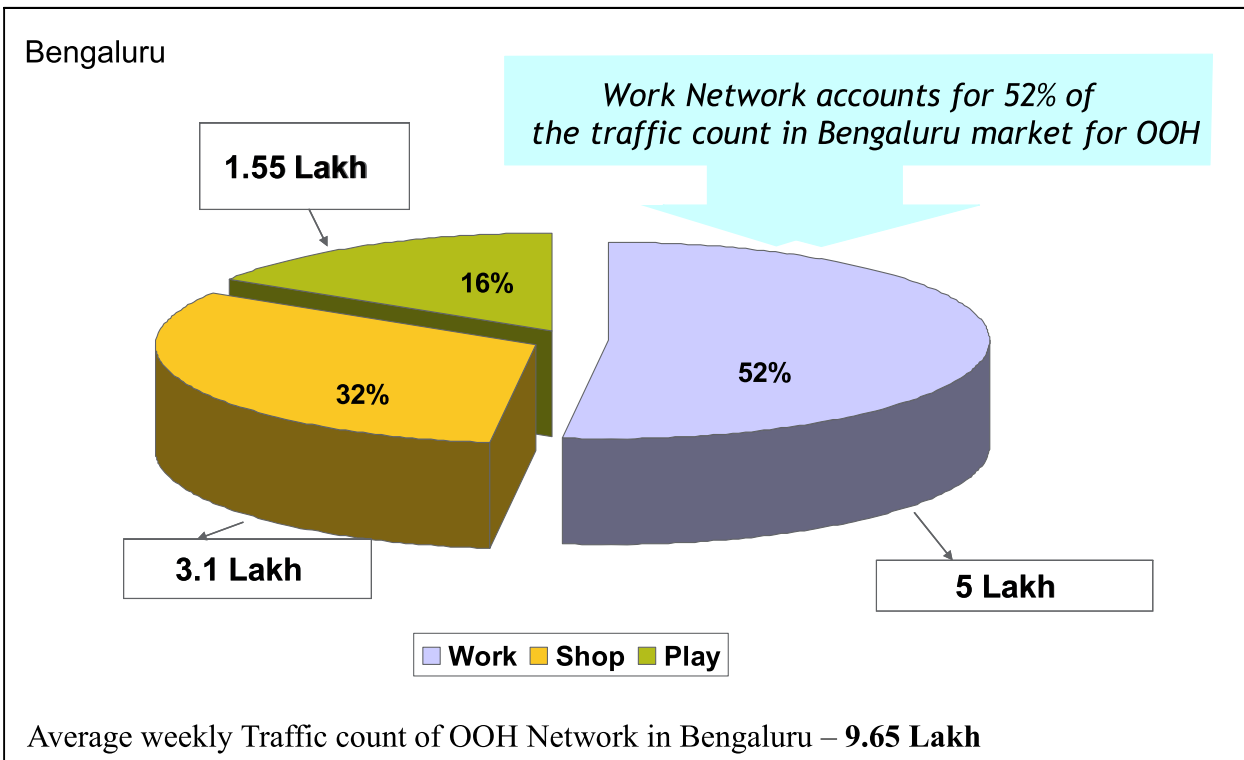


Average Weekly Traffic count of OOH Network in Mumbai – 24.55 Lakh

Delhi NCR

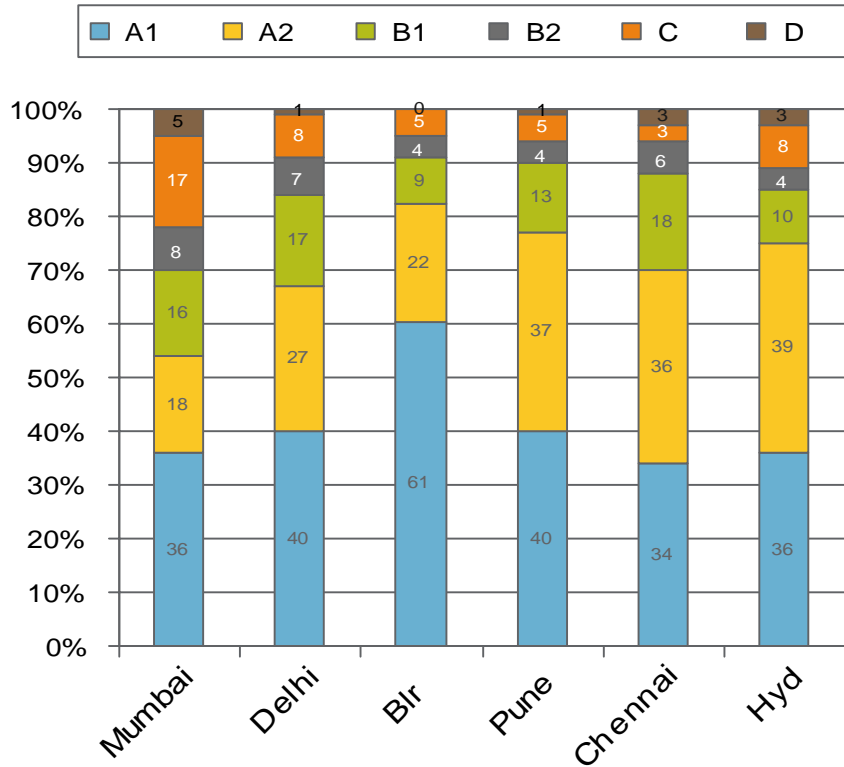


Average weekly Traffic count of OOH Network in Delhi NCR – 16.1 Lakh



Demographic Profiling

Socio-Economic Fallout of audience in OOH Network

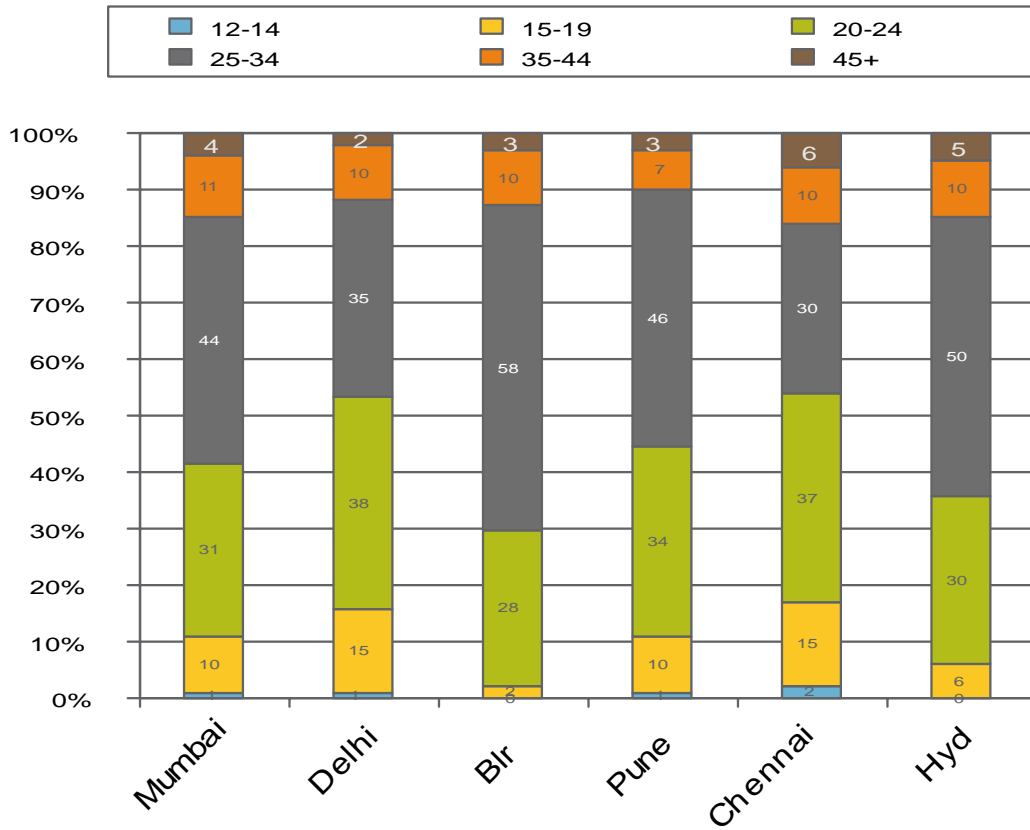


SEC A, averaging over 60% are conspicuously present within OOH network

Graph figures in %

Base: Mumbai – 3704, Delhi – 4014, Blr – 2250,
Pune – 1491, Chennai – 1596, Hyd - 1519

Age breakup of audience in OOH Network

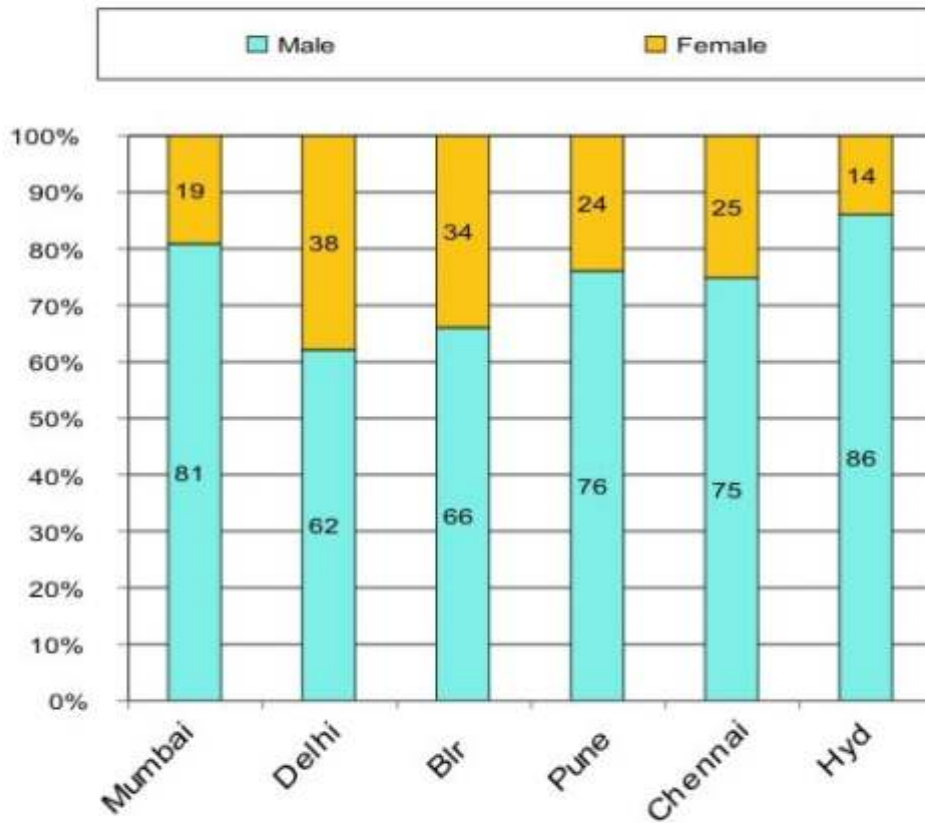


70% of people, aged 20-34, are most likely to come across the OOH network

Graph figures in %

Base: Mumbai – 3704, Delhi – 4014, Blr – 2250
Pune – 1491, Chennai – 1596, Hyd - 1519

Gender breakup of audience in OOH Network

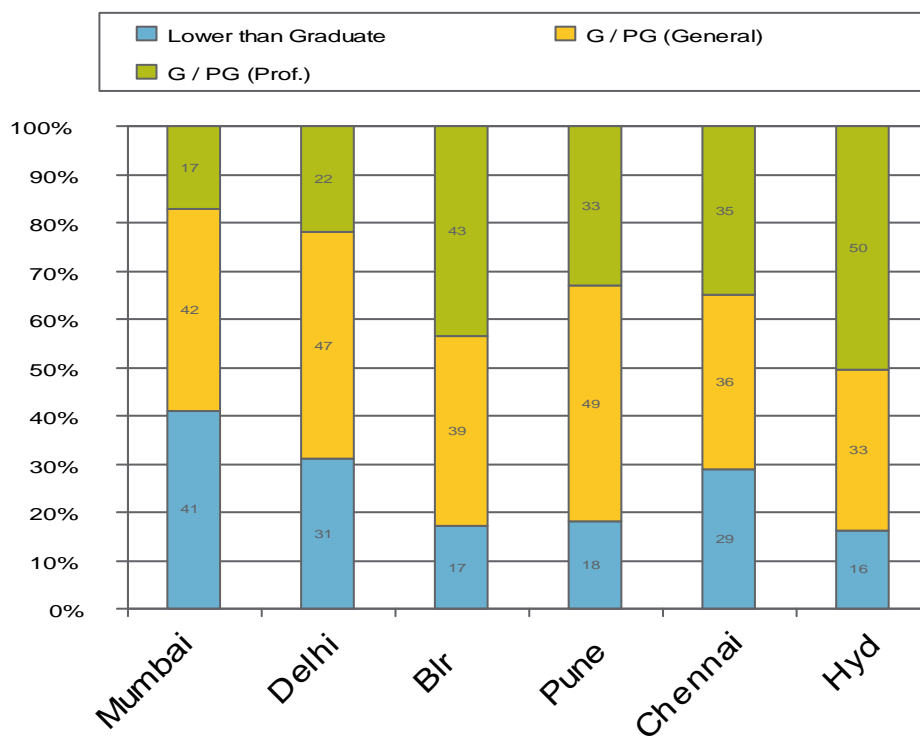


70% + male audience in OOH networks across India

Graph figures in %

Base: Mumbai – 3704, Delhi – 4014, Blr – 2250
Pune – 1491, Chennai – 1596, Hyd - 1519

Education Profile of audience in OOH Network

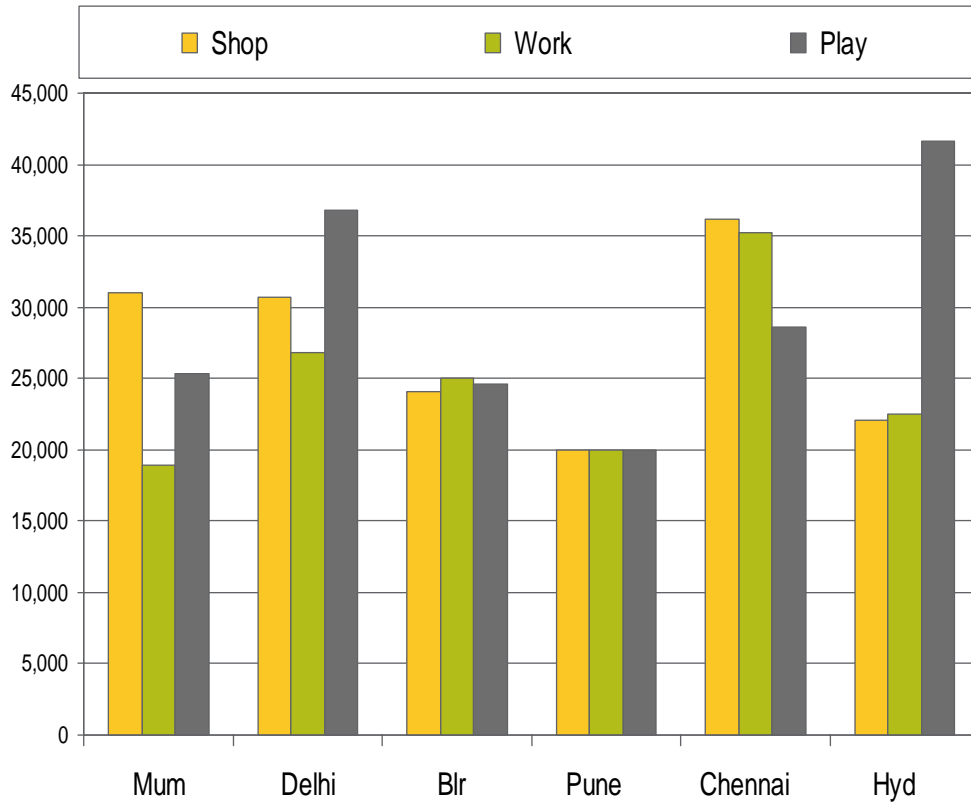


Across cities more than 60% audience are graduate +

Graph figures in %

Base: Mumbai – 3704, Delhi – 4014, Blr – 2250
Pune – 1491, Chennai – 1596, Hyd – 1519

Average Monthly Household Income



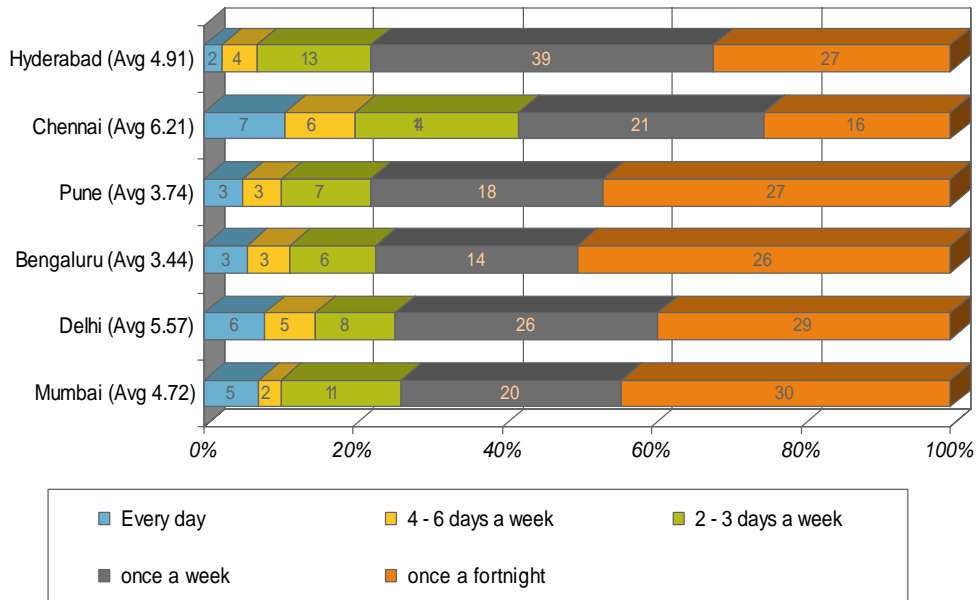
Across all cities, the average MHI of the OOH network audience is INR 20,000+

Base: Mumbai – 3704, Delhi – 4014, Blr – 2250
Pune – 1491, Chennai – 1596, Hyd – 1519

Figures in '000s

Audience Behaviour - Shop Network

Frequency of visiting shop



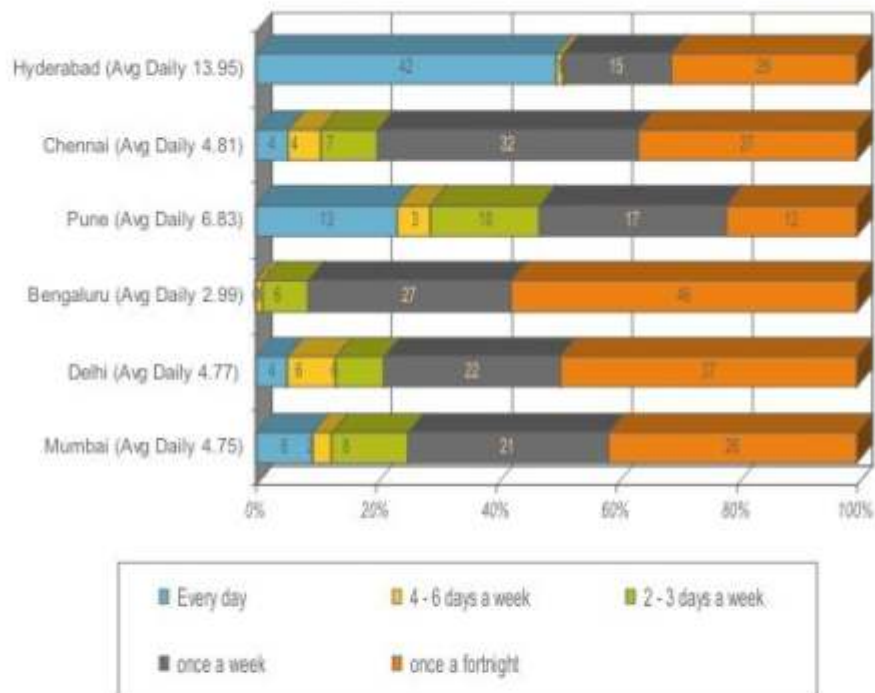
'Shop' network audience are most likely to visit a shopping area once a fortnight, however, Hyderabad audience are 'shopaholic', with a significant 39% of the audience visiting OOH Shop network once a week

Graph figures in %

Base: Mumbai – 1418, Delhi – 1625, Blr – 800,
Pune – 798, Chennai – 613, Hyd – 1010

Audience Behaviour - Play Network :

Frequency of visiting Play section



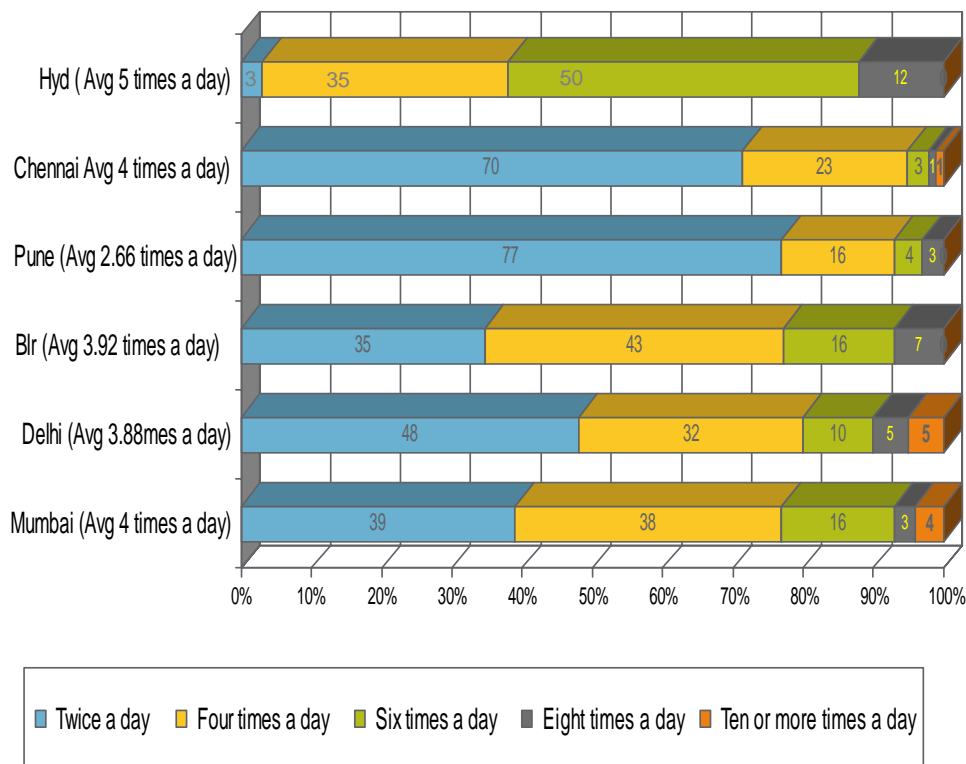
'Play' network audience are most likely to visit a place of recreation once a fortnight.

Graph figures in %

Base: Mumbai - 1349, Delhi - 1635, Blr - 670
Pune - 513, Chennai - 742, Hyd - 151

Audience Behaviour - Work Network :

Frequency of moving in and out of the office



50% employees move in & out of office at least 4 times a day
 On an average a person moves 4 times in & out of the OOH work locations across
 Most of the employees spend 2 mins near the office lift.

Window of Opportunity

Per day opportunity to view OOH TV Screens in:

- Mumbai and Delhi is around 8 minutes
- Bengaluru is around 6 minutes
- Pune is around 4 minutes
- Chennai is around 10 minutes
- Hyderabad is around 17 minutes

Base: Mumbai – 931, Delhi – 754, Blr – 780
 Pune – 180, Chennai – 241, Hyd – 358

Graph figures in %

City-wise Highlights

Highlights – Mumbai

PROFILE

Rich profile of audience reached by OOH
More than 13 Lakh, SEC A audience
More than 10.5 Lakh, audience 25-34 age group

Highly affluent audience reached by OOH network.
4.49 Lakh, High MHI (30K +)

Behaviour across networks

High probability of exposure to ads across OOH screens

Shop

Main purpose of visit – Shopping in Lifestyle locations, Movies & shopping in Malls

Work

Average frequency of moving in & out - about 4 times a day

Play

High visiting frequency & time spent in Multiplexes, Bookstores and Food Joints

Highlights – Delhi NCR

PROFILE

Rich profile of audience reached by OOH
10.8 lakh SEC A audience
Young audience
Average age between 25 and 28 years across networks

Affluent audience
More than 8.1 lakh affluent audience reached OOH network.

Behaviour across networks

High probability of exposure to ads across OOH screens

Shop

Main purpose of visit – Shopping at Lifestyle stores

Work

Average frequency of moving in & out - about 4 times a day

Play

High visiting frequency & time spent in Multiplexes and Gyms

Highlights – Bengaluru

PROFILE

Rich profile of audience reached by OOH
8 Lakh SEC A audience
More than 5.5 lakh, audience in 25-34 age group

More than 1.8 lakh affluent audience reached OOH network

Behaviour across networks

High probability of exposure to ads across OOH screens

Shop

Main purpose of visit – Shopping in Lifestyle location

Work

Average frequency of moving in & out - about 4 times a day

Play

High visiting frequency & time spent in Multiplexes

Highlights – Chennai

PROFILE

Rich profile of audience reached by OOH
70% SEC A audience
30% audience 25-34 age group

Highly affluent audience reached by OOH network.
Around 30% High MHI (30K +)

Behaviour across networks

High probability of exposure to ads across OOH screens

Shop

Main purpose of visit – Shopping in both Lifestyle locations and Malls

Work

Average frequency of moving in & out - around 4 times a day

Play

Around 50% of the audience visits Restaurants and Coffee Shops at least once a week
OOH Audience visit bookstores nearly 3 days a month

Highlights – Hyderabad

PROFILE

Rich profile of audience reached by OOH

75% SEC A audience

50% audience 25-34 age group

Highly affluent audience reached by OOH network.

Around 30% High MHI (30K +)

Behaviour across networks

High probability of exposure to ads across OOH screens

Shop

Main purpose of visit – Shopping in both Lifestyle locations and Malls

Work

Average frequency of moving in & out - around 5 times a day

Play

Gym goers visit Gym everyday

OOH Audience visit bookstores nearly 5 days a month

Highlights – Pune

PROFILE

Rich profile of audience reached by OOH

3.22 lakh SEC A audience

Nearly 2 lakh audience in 25-34 age group

More than 1 lakh affluent audience reached by Shop and Play network.

Behavior across networks

High Probability of exposure to ads across OOH networks

Shop

Main purpose of visit- Shopping in Lifestyle location-Movies & eating out in Malls

Work

Average frequency of moving in & out - about three times a day

Play

High visiting frequency & time spent in Gyms

Summary

- A total sample size of 14,574 was covered in the first ever OOH TV METRICS Study.
- Cumulative weekly Traffic Count of OOH Network in Mumbai, Delhi NCR Bengaluru & Pune is - 54.6 Lakhs
- Audience Profiling was done in 6 Cities (Mumbai, Delhi NCR, Bengaluru, Chennai, Hyderabad & Pune.)
- 60% plus of the audience across these 6 cities visiting OOH network are SEC A
- 70% of people, aged 20-34, are most likely to come across the OOH network.
- 70% male audience in OOH networks across cities
- Across surveyed markets, more than 60% audience are graduate +
- Across all cities, the average MHI of the OOH network audience is INR 2 0,000+
- Over 70% recall OOH screens in all surveyed markets.
- 90% of the above 70% audience recalled any ad being played on OOH TV screens

OOH METRICS - In the news

IndiaInfoline
IT'S ALL ABOUT MONEY ENERGY

News & Views
"The site is most read by investors", Pollux magazine

Business

Out-of-Home Media and Nielsen announces OOH Metrics
India Infoline News Service | December 1st 2010, 2:00 PM

This is the study conducted in the OOH TV domain in India spanning 6 key markets of Mumbai, Delhi, Chennai, Bangalore, Pune and Hyderabad with a sample size of 14574 in 175 locations.

Out-of-Home Media (OOH) Pvt Ltd and The Nielsen Company announce OOH Metrics, the first ever large research on Digital Out-of-Home TV Media in India.

This is the study conducted in the OOH TV domain in India spanning 6 key markets of Mumbai, Delhi, Chennai, Bangalore, Pune and Hyderabad with a sample size of 14574 in 175 locations.

This path breaking research profiles the direct audience as well as substantiates reach figures.

MODS OPERATOR

exchange media out of HOME

out of home Expert View Campaign

News

OOH Media and The Nielsen Company unveil findings of OOH Metrics research

Oct 19, 09
View Details

Out-of-Home Media India Pvt Ltd (OOH Media) and The Nielsen Company have come together for OOH Metrics, the first ever large scale research on digital OOH TV media in India. This is the largest and only study conducted in the OOH TV domain in India spanning six key markets of Mumbai, Delhi, Chennai, Bangalore, Pune and Hyderabad with a sample size of 14,574 in 175 locations.

The study reveals that the average weekly reach of OOH network in Mumbai, Delhi, Bangalore and Pune was 54.6 lakh people; 80 per cent of the audience across Mumbai, Delhi, Bangalore, Pune, Chennai, and Hyderabad received the OOH screens; the average presence of SEC-A audience in all the six locations is above 60 per cent, and about 75 per cent of those who came across such screens were in the 25-34 age group.

Isaran Raina, CEO, OOH Media, said, "The survey, carried out by The Nielsen Company, was aimed at measuring the audience size, ad reach and brand recall from the OOH medium, the lack of which now makes the efficiency of ad expenditure through this advertising medium difficult to gauge. The lack of metrics was hampering the growth of the OOH medium."

According to Raina, the market for the segment would reach Rs 100 crore by the year-end. However, the findings of the survey cannot be recognized as industry metrics since it was not a combined effort of all the competitive players in the segment.

Pooja Rastogi, Managing Director, South Asia, Nielsen Company, said, "I am very happy with the research as the OOH digital media will now help advertisers focus more on the targeted segment for lead-casting. Most of all, for a marketer of upmarket products, this is going to be the medium of the future."

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afaqs!
The World's No. 2

OOH News
OOH Media and The Nielsen Company launch OOH Metrics
Suresh Jayaram (Mumbai), October 19, 2009

In a nascent industry such as digital out of home screens, where advertisers and media agencies demand certain metrics and measurement data for advertising, Out of Home Media India has taken the initiative by joining hands with The Nielsen Company to announce 'OOH Metrics'.

OOH screens communicate to the consumers in out of home locations, where people have started spending a considerable chunk of their personal and working time, in a non-intrusive way. It reaches out of various touch points. To bridge the gap of metrics, OOH Media decided to launch OOH Metrics.

The study spans the six key markets of Mumbai, Delhi, Chennai, Bangalore, Pune and Hyderabad with a sample size of 14,574 people in 175 locations. It profiles the direct audience and substantiates reach figures.

Discussing the research and the need for it, Isaran Raina, chief executive officer, OOH Media, tells afaqs!, "We have been working on this research for close to a year. The feel is critical for a bigger job. There's no doubt that this industry will do well, but we want to make it do well faster. We are highly committed to this industry."

Searching for BRANDS?



campaign India

HOME NEWS JOBS PEOPLE FEATURES NEWSLETTER

You Are Here: HOME > NEWS > OOH Media, Nielsen Release OOH Metrics

OOH Media, Nielsen release OOH Metrics
Published: 19 Oct 2009

OOH MEDIA
India's Largest OOH TV Co.

News

Out-of-Home Media and The Nielsen Company have announced OOH METRICS, a research on digital out-of-home TV media in India. The research covered Mumbai, Delhi, Chennai, Bangalore, Pune and Hyderabad with a sample size of 14,574 in 175 locations.

It was conducted in three location-categories of OOH Media: work (commercial properties, SPOTIES, SME), shop (retail/ stores, media, supermarkets) and play (multiplexes, gyms, bookstores). It consisted of audience profiling of consumers visiting the locations, insights from consumer behaviour of audience in different networks of work, shop and play and insights understanding audience response towards OOH screens to gauge branded recall.

The results show that average weekly reach of OOH Network in Mumbai, Delhi, Bangalore and Pune is 54.6 lakh. 80% of the audience across Mumbai, Delhi, Bangalore, Pune, Chennai and Hyderabad received the OOH screen, according to the study. 30% of the audience captured scored an ad brand placed on the OOH screens and average presence of SEC-A audience in

OUTLOOK india
a.com

National | Daily News

OOH MEDIA

'OOH-METRICS', study on out-of-home TV released

MUMBAI, OCT 9 (PTI)

Out-of-home digital media company, Out-of-Home Media (OOH) and research major Nielsen announced the release of 'OOH-METRICS' - a 14,574-strong sample study on the OOH television domain in six key markets in the country.

The research, which they claim is a first-of-its-kind, has been conducted across 175 locations in the cities of Mumbai, Delhi, Hyderabad, Chennai, Bangalore and Pune from November 07 to August 08.

The locations, divided into three categories - work (commercial establishments, BPOs and airports), play (multiplexes, bookstores, restaurants and cafes) and shop (malls and hypermarkets) networks, were studied.

OOH has a network of around 5,500 hi-definition LCD screens across these categories, of which 1,300 are in Mumbai and 1,200 in Delhi.

The cumulative traffic count of OOH in four cities is about 54.6 lakh and about 80 per cent audience is graduate and above, the study said.

More than 60 per cent of audience being exposed to the network is SEC A with its average Monthly Household Income (MHI) being more than Rs 20,500.

UTVI BETA

Wednesday, Oct 19, 2009 | Updated: 11:58 IST

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Industry » Media & Entertainment

You are here: UTV » Industry » Media & Entertainment

Study on out-of-home TV released

PTI

Published on Thu, Oct 9, 2009 at 14:28 IST

Tag: OOH METRICS

MUMBAI: Digital media company Out-of-Home Media (OOH) and research firm Nielsen announced the release of 'OOH-METRICS', a 14,574-strong sample study on the OOH television domain in six key markets in the country.

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OOH has a network of around 5,500 hi-definition LCD screens across



OOH METRICS - In the news

impact

OOH Media teams up with Nielsen; opens door to OOH Metrics in India

OOH Media has teamed up with Nielsen to launch OOH Metrics in India. The partnership will allow OOH Media to provide detailed audience insights for its outdoor advertising network. Nielsen, a global leader in audience measurement, will use its extensive data to help OOH Media understand the reach and effectiveness of its advertising spots. This collaboration is expected to significantly enhance the value of OOH advertising for brands in the Indian market.

SURVEY FINDINGS

Outdoor digital ads have 70% recall

mint

BY ANSHREE GRANDHAN
anshree@employment.com

MUMBAI
As much as 90% of people who come across outdoor digital ads recall the message, according to a survey by Nielsen and OOH Media. The study found that digital outdoor advertising is highly effective in capturing attention and driving recall. This finding is particularly significant for brands looking to maximize the impact of their outdoor campaigns.

Those LCD screens near the elevator are doing their job

Nielsen-OOH Media sees high recall from young, up-market consumers of ads on digital signage

Socio-economic fallout of audience in OOH network

The chart displays the percentage of the audience in the OOH network categorized by socio-economic status across six major Indian cities. The legend indicates two groups: SEC A (Higher) and SEC B (Lower). In all cities, the SEC A group represents a significant portion of the audience, with Mumbai and Delhi showing particularly high percentages for this group. This indicates that OOH advertising is reaching a large number of high-income, urban consumers.

DNA
DAILY NEWS & ANALYSIS

The lack of metrics is hampering the growth of OOH

Ishaan Raina, CEO, Out Of Home Media

Neilson releases TV study

Mumbai, Oct 9

Digital media company Out-of-Home Media (OOH) and research firm Nielsen announced the release of 'OOH Metrics', a 14,574-strong sample study on OOH's television domain in six key markets across India. The research, which they claim is a first-of-its-kind, has been conducted across 175 locations in the cities of Mumbai, Delhi, Hyderabad, Chennai, Bangalore and Pune from November and Pune from No-

The survey, carried out by Nielsen Co., was to measure the audience size, ad reach and brand recall from the OOH medium. The lack of which now makes the efficiency of advertising through this medium difficult to gauge. The lack of metrics is hampering the growth of OOH, says Raina, chief executive officer of Out Of Home Media. He claims the market for the OOH.

play(multiplexes, book-stores, restaurants and cafes) and shop (malls and hypermarkets) networks— were studied. OOH has a network of around 5,500 hi-def LCD screens across these categories, of which 1,300 in Mumbai and 1,200 in Chennai. The cumulative count of OOH in the six cities is about 54.6 lakh. 60% of the audience is graduate-level and above. The study says 60% of the audience is employed with its householding more

THE FINANCIAL EXPRESS

Study on out-of-home medium shows high ad recall

Our Bureau
Mumbai, Oct. 13

Almost 90 per cent of the audience recalled any ad being played on the OOH (Out of Home) TV screens, revealed the first large-scale research conducted in this medium — OOH Metrics.

The research was the result of an initiative taken by OOH TV Media (India) and the Nielsen company which spanned 6 markets with a sample size of 14,754 in 175 locations.

The other findings of the survey showed that the average weekly reach of the OOH Network in Mumbai, Delhi, Bangalore and Pune stood at a traffic count of 54.6 lakh. Besides, 60 per cent of the audience across these metros visiting the OOH network comprised SEC A.

At a press conference, Mr Ishaan Raina, CEO, Out-Of-Home-Media, said, "The top advertisers in this medium were telecom companies followed by other categories such as media and consumer durables. However, finance companies have dropped their ad spends, facing a squeeze on their margins. Pegging the OOH Digital industry at a conservative Rs 150 crore, with eight companies in the fray, Mr Raina predicted that the medium will become larger than the radio and the Internet in the future, with growth rates hovering between 15-20 per cent in the next 3-4 years.

With telecom companies (both software and hardware) comprising the majority advertisers in the OOH digital medium, FMCG companies are also expected to join the list in future.

As Mr Raina said, "The FMCG biggies have been conservative and are waiting for this medium to mature. However, we are sensing a shift and barring ITC, which is an aggressive advertiser, there will be FMCG players joining

Business Line