Kommunikation Schweiz
Communication Suisse
Comunicazione Svizzera
Communication Switzerland

Evolution des études medias Suisse

New Currency for Out of Home Media: MobNat

Mobility Behaviour Update and **Nat**ional Model

Communication Suisse (section romande)
Maison de la communication, Avenue de Florimont 1, 1006 Lausanne

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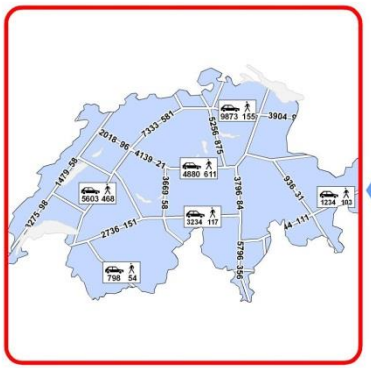
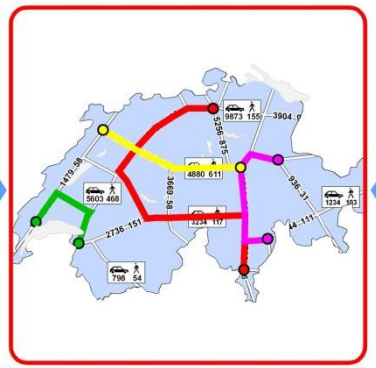
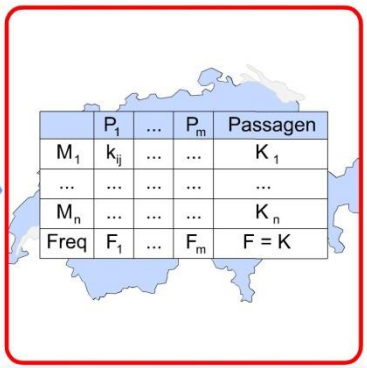
3 MobNat Modules and SPR+ Expert



National Atlas



National Route Model



Knowledge Matrix

SPR+ Expert

- Navteq street vectors
- Traffic measures
- SPR+ traffic counts

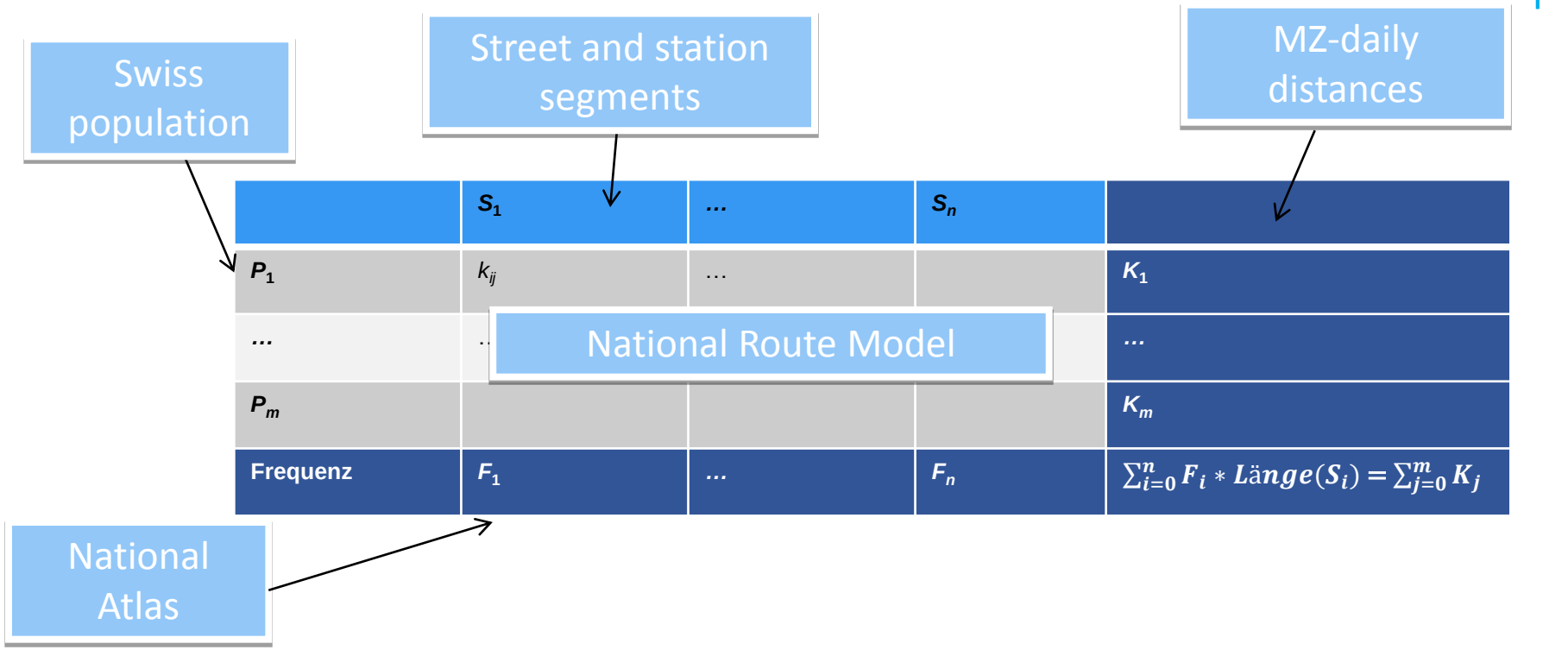
- GPS Data
- Micro census
- National census

- Mobility behavior
- Face data
- Visibility
- VAC calculation
- Reach calculation

- VAC per face
- Net reach per contact class, OTS, GRP, CPM, CPP, Affinity for OOH campaigns

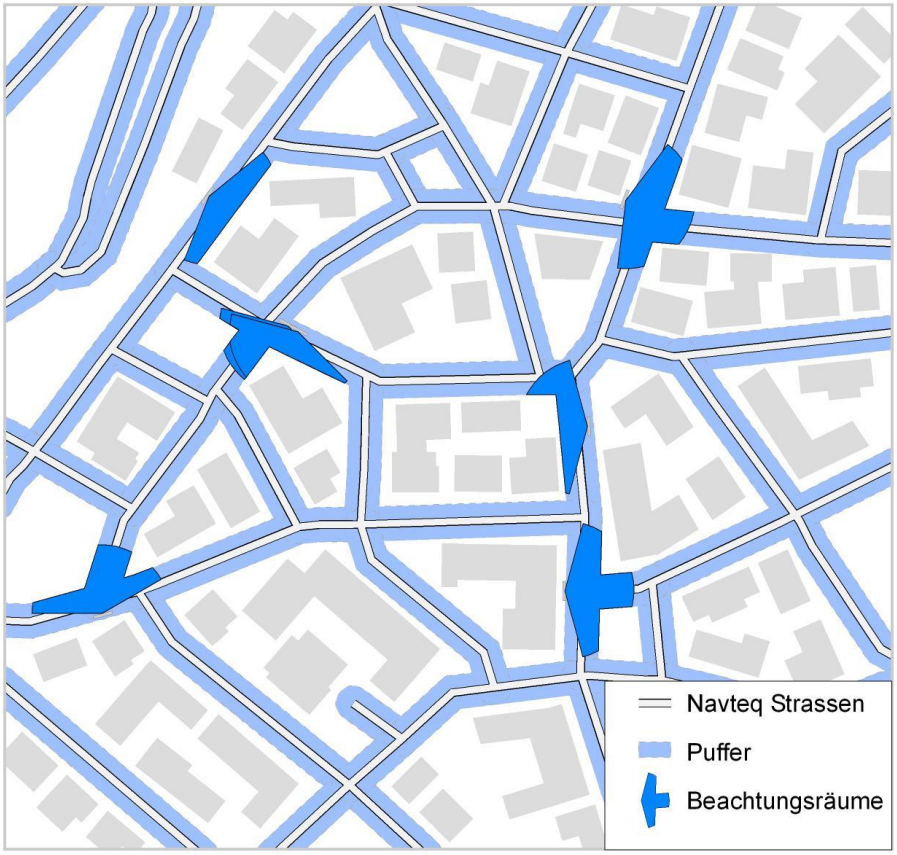
- Structural Data, POI, Airports, public transport stations, shopping center (NOGA, OSM, BfS, etc.)

Knowledge Matrix



- National Atlas as anchor
- Adaptions of daily distances to National Atlas
- Adaptions of passages by Interative Proportional Fitting (IPF)
- Calculates for all geographic units
- Matrix occupies 22 Terabytes memory

VAC: Individualized Visibility Areas



- Radius: 40/80m
- Opening angle: 150°
- Map basis: Navteq
- Cut-offs with street buffers and buildings

VAC: Probability of Contact

Visibility Distance	40 Meters
Angle	150°

α < 45°	Frontal Passage
45°≤ α ≤110°	Parallel Passage
α >110°	No Passage

Speed	km/h

≤10 km/h	Contact probability = 100%
>10 km/h	Contact probability of parallel Passages = 30%

Day/Night	Time

Illuminated	24 hours Contact probability = 100%
Non illuminated	from 20:00 to 6:00 Contact probability = 0%

Cluttering	Amount

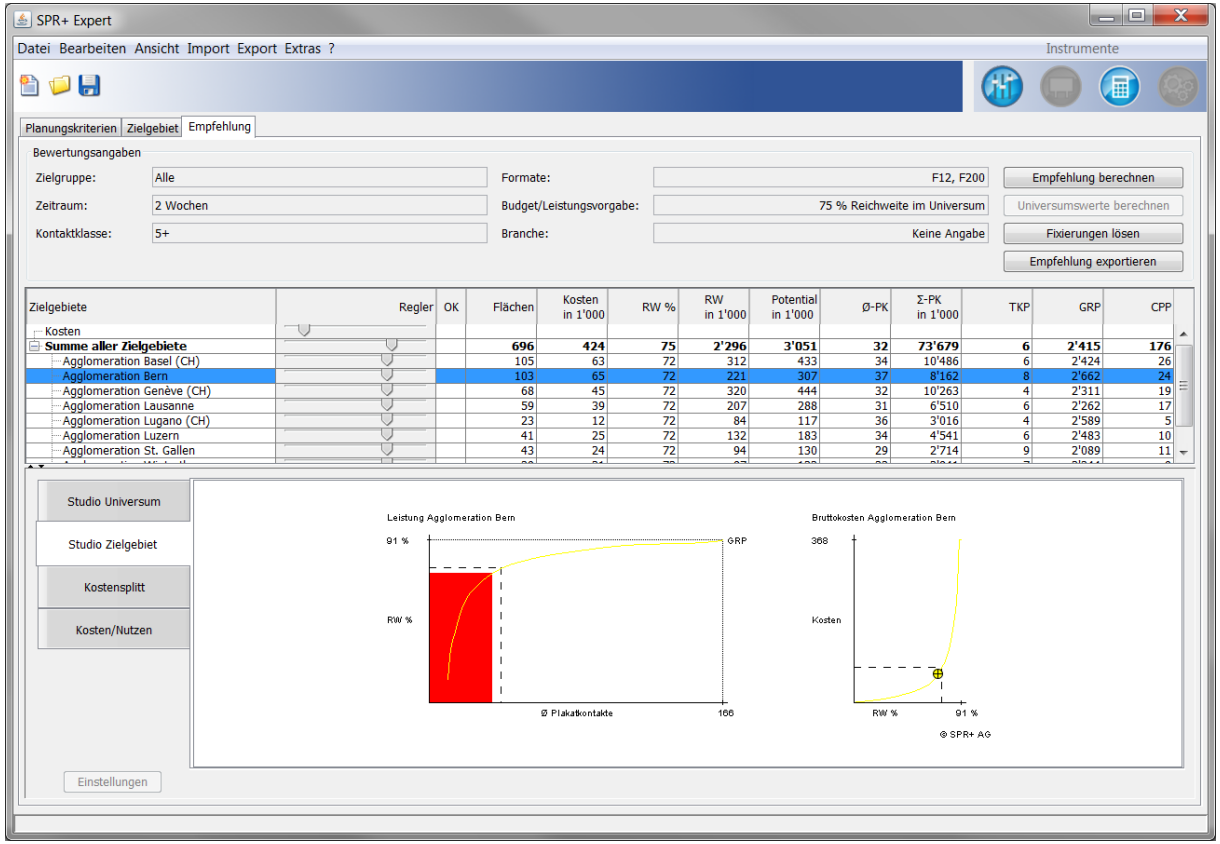
1	Contact probability = 100%
2	Contact probability = 80%
3	Contact probability = 65%
4	Contact probability = 50%

Changer Panels	Amount

No. of Faces	Cp = 1 / Amount * 100 in %

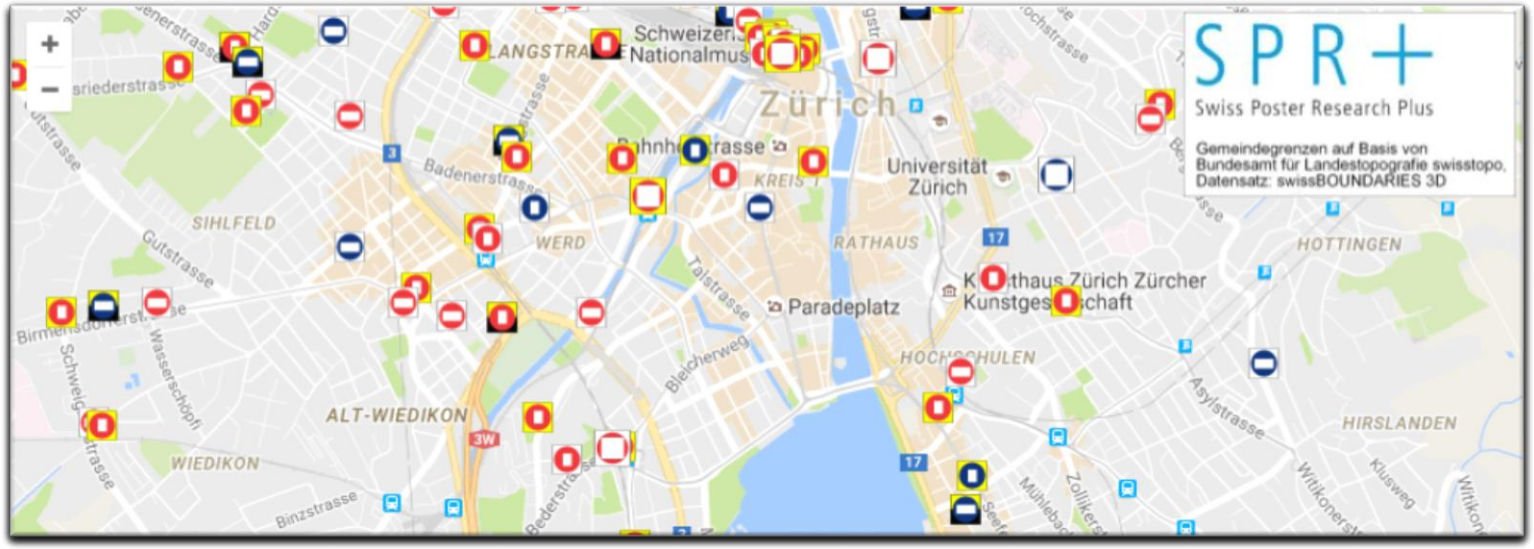
Campaign Simulation with SPR+ Expert Studio

- How many panels are needed, to reach 75% of my target group?
- What percentage of my target group do I reach with what budget?



Campaign Evaluation with SPR+ Expert Planning

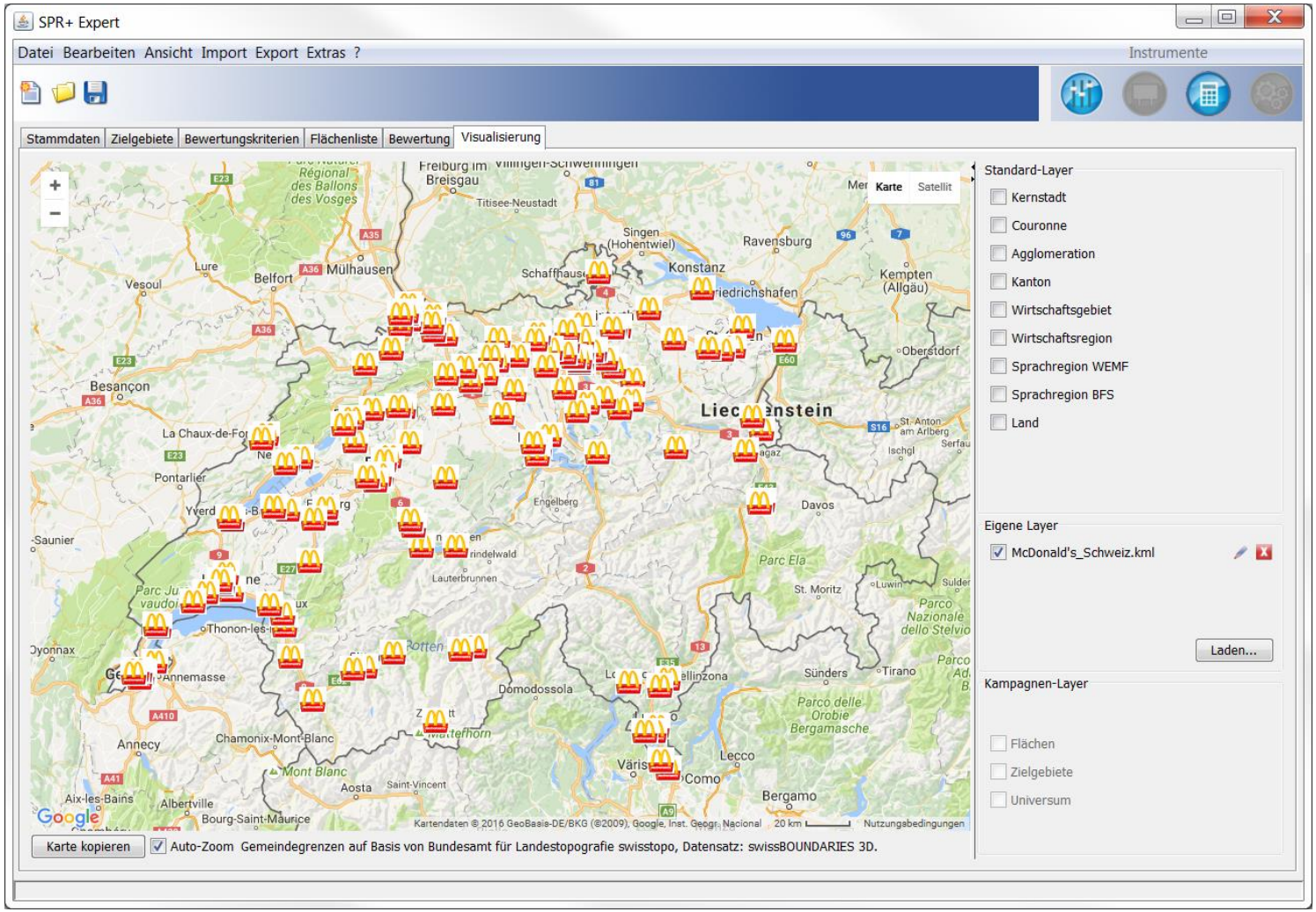
- What is the media performance of the individual, cross owner campaign?
- What is the net reach build up?
- What is the cost/benefit relation per target area?
- How does net reach change with different contact classes?
- How high are the visibility adjusted contacts in total for each individual panel?
- How are the panels geographically spread on a map?



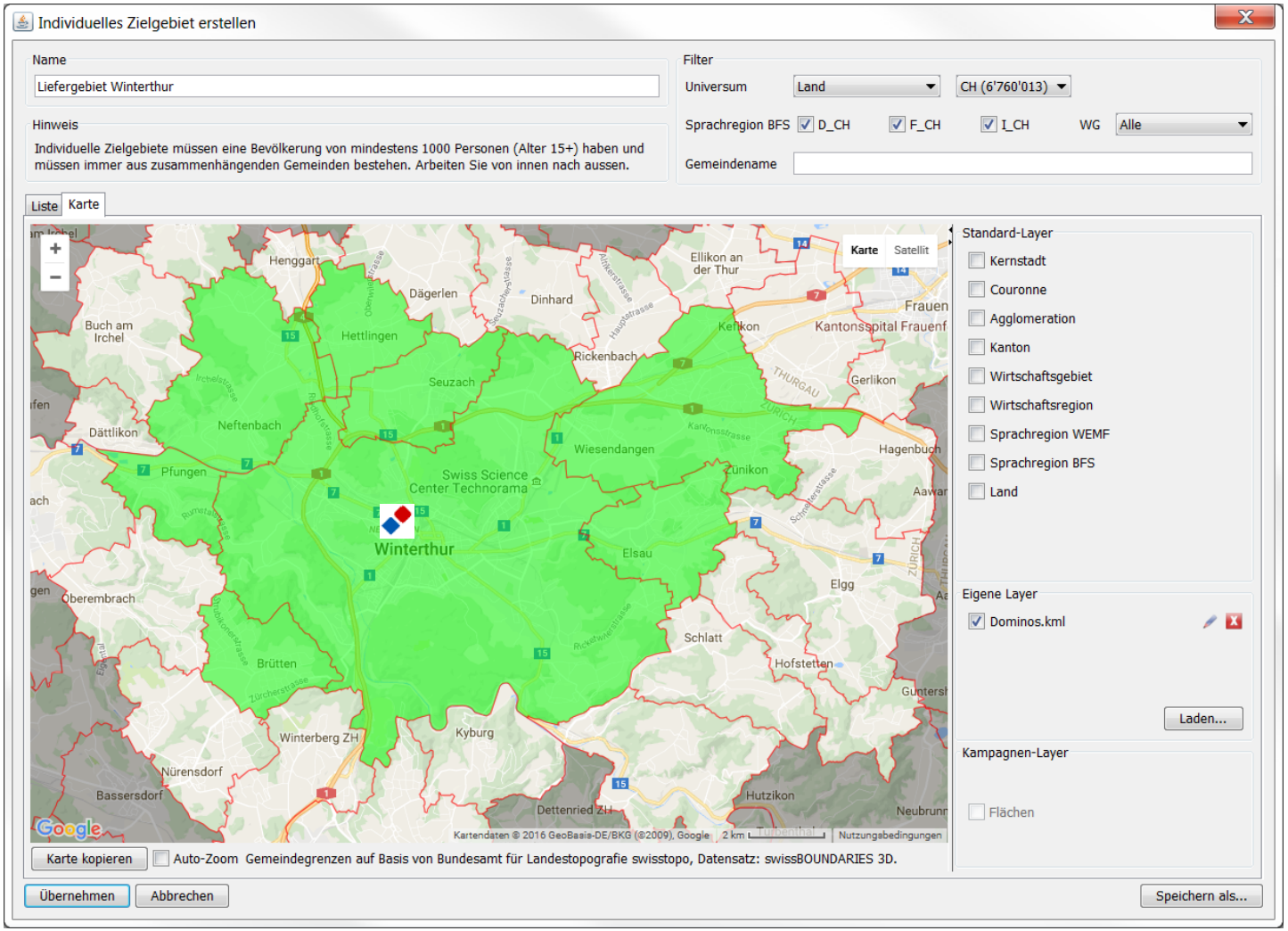
Modifications within SPR+ Expert

- Performance data contains intra-, inter- and extra-agglomeration mobility
- Ø Raise of agglomeration contact value: +25.6% (33’818 -> 42’483)
- Ø Raise of old agglomeration contact value to new universe CH value: +80.6% (33’818 -> 61’083)
- Individual contact values for all panels in Switzerland within MobNat (>5000) for any geography (target area, universe)
- Effective campaign performance for the chosen target area and universe (from ≥ community to ≤ national, minimum population 1’000+)
- Demographics: gender, any age group (minimum 5 year intervals)
- Campaign duration up to 10 weeks
- Upload of clients retail locations into map system
- Target areas can independently configured with community as the smallest entity

Retailer upload



Configuration of indiv. target areas around retailers



Modifications within SPR+ Expert

- Geographically tailored campaigns can be portrayed and evaluated with individual performance data
- SPR+ delivers performance data for communities for local campaigns and up to national for national campaigns – for individual panels and campaigns
- Small scale optimization of client specific retail areas including press-of-button documentation of cost/performance within the automatic campaign schedule is now possible

Good to know

- License fees remain unchanged
- It is not legitimate to compare old performance data with MobNat data
- MobNat complies with the Global Guidelines for Outdoor Audience Measurement not only for agglomerations as before but now for whole Switzerland
- Neutral, scientific, transparent
- Integration of digital Out of Home (DOOH) will follow in 2017

Comparison present Concept and MobNat

SPR+	SPR+ MobNat
Single Source (GPS)	Integrated approach (Traffic counts, GPS, micro census, structural data , etc.)
VEKTOR25 streets	NAVTEQ streets
Visibility area cut-off with VEKTOR25 buildings	Visibility area cut-off with Navteq streets and VEKTOR25 buildings
VAC weighting with contact doses	VAC weigthing with contact probability
Extrapolation in non measured agglomerations	No extrapolation (nationwide model)
Extrapolation of reach (14 and 21 days)	Reach as probability function
Separate methods for object modelling (train station)	Integrated method for object modelling
Calculation within 55 agglomerations	Calculation nationwide
Predefined target areas: Agglomeration, couronne, city	Any taget area
Demographics: 3 predefined age groups/gender	Demographics: Flexible age groups/gender
• Individual VAC for faces in 12 GPS agglomerations • Individual VAC categories for faces in the other 43 agglomerations • No VAC for faces outside 55 agglomerations	Individual VAC for all faces (Street and railway) in Switzerland
Only intra agglomeration mobility behaviour	Intra- ,inter and extra agglomeration mobility behaviour
Performance data for 7, 14 and 21 days	Performance data for up to 10 weeks

Launched
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Thank you!

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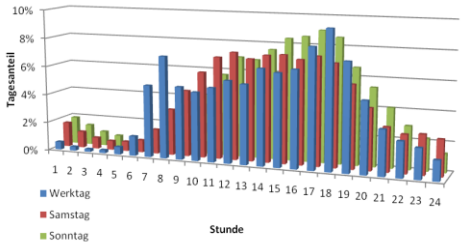
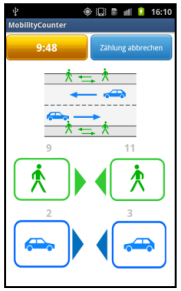
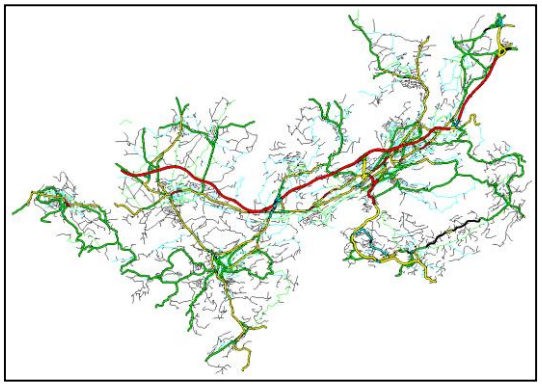
National Atlas



- *«How many People move on the road?»*
- Data input
  - 1’040’136 Navteq street vectors and 5’498 Railway station segments
  - 4‘388 public frequency measurements (Federal, cantons, municipalities)
  - 5‘452 segment counts (SPR+), separated by direction for pedestrians and motorized
  - 5’151 á 4 x 10min; 301 á 10 x 10 min at different times and days
  - Points of Interest (POI), Structural data
  - Extrapolation on basis of daily, weekly and annual load curves derived from public counts and modelling with k-Nearest-Neighbour method through similarity as a function of distance
- Data collection und control
  - Samsung Android Smartphone with SPR+ Count-App „MobilityCounter“
  - GPS-positions- und direction of point of view
  - Immediate and automatic data transfer via GSM directly to the SPR+ Server
  - Validation of the raw data by SPR+
  - Full control at SPR+ and minimizing the manipulation possibilities by the field workers of the research institute



National Route Model



- *«Which people pass when and how many times the street?*
- Data input
  - National atlas
  - SPR+ GPS Data (10‘300)
  - BfS micro census (2005: 33‘390, 2010: 62’868)
  - BfS national census
  - NOGA working places, with business field, and no. of employees for every building in Switzerland with coordinates
  - Population (age and gender) for every building in Switzerland with coordinates
  - Structural data per street segment
- Steps of Modelling
  - Compilation of mobility profiles based on GPS an micro census
  - Compilation of origin-destination relationships
  - Route generation (covered routes of the people)
  - Bidirectional calibration with national atlas (Amount of routes = frequency)