

WOO to reveal new audience measurement guidelines

The World Out Of Home Organization (WOO) will reveal new global guidelines for audience measurement at the 2022 Global Congress in Toronto.



Source: www.unsplash.com

The new guidelines are the result of an extensive research exercise among 11 audience measurement bodies, working with international media owners and media buyers.

The guidelines will be presented by researchers Gideon Adey of GUROOH and Neil Eddleston of Runor Data Consulting, working under WOO auspices.

The guidelines will advance existing published work to cover:

- Methodology for measuring digital out of home at spot or time segment level.
- Approaches to updating data to reflect real-world changes in audience behaviour.
- Research techniques and approaches that lend themselves to cross-media measurement.

It will build upon shared experience and learning from around the world, promoting out of home measurement and the consequent increase in the value of OOH to advertisers, whilst allowing collaboration between territories to help OOH grow globally.

WOO CMO Richard Saturley says, “Reliable and usable audience measurement is the holy grail for any medium and one that Out of Home has struggled with in the past.



3D OOH Nike activation celebrates Air Max Day

23 Mar 2022



“Gideon and Neil have investigated all the options in far more detail than ever before and produced a set of guidelines which we’re confident will drive the medium forward globally by giving advertisers and media agencies the gold standard media measurement they need.”

The Global Congress will take place from 25-27 May. For the congress programme overview and to register, go [here](#).

For more, visit: <https://www.bizcommunity.com>