POLYGON

IMPRESSION MULTIPLIERS

AUDIENCE MEASUREMENT METHODOLOGY FOR PDOOH

OUR GOAL

To provide **credible, transparent,** and **standardised** methodology for measuring audience impressions for pDOOH, designed to support media owners, advertisers, and agencies alike.

OUR PDOOH MEASUREMENT

Ensures all pDOOH inventory can be traded and evaluated using a common, defensible measurement language.

We are dedicated to providing accurate, comparable, and credible audience measurements. Our Impression Multiplier methodology leverages best practice venue-specific data, traffic insights, and best-in-class visibility adjustment techniques to calculate the true delivery of OOH media.

Polygon's Impression Multiplier methodology calculates visibility-adjusted audience impressions using venue-specific traffic data, time-of-day and day-of-week weighting, and a standardised Visibility Adjustment Coefficient (VAC) to ensure consistency and comparability across media owners.

THE POLYGON MEASUREMENT STANDARD

We adhere to the highest standards of transparency, credibility, and comparability. Our methodology is designed to ensure that every impression is a realistic reflection of audience exposure, grounded in real-world data and venue-specific context.

VENUE SPECIFIC RADIUS

Tailored to each environment (mall, airport, roadside, etc.).

STANDARDISATION

We apply the same consistent calculation across all media owners to ensure comparability.

GLOBAL OOH BEST PRACTICE

We use observed traffic data (LMX) and refine it using visibility modelling.

VISIBILITY ADJUSTMENTS

We use a bespoke VAC to account for varying sightlines, dwell time, and audience attention.

A HYBRID MEASUREMENT FRAMEWORK

Two Measurement Inputs. One Standard.

INDUSTRY STANDARD MEASUREMENT

OMC ENABLED SCREENS

- Where OMC measurement exists, Polygon uses industry currency data directly, including VAC methodology.

We pull direct audience data, ensuring accurate impression counts based on real-time traffic and dwell.

OMC measurement makes use of VAC methodology.

PROPRIETARY METHODOLOGY

NON-OMC ENABLED

- Where OMC is not available, Polygon applies its own methodology using LMX traffic data, venue-specific radii, daypart weighting, and proprietary VAC modelling.

We pull LMX traffic data based on venue-specific radius, ad play times, and day-of-week schedules, and then apply our proprietary VAC methodology to adjust for visibility.

MEASUREMENT FACTORS

How Polygon Measures Audience Impressions

4 FINAL VAC METRIC

STANDARDIZED, COMPARABLE, AND DEFENSIBLE IMPRESSION MULTIPLIERS DELIVERED FOR EACH VENUE

3 IMPRESSION MULTIPLIER

APPLY AD-PLAY WEIGHTING

APPLY VENUE COVERAGE LOGIC

2 VISIBILITY MODELLING

adjust for:

- VISIBILITY
- CLUTTER
- DWELL TIME

1 TRAFFIC INPUT

DAY OF WEEK + TIME OF DAY

VENUE SPECIFIC RADIUS

MOBILE LOCATION DATA

POLYGON

APPENDIX

AUDIENCE MEASUREMENT METHODOLOGY FOR PDOOH