

## Section 6:

### Acknowledgements

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## How This Document Was Developed

This document was developed collaboratively by Geopath's Futures Council. The council was formed as an advisory group made up of experienced thought leaders from across the OOH industry to help Geopath prepare for the future, and successfully navigate the ever-evolving advertising landscape.













## The Futures Council: Background, Mission & Members

Members of the council were nominated by Geopath's Board of Directors as future leaders in OOH based on their vision, passion, and dedication to the industry. The group is also bound by a collective desire to ensure that there is a single universally adopted currency across the industry.

The Futures Council's ultimate mission is to advance the understanding, adoption, and use of Geopath's measurement data through education and advocacy across advertisers, agencies, and suppliers. By facilitating collaboration across the OOH industry, the council aims to provide leadership on how to leverage Geopath Insights to power smarter, more strategic OOH media plans.

The Futures Council (below) is comprised of planners, strategists, researchers, and sales leaders from agencies and operators across the industry!

## Futures Council Members

Council Co-Chairs	 <b>Matthew Noll</b> EMC Outdoor	 <b>Alyssa Fedak</b> Rapport Worldwide	 <b>Christina Radigan</b> Outdoor Media Group	 <b>Mike Chicca</b> Clear Channel Outdoor
	 <b>Gina Stratford</b> YESCO	 <b>Bobby Gorczakowski</b> OUTFRONT	 <b>Ian Dallimore</b> Lamar Advertising	 <b>Tara Gabelman</b> Intersection
Council Secretary	 <b>Michael Buongiovanni</b> Horizon Media	 <b>Piper Wirth</b> MacDonald Media	 <b>Stefanie Ryce</b> Delta Media	 <b>Toni Short</b> InSite Street Media

## About Geopath

Founded in 1933, Geopath is the industry standard that powers a smarter OOH marketplace through state-of-the-art audience location measurement, deep insights, and innovative market research. The organization's mission is to provide the objective and independent measurement needed to maintain the long-term health of the OOH media industry. A Geopath measurement ensures that the unit has been audited for the accuracy of its physical attributes.

The organization is headquartered in New York and governed by a tripartite board composed of advertisers, agencies, and media companies spanning the entire United States. For more information, please visit <http://www.geopath.org>.



**Jill Nickerson** (Geopath Chairperson)  
EVP, Managing Director OOH  
Horizon Media



**Kym Frank**  
President  
Geopath



**Scott Fiaschetti**  
SVP, Operations  
Futures Council Lead  
Geopath

## Additional Resources

Additional training materials are available in the [geekOUT Library](#) section of our website. There you will find a variety of training videos, infographics, and presentations that will help anyone in the industry learn about the foundations of OOH measurement and how to use the new Geopath Insights.

To learn more about all the resources available to our members, please go to [www.geopath.org](http://www.geopath.org) or email us at [geekOUT@geopath.org](mailto:geekOUT@geopath.org).

## Appendix

Here are definitions of terms frequently used in this document and OOH measurement overall.

**Impressions:** the number of eye contacts that people have with an OOH unit(s) in a week. Impressions can be provided for all major demographic audiences including age, gender, race/ethnicity, and income.

**In-Market Impressions:** the number of eye contacts people that live within a defined market have with an OOH unit(s) in a week. In-Market Impressions can be provided for all major demographic audiences including age, gender, race/ethnicity, and income.

**Gross Rating Points (GRPs):** the total number of In-Market Impressions (18+) delivered by an OOH schedule expressed as a percentage of a market population. One rating point represents impressions equal to 1% of the market population.

**Target Rating Points (TRPs):** the total number of target-specific In-Market Impressions delivered by an out of home schedule expressed as a percentage of a target specific market population. One target rating point represents impressions equal to 1% of the target market population.

**Reach:** the percentage of unique persons in a particular market exposed at least once to an OOH unit(s) over a specific period of time.

**Frequency:** the average number of times that an individual reached is exposed to the OOH unit(s) in a specific period of time.

**Percentage Composition:** the percentage of an OOH unit(s)' audience that fits a selected demographic profile.

**Composition Index:** The percent composition, divided by the percent target population. Indices above 100 mean that the target is better represented. The inverse is also true, as indices below 100 tell us that the target is under-represented.

**Census Block Group:** a geographical unit used by the United States Census Bureau which is between the Census Tract and the Census Block. It is the smallest geographical unit for which the bureau publishes sample data, i.e. data which is only collected from a fraction of all households.

**Core-Based Statistical Area (CBSA):** is an area defined by the Office of Management and Budget (OMB) based around an urban center of at least 10,000 people and adjacent areas that are socioeconomically tied to the urban center by commuting. CBSAs often consist of fewer counties than DMAs and there are many counties that don't belong to a CBSA.

**Designated Market Area (DMA):** is an area defined as a group of counties that comprise the major viewing audience for the television stations located in their particular metropolitan areas and statistical areas defined by the Federal Government Office of Management and Budget. The areas do not overlap and every county in the United States belongs to only one DMA.