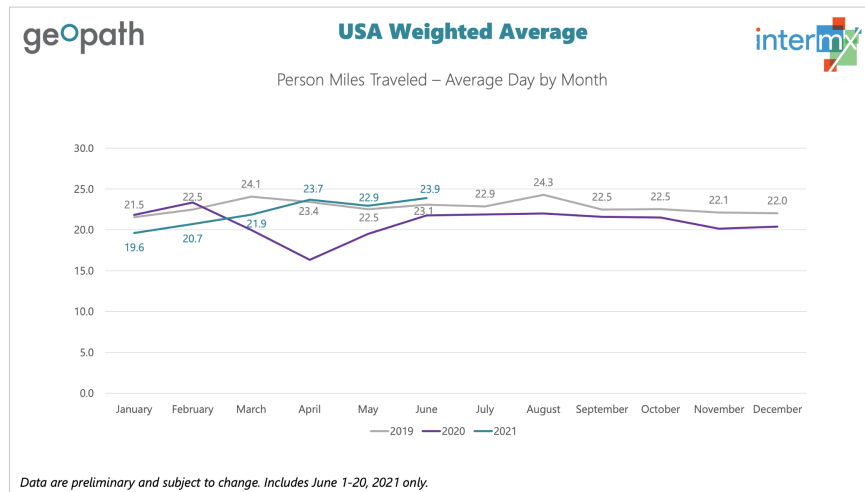


Frequently Asked Questions

Q: What is the midyear annual forecast?

A: Geopath’s 2021 forecast (released January 4th, 2021) was built upon expectations that were held at the end of 2020. The first was that the vaccine rollout would be readily available for the full population in Q3, and second, that once vaccines were widely available, travel activity in each market would see a return toward pre-COVID levels by the end of the year, continuing to rebound into 2022.

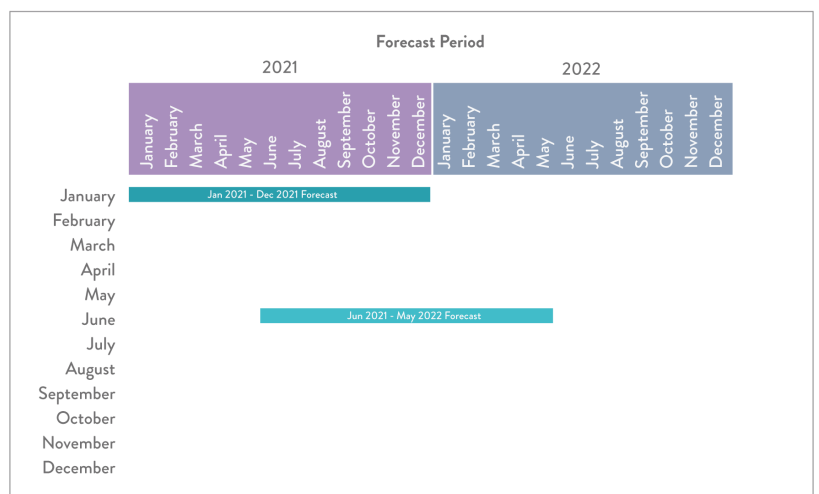


The acceleration of the vaccination rollout has given confidence to much of the population to engage in familiar activities again. The observed mobility within the population is at or above pre-COVID levels across many markets, as people have started to get out of home more often to return from this “new normal.” As a result, Geopath has released the midyear annual forecast to account for these increases in projected mobility patterns.

Q: When was the midyear annual forecast released?

A: A preview of the midyear annual forecast was made available in the API and Insights Suite on Monday, June 14th. As with all previous forecasts, this is a 12-month forecast, but reflects the expected audience delivery from June 2021 through May 2022.

In order to give our members time to migrate their proprietary systems, **the 2021 midyear release became the default forecast of the industry on Tuesday, June 22nd.** After that date, the 2021 midyear metrics should be used by members for planning and transactional purposes.



Frequently Asked Questions

Q: How can I access the 2021 midyear annual forecast?

A: The midyear forecast is currently the default data source in both the API and Insights Suite. To access via the Insights Suite, select 'Data Source' and choose "Forecast Jun 2021-May 2022" in either the Explore or Workspace modules. Additional documentation on how to access the 2021 midyear annual forecast is also available in the [API Developer portal](#).

Q: What audiences are available?

A: On June 22nd, audience delivery metrics for 8,000+ demographic and consumer profile audiences became available in the API and the Insights Suite for all roadside media (including street furniture), and place-based media (excluding transit station media). The 2021 transit forecast (scheduled fleet and station media) will be released after committee review.

Please note that the newly added consumer profiles will not be available in the January 2021 – December 2021 forecast as this forecast is no longer supported. Additionally, updates to existing inventory and any newly added inventory will only be reflected in the midyear annual forecast (June 2021 – May 2022) moving forward.

Q: What updates to reach and frequency are included in the midyear release?

A: The midyear annual forecast includes enhancements to the reach and frequency methods. These enhancements include a more refined classification of the maximum reachable audience for out-of-home media, and an improved method for quantifying the duplication across place-based and roadside media. These updates address the higher-than-expected reach for some packages using the 2021 audience data.

With the increased precision of reach and frequency, users may observe changes in reported reach for some formats. For example, inventory on local roadways may have a lower maximum reachable audience because they draw audience from a smaller area of the marketplace resulting in lower reach and higher frequency.

Q: Will the Impression Variation Dashboard be updated with the midyear annual forecast?

Yes. The Impression Variation Dashboard was updated with the 2021 midyear annual forecast by July 15th.

Q: Is the previous 2021 annual forecast still available?

A: Yes. While the January 2021 - December 2021 annual forecast is still accessible in the API and Insights Suite, these data should only be used to review previously developed plans or historical purposes. This forecast is no longer valid for new transactional purposes following the release of the midyear forecast.

Frequently Asked Questions

Q: Which annual forecast should I use?

A: While each project is different, Geopath suggests the following guidelines for working with the new midyear forecast.

	January 2021 – December 2021 Forecast	June 2021 – May 2022 Forecast
Plans with Activity Through June 2021	X	
Plans With Activity Beginning June 2021 or Later		X

For plans that were inflight before June 2021 and end after June 2021, we recommend that members use the midyear annual forecast to understand any impact to the project’s goals.

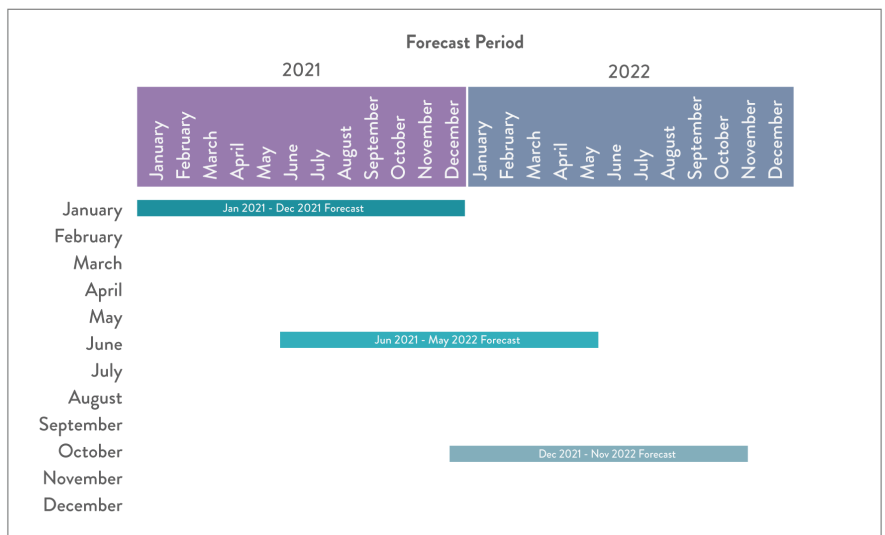
As always, Geopath members should clearly disclose which data vintage is being used when sharing Geopath Audience Data with other members or clients. If this not provided, we recommend asking to ensure that the appropriate forecast was used.

Q: Will additional annual forecasts be released this year?

Yes. While the midyear annual forecast release is a first for Geopath and the OOH industry, it directly aligns with Geopath’s goal of introducing granular forecasts released more often, reflecting changes in the marketplace as they happen. More frequent data releases will also enable Geopath to quickly deploy new and enhanced capabilities on a regular basis.

As the impact of COVID-19 continues to evolve, Geopath will periodically release updated forecasts. The first update was the midyear release in June and will be followed by another update later this year in October.

The end goal of this migration, ultimately, to a monthly rolling forecast will provide the industry with a continually recalibrated forecast using the most current observed data and allow us to incorporate the impact of vaccination rollouts and expose any unique seasonality.



Frequently Asked Questions

Q: What is the difference between the Population and PopFacts™ audience categories?

A: PopFacts™ includes all population, including those in institutional and non-institutional group quarters (correctional facilities, military quarters, college/university student housing, nursing homes, juvenile facilities, etc.). When a user is looking for a target demographic of the population, they should use the Population section of the Insights Suite.

Q: Where can I find additional information?

A: You can find additional information on the 2021 Midyear Annual Forecast in our [webinar](#) on the topic, which can be found in the [geekOUT section](#) of our website, or on our [YouTube channel](#). For any additional questions, please reach out to us at geekout@geopath.org.