

2022 Strategic Vision Summary

The Opportunity

Coming out of the tumultuous events of the past two years, the OOH industry has an incredible opportunity before it to unite and reinvent itself. We can maximize the value of OOH media for advertisers and marketers to increase revenue in the OOH industry as well as claim a greater share of the media mix.

To build upon and sustain the significant growth and momentum the OOH industry is seeing, Geopath leadership and key industry stakeholders came together in late 2021 to collaborate and develop an updated strategic vision for Geopath. The strategic vision centers around the organization leveraging its unique position to enhance and focus support of the OOH industry with foundational media and audience metrics of exceptional quality.

With rapidly advancing technology, new measurement capabilities, and interconnected media planning and transacting platforms, the need for standard universal data which simplifies and enables confident transactions for the OOH industry is more important than ever.

The Vision

The strategic vision for Geopath is broken down into three core pillars...

- Providing comprehensive cataloging and inventory auditing across all OOH media formats
- Increasing precision and accuracy of planning and observed audience metrics
- Facilitating data interoperability across the OOH and larger media ecosystem

The Roadmap

Geopath's roadmap includes the following strategic initiatives that will provide the greatest functionality across OOH and increase value for OOH media within the larger media ecosystem.

1. Extend the coverage of Geopath's universal inventory database to include all types of OOH media (roadside, street furniture, place-based, transit and fleet media)

Industry Benefit: Allows for a single-source map of all OOH media and provides unique inventory IDs to reference when planning, transacting, reporting, and measuring OOH media campaigns across all platforms.

2. Expand upon the available information for audited media units to include audited viewsheds, opportunity-to-see exposures, audience exposure dwell times, likelihood-to-see impressions, and additional inventory properties.

Industry Benefit: Enables media owners and buyers to more easily connect 1st-party data, better measure campaign attribution, determine optimal creative, and more.

The Roadmap (continued)

3. Provide seasonality within Geopath audience delivery estimates for planning purposes and provide updated audience delivery estimates on a rolling basis.

Industry Benefit: Seasonal granularity of audience estimates enables planning with OOH media to reflect expected variations of audience delivery during campaigns throughout the year.

4. Increase accuracy and precision of observed audience metrics down to the individual media unit.

Industry Benefit: Providing observed audience metrics at the unit level will enable true accounting of delivered media and improves Geopath's ability to create accurate seasonal forecast.

5. Focus audience reporting to universal demographics and necessary audience segments which enable integration with 1st and 3rd party audience data.

Industry Benefit: Increases reliability for core audience targets while simultaneously supporting evolving audience capabilities in the marketplace.

6. Explore strategic partnerships with additional best-in-class audience measurement and data providers to promptly deliver enhancements to the marketplace.

Industry Benefit: Expanding partnerships with other measurement providers ensures that Geopath's audience measurement capabilities are continually evolving and leveraging innovative techniques and data sources.

7. Provide an interoperable data platform which can reconcile reach and frequency across all forms of OOH media and serve as a ground truth for calibration of 1st and 3rd party data.

Industry Benefit: Interoperability between Geopath and external entities ensures that all measurement services and data products can be combined to provide a comprehensive view of OOH and cross media measurement.

Why Geopath

As the industry's "gold standard" resource for auditing inventory, Geopath is uniquely positioned with the authority to deliver consistent OOH inventory attributes. Similarly, as a tri-partite trade organization, Geopath is the appropriate entity where buyers and sellers can collaboratively develop and unify around a trusted audience measurement platform. Through these strategic efforts, the OOH industry, working in conjunction with Geopath, can ensure that the growth that we are experiencing will be maintained and built upon to increase advertising investment in our sector now and long into the future.