

Geopath is improving its measurement system with more robust data harnessed from connected cars and mobile devices. As a result, there will be changes in the impressions delivered by Geopath audited inventory for Scheduled Fleet. Below are some of the changes in the methodology that explain these updates.

	What Has Changed	Why It Matters
 ROUTING	The vehicle's routing from the bus stop to the proceeding bus stop was previously drawn in a straight line as the crow flies and did not follow the street network. Each road segment the vehicle travels on between scheduled stops is now included to reflect the circulation along the actual trip path.	Ratings now represent the entire route traveled. Impressions from higher tracked roads that the vehicle travels on, such as freeways are included even if a bus stop is not located on the freeway.
 GTFS DATA	GTFS data is used to account for the full schedule of vehicle travel. The previous model did not comprehensively account for the schedules being run only on certain weeks. The current system calculates impressions based on these specific days of service.	The updated methodology recognizes that transit routes have unique weekday, weekend, and holiday schedules that run specific days and that not every schedule is run weekly.
 CIRCULATION	The circulation was derived from the location of the bus stop, rather than from the traveled road segments. Additionally, circulation always included both directions, even in scenarios of split highways and medians.	Given the granularity of the data available, there is more precision in determining circulation of those that have an opportunity to see the ad. Circulation now includes only opposing traffic within a proximity to the vehicle with advertising.
 SPEED/DWELL TIME	Average hourly speed was used for most major roadways. Other roadways used default speed by road class. Hourly speed data is available for all US roadways.	The speed of the vehicle in relation to the speed of traffic allows for greater precision when noting the quantity of passing vehicles as well as the dwell time in the advertisement's contact zone.
 AD PLACEMENT	Advertisement ratings applied a weighted average to represent a media type's presence on the curb side or street side of the vehicle. The ratings for the scheduled fleet inventory now correspond to the advertisement's placement on the vehicle.	Advertisement ratings can now be calculated for all four sides of the vehicle allowing for driver side and passenger side ads to have their own ratings, as well as headlight and taillight ads.
 IMPRESSIONS CALCULATION	Wrapped media impressions were inflated due to a duplication of the opportunity to see associated with rear/front and sides of the bus. The updated methodology revises the aggregation of circulation for wrapped media types.	Impressions for wrapped media types now holistically represent the exposure.