

An isometric line-art illustration of a city street scene. It features various buildings of different heights and styles, some with windows and balconies. There are trees, a bench, a person riding a bicycle, a car, and a bus. The scene is rendered in a clean, minimalist style with white lines on a teal background.

geopath

# UNDERSTANDING THE 2025 PLANNING DATASET

**FREQUENTLY ASKED QUESTIONS**

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As we prepare for the release of our 2025 annual planning dataset, Geopath is pleased to announce several significant improvements to our measurement methodology and the foundational data used in developing this dataset. These enhancements reflect our ongoing commitment to providing the industry with the most accurate, and reliable audience measurement available, including:

**Refreshed Foundational Data Sources:** We have updated all core data sources to ensure the most current geographical, demographic, mobility, and behavioral information is integrated into our measurement.

**Adoption of Industry-Standard Roadway Definitions:** By implementing 'open source' OpenStreetMap roadway definitions, we have enhanced our ability to accurately classify, identify and update OOH inventory locations now and in the future.

**Refined Predictive Roadside Reach and Frequency Model:** We have made substantial improvements to the roadside reach/frequency model and have also updated the recency of its training data in the model, resulting in greater accuracy and ensuring logical output consistency.

**Enhanced Place-Based Measurement:** Our methodology now incorporates adaptive analytics and updated first-party data sources, significantly improving hourly visitation estimates and leveraging more granular dwell-time statistics.

As a result of these fundamental enhancements, users will observe changes in the reported impression metrics across media assets relative to last year's annual planning dataset. In some instances, the change may be significant. This is expected, as we've refreshed many data sources with the most recently available data. **As the industry gets ready to transact with these updated metrics, we want to highlight that the majority of these fluctuations stem from our refined measurement approach and more contemporary input datasets, not only from traffic pattern changes or inventory attribute updates.**

While some locations may show higher audience delivery metrics and others may reflect lower numbers, it is important to note that the fundamental effectiveness of the media remains unchanged. Our methodology has advanced to deliver greater precision through integration of today's leading data solutions.

Geopath remains dedicated to providing accurate and transparent audience measurement to the OOH industry and these improvements represent our continued investment in building a trusted, contemporary measurement system that allows the OOH industry to transact with confidence.

We deeply appreciate your ongoing support of the out-of-home industry and our collective work to advance measurement standards and capabilities.

Please reach out to [geekOUT@geopath.org](mailto:geekOUT@geopath.org) if you have any questions.

### **Q: How is the current planning dataset different than the previous planning dataset?**

A: Geopath's 2025 planning dataset features several updates from the previous (2024) planning dataset.

The 2024 planning dataset previously used a Pre-COVID (2018) vehicular and pedestrian movement baseline, which was dynamically scaled to adjust for recency. The 2025 planning dataset leverages a Post-COVID movement baseline from 2023, which has also been adjusted for recency.

Additionally, the 2025 planning dataset makes use of the 2023 OpenStreetMap (OSM) road-network, replacing the HERE Maps road-network that was used in the 2024 dataset. Geopath's 2025 planning dataset reflects movement patterns from Sept 1st 2023 – Aug 31st 2024.

The 2025 data release also features Geopath's revised roadside Reach/Frequency model, which includes various improvements to projected Reach and Frequency metrics at the package level. More information on this update can also be found in "Reach and Frequency Updates" portion of this document.

As with previous releases, we have updated all core data sources to ensure the most current geographical, demographic, mobility, and behavioral information is integrated into our measurement.

### **Q: What does the transition to OSM mean for this data release?**

A: Previous datasets utilized the HERE 2016 road-network. The new dataset uses the OSM Network, an open-source mapping network that is maintained collaboratively by users around the world, which allows for more frequent updates as roadway networks change.

In addition to more up-to-date roadway information, the transition to OSM provides updated vehicle occupancy, roadway speed, and circulation data, which is leveraged for both Roadside and Scheduled Fleet inventory.

### **Q: What data sources inform Geopath's current planning dataset?**

A: Geopath's input data is calibrated against traffic data from local DOTs, the Federal Highway Administration (FHWA), and other trusted government sources. Both datasets from Motionworks and Bentley Systems aggregate these authoritative sources for improved accuracy and consistency across all roadway segments. More specifically:

- Ridership information sourced from the Federal Transit Administration's National Transit Database
- Nationwide comparisons of their person-level trips data against the vehicular miles traveled in 2024 as reported by the Federal Highway Administration (FHWA)
- Household-level demography comparisons were conducted against both Claritas PopFacts data (2024) and the 5-year 2018 – 2022 American Community Survey (ACS)
- US Bureau of Transportation Statistics Daily Travel trends

Additional detailed documentation regarding validation and verification of the data can be found on <https://docs.mworks.com/docs>.

**Q: Has Geopath’s visibility model or viewshed definitions changed between the 2024 and 2025 annual planning datasets?**

A: Neither viewshed definitions, nor the visibility model, nor the locations of each physical frame have changed in the new dataset. However, the integration of a more contemporary road network (now representing roadways as seen in 2023 rather than 2016) may change the estimated distance between the signage and the audience, and may therefore impact the visibility and estimated audience measurement for the signage.

**Q: What is urbanicity and how does it change in the new dataset?**

A: Geopath approximates the level of visual clutter in an environment by computing a level of ‘urbanicity’ within a specific geography, which is informed by both population density and employment levels in that specific area. For the majority of inventory in Geopath’s system, there has been a change in the estimated level of visual clutter surrounding the signage in the new dataset (as population movement and employment patterns have changed substantially since 2018).

**Q: What audiences are available in the current planning dataset?**

A: The current planning dataset includes the full set of 700+ demographic and consumer audience profiles, as well as 68 PRIZM® Premier audience segments available in the previous planning datasets. A complete list of available audiences and downloadable Excel file can be found [here](#).

**Q: What media types are included in this planning dataset?**

A: The current planning dataset includes media metrics for all audited Media Classes: Roadside (including street furniture), Place-Based (including airports and transit-station interior), and Scheduled Fleet - Exterior. A detailed summary of the inventory Geopath audits, including media types and sizes, can be found [here](#).

**Q: What updates to Place-Based measures can be found in the 2025 dataset?**

A: Place-Based inventory in the 2025 planning dataset makes use of an improved [Place-Based methodology by our data vendor](#). This offers the following enhancements relative to their previous Place-Based methodology, used in the 2024 dataset:

- Refined visit estimates ensure individual venue activity profiles remain accurate
- Improved venue groupings to ensure places are compared against peers accurately
- Updated hourly activity patterns to reflect trends and fluctuations over time
- Stabilized trade area size to ensure consistency over time

**Q: What updates to Scheduled Fleet - Exterior inventory can be found in the 2025 dataset?**

A: In the 2025 dataset, there has been a full refresh of General Transit Feed Specification (GTFS) data across all transit systems we measure. GTFS data is crucial to understanding schedules and routing for transit systems. This data is sourced from MobilityDatabase.

Additionally, bus counts and inventory attributes have been updated with each operator/transit system in our inventory database.

**Q: How can I access the current planning dataset in the Insights Suite?**

A: The current planning dataset can be accessed in the [Geopath Insights Suite](#) by switching the "Data Source" and selecting the "Current (Refreshed May 2025)" dataset. Video tutorials and user-guides can be found in the [geekOUT Library](#) and [Geopath Learning Lab](#) (our self-directed online training portal).

**Q: Are previous planning datasets still available?**

A: Yes. The previous planning dataset, "Previous (Refreshed March 2024)", will be available in the Insights Suite and API (v2.2) throughout 2025 for historical comparison purposes only.

Additionally, Geopath will no longer apply any inventory updates to the previous planning dataset, "Previous (Refreshed March 2024)".

**Q: What inventory will be included in the 2025 planning dataset?**

A: Any inventory added to, removed from, or updated within our database after the April 14th, 2025 inventory update will only be viewable within the "Current (Refreshed May 2025)" dataset.

**Q: When will the Current planning dataset become the default dataset in Geopath's tools and API?**

A: The "Current (Refreshed May 2025)" planning dataset can be used for all transactional purposes upon release mid-month September 2025. Once this becomes the default transactional dataset for the industry, it will be the only way to access the most up-to-date metrics. Previous planning datasets may be used for comparison, but the data source must be clearly disclosed when sharing metrics.

As always, when using this, or any Geopath dataset, please ensure that the data vintage (e.g., Refreshed May 2025) as well as the following text are included:

*GEOPATH AUDIENCE LOCATION MEASUREMENT(TM) Data is proprietary intellectual property owned by Geopath, Inc. and is to be used only by the recipient solely and exclusively for its planning and /or buying of out-of-home media advertisements. (C) Copyright, 2025 Geopath, All Rights Reserved. Powered by Bentley Systems(TM)*

Note: The data vintage and above text are included in any export from the Geopath Insights Suite.

**Q: Which planning dataset should I use?**

A: We recommend members always use the most contemporary dataset when planning campaigns, as it represents Geopath’s best understanding of current movement patterns.

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 is not provided, we encourage members ask to confirm the appropriate dataset was used.

**Q: Will there be additional updates to the current planning dataset throughout the year?**

A: Geopath typically produces an annual planning dataset and does not anticipate releasing an updated planning dataset this year.

**Q: How do I access the 2025 dataset in the API?**

A: The “Current (Refreshed May 2025)” dataset can be reference in Geopath’s API by setting the “product\_name” field to “20250501”.

**Q: Can I make changes/additions to my inventory after the current planning dataset has been released?**

A: Yes, media owners can submit new inventory or ask for current inventory to be reviewed throughout the year. Each month, Geopath releases an update to its inventory database that includes additions and updates to inventory. Below is the anticipated release schedule for the 2025 planning dataset, and the final date for inventory submission for each release.

Release	Inventory Submission Deadline (by 6pm ET)	Insights Suite Release Date
October Release	Monday, October 6, 2025	Monday, October 13, 2025
November Release	Thursday, October 30, 2025	Monday, November 10, 2025
December Release	Thursday, December 4, 2025	Monday, December 15, 2025
January Release	Thursday, January 1, 2026	Monday, January 12, 2026
February Release	Thursday, January 29, 2026	Monday, February 09, 2026

*Dates subject to change*

Please note: inventory submissions made on the cut-off date are unlikely to go live in that release. We strongly suggest that inventory submissions be made before this date.

## Reach & Frequency Updates

**Q: What updates to Roadside Reach and Frequency are included in the 2025 dataset?**

A: Geopath has improved the Roadside Reach and Frequency Model available with the 2025 planning dataset. The updated model uses more recent data for training, and ensures that Reach outputs are logically consistent across different dimensions (spots, geographies, time periods, audiences).

Geopath has prepared a **one-pager** with additional information on the updates to the R/F model.

**Q: How has Geopath's Reach and Frequency approach increased in precision and accuracy?**

A: Within Geopath's updated R/F Model, an automatically generated "reach curve" is used to estimate package-level Reach and Frequency metrics at different levels of inventory and plan length. Reported Reach and Frequency metrics are generated as points along this curve and will never fall outside the Reach floor and ceiling for a given package.

The updated R/F model has been trained using newly received observed ground truth data from 2024. This will ensure that inconsistencies seen in the previous iteration of the R/F model will no longer exist at any point along the "reach curve".

Please note that the Market Plan function in the Insights Suite prioritizes inventory with median audience measures, rather than geographic dispersion when building packages. The updated Reach and Frequency model for Roadside inventory now better accounts for overlaps in audience contribution, however the geographic dispersion of spots selected in Market Plan has not changed.

If you need to more efficiently achieve a specific Reach or TRP objective, consider using the Inventory Plan tool or contact media operators for guidance selecting inventory.

## Additional Support and Training

**Q: Where can I find more information?**

A: Additional information on our current planning dataset, Reach and Frequency approach, as well as user guides, videos, and overview information on our methodologies can be found in the [geekOUT Library](#) or [Geopath Learning Lab](#). Please reach out to us at [geekOUT@geopath.org](mailto:geekOUT@geopath.org) if you have additional questions!

**Q: What if I would like to set up a training for my team?**

A: The Geopath team is always happy to set up custom trainings for any of our members. Please email us at [geekOUT@geopath.org](mailto:geekOUT@geopath.org), and an analyst will reach out to set up a session for you and your team!

If you have any questions or comments, please reach out to us at [geekOUT@geopath.org](mailto:geekOUT@geopath.org).