



# Street

Unmissable  
Scale,  
Unmissable  
Reach.



- 1 oOh! has integrated its Street Furniture products in to the Calibre Audience Measurement platform
  - 2 Calibre encompasses three components; Measurement, Insights and Planning
  - 3 Calibre combines billions of data points, from different technologies and sources to create a comprehensive model of people movement
  - 4 Anonymous, aggregated mobile location data is balanced against population demographics, and blended with traffic data to provide accurate, unique Reach, Frequency and Impressions across and Out of Home campaign
  - 5 oOh! has committed to Calibre as a key part of our audience-led future as well as supporting the further growth of the OOH channel
  - 6 Phase 1 (available now) includes;
    - R&F on Street Live and Classic
    - **Indicative** R&F at briefing stage
    - Actual R&F at booking stage
  - 7 Phase 2 (2021) will include;
    - R&F across other channels including Retail
    - Other OOH vendors + formats (Airports, Office, Transit)
    - Daily R&F
    - Minimum frequency
    - A Visibility Adjustment Index (VAI)
    - Cross format R&F e.g. Billboards + Street Furniture
  - 8 Data is updated annually. However brand new panels are added on a monthly basis
  - 9 The Reach produced by Calibre is **partly optimised**. Because the platform is not linked to oOh!'s avails, there may be some change to the actual reach you achieve via a booked campaign
  - 10 **Frequency** is achieved by calculating the number of times a unique audience member is exposed to a site within a campaign period
- For a full list of FAQs or to discuss Calibre Street further, please contact your oOh! representative**