Contact formula: DOOH spot contacts & multipliers

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contact formula (weekly values)

$$WMK_{gross} = f * p * k * n * \frac{\text{dwell time + spot length - 1}}{\text{loop length}}$$

$$WMK_{gross} = f_{net} * N * p * k * n * \frac{\text{dwell time + spot length - 1}}{\text{loop length}}$$

$$WMK_{gross} = WTK_{gross} * \frac{\text{dwell time + spot length - 1}}{\text{loop length}}$$

$$WMK_{gross} = WTK_{net} * OTS \frac{\text{dwell time + spot length - 1}}{\text{loop length}}$$

$$WMK_{gross} = WTK_{net} * n * N * \frac{\text{dwell time + spot length - 1}}{\text{loop length}}$$

WMK = spot contacts

WTK = screen contacts

f_{Gross} = site_frequency

f_{Netto} = site_frequency excluding repeat visits

p = proportion of visitor frequency per zone

n = number of screen passages per visit

N = number of visits per week

k = contact probability

loop length = time period between two spot playouts

Multiplier

$$\text{WMK}_{\textbf{gross/screen/hour}} = f_{\text{gross}} * p * k * n * \frac{\text{dwell time + spot length - 1}}{\text{loop length}} * \text{frequency share}_{\text{hour}}\ (\%)$$

WMK for one of 168 weekly hours (e.g., 3:00 PM to 4:00 PM);
provided by IDOOH along with the average weekly WMK
= Total number of WMKs played on a screen during that hour

$$\text{Multiplier}_{\text{screen/hour}} = \text{WMK}_{\textbf{gross/screen/hour}} \ / \ \text{playouts per hour}$$

Multiplier for one of 168 weekly hours (e.g., 3:00 PM to 4:00 PM) for a specific screen

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