The Public & Private Screens 3.0 Study

What is Public & Private Screens 3.0?

- The Public & Private Screens study represents a quantum leap in the measurement of DOOH performance values.
- It generates its data from a basic data set of around 17,000 interviews representative of the population, as well as two tracking panels and over 30,000 on-site interviews in facilities with DOOH screens (see also our overview presentation on the method).
- Previous surveys in the DOOH sector were primarily based on large samples, which were then extrapolated.
- P&PS 3.0 works with a genuine big data "bottom-up" model. It is based, among other things, on connected mobility data from around 1 million smartphones, supplemented by a total of 1.5 billion kilometers of route data from navigation systems.
- The combination of this mass data with four other high-quality surveys – including human-based data sets on contact probabilities, length of stay, and visiting habits – creates a hybrid approach that combines the precision of big data with the validity of classic panel data.

How does the P&PS 3.0 big data model work?

- The movement data forms the basis for a "Real World Audience Panel" with around one million anonymized "participants."
- To this end, anonymized movement profiles from cell phone data and navigation systems are linked to completely anonymized address data. The result is a panel of 1 million people who are representative of 70 million people over the age of 14 residing in Germany.
- None of these individuals correspond to any real person, but were generated using data from real people. Each person in the panel thus represents the mobility behavior of 70 real people of the same audience type (according to age, gender, occupation, net household income, etc.).
- This model allows real mobility patterns to be mapped: is the person traveling in Hamburg or Munich? Which individual points of interest (POI) are visited? Which routes lead from which gas stations to which supermarkets, from train stations to shopping centers?
- This granularity enables the exact determination of net reach at the individual location level – a decisive advance for campaign planning and optimization.

- In the future, publishers and media planners will not only be able to determine location performance on this individual basis, but also establish valid cross-relationships between touchpoints and individual locations.

What are the other differences compared to previous studies?

- In addition to the "Real World Audience Panel" as the core component of P&PS 3.0, the accuracy of frequency measurement for POIs with DOOH screens has also been further improved.
- This is achieved by drawing on a comprehensive database that includes, for example, the evaluation of checkout data from supermarkets, electronics stores, and gas stations, passenger counts from transport companies and airports, and footfall measurements from mall operators.

Version 2.0	**Version 3.0**
Extrapolations of large samples	**Bottom-up approach with big data**
Panel data as the main source	**Combination of mobility data, navigation data, and panels**
Net reach only for entire networks	**Net reach per location**
Frequency model based on representative measurements	**Frequency model based on movement data and POI-specific frequency data (e.g., from cash register data)**

What has changed as a result?

- Like any methodological change, the transition from P&PS 2.0 to P&PS 3.0 has led to changes in the performance levels of DOOH advertising media.
- The main reason for this in P&PS 3.0 is a more accurate measurement of foot traffic frequency at DOOH advertising media. This applies both to the recording of visitors to a POI with DOOH screens and to the distribution of this traffic flow within the POI (especially in complex POIs such as airports and shopping malls), but also in supermarkets, for example.
- This results in a reduction in performance values, e.g., for screens in POS sales areas, in restaurants, or in passenger TV, and a slight increase in performance values, e.g., for screens at POS entrances, in office buildings, airports, and fitness studios.
- Any changes in contact volumes for entire networks beyond this are usually not due to changes in performance values per screen, but to changes in the total number of screens in a network.

Where can I view the data and results?

- The data released by the providers is publicly available in the mediMACH planning tool.

What about data protection?

- **Aggregated and anonymized data**
  The central market research data of the IDOOH Public & Private Screens study is generated by online and offline interviews conducted by a market research institute.
- **Consent to participate in the survey**
  The people surveyed in the online and offline interviews have all explicitly consented to the survey and the evaluation of their answers for market research purposes. The data provided to IDOOH is anonymized by the market research institute in the form of demographic target group data – it therefore does not contain any personal data.
- **Media planning tool**
  The data made available by IDOOH for public use in the mediMACH media planning tool therefore also does not contain any personal data, but **only anonymized target group data** ("What is the proportion of women and men among DOOH contacts in a shopping mall?" or "How many DOOH contacts do 20- to 49-year-old women make in a particular train station?").
- **Mass data in aggregated form for a one-to-many medium**
  The IDOOH also uses the "Real World Audience Panel" with approximately 1.1 million (virtual) test subjects to collect performance values for individual locations with DOOH screens (see above). In addition, movement profiles from smartphones from a large tracking panel provided by Placesense and navigation data from Inrix are used. These are made available to IDOOH in a completely anonymized form– i.e., without personal data, advertiser ID, smartphone ID, vehicle ID, or home location.
- IDOOH can therefore only use anonymized target group data without personalized information. This makes a lot of sense because DOOH is a one-to-many medium (unlike one-to-one media such as online desktop and online mobile). This means that many different people pass by a DOOH screen over the course of a day or a week. This explains the high reach of DOOH media and at the same time makes it unnecessary to address individuals.
- **Consequently, effective DOOH campaigns do not require personal information. This, in turn, makes DOOH one of the few digital media that are inherently privacy-safe.**