



Press Release For immediate circulation

OVAB MEMBER COMPANIES RAISE THE BAR

Eleven member companies take a monumental step to provide third party, comparable audience data for advertising community

NEW YORK, October 28, 2009 – OVAB today announced that eleven of its member companies have completed third party audience research studies based on the Audience Metrics Guidelines published by OVAB in 2008. In accordance with the Guidelines, these members have completed and submitted OVAB Audience Metrics Guidelines Disclosure Forms which outline how their audience research was conducted. OVAB members' Disclosure Forms are available for download at <http://www.ovab.org/disclosureforms>.

“This announcement marks a significant shift as a large group of networks made the investment to move beyond traffic measures as their media currency to data based on audience impressions. Their data will give advertising decision makers the information they need to compare them with other traditional forms like television, the Internet and print,” said Suzanne La Forgia, President of OVAB. “OVAB companies are releasing their data to their key agency and advertising partners now and will continue to over the next several months. We look forward to more announcements like this as more research studies are completed.”

“Third party audience research is key to us evaluating place-based digital and video advertising networks,” says Ryan Laul, Managing Director, Posterscope - Hyperspace and member of OVAB's Agency Advisory Board. “Networks that provide us audience data make our jobs of incorporating this medium into our overall strategies easier and will give clients more confidence to grow their investments.”

While the individual networks release their data to the market, OVAB will conduct educational training seminars and meetings for agencies and advertisers to further educate them on what this move to audience research data means to them.



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Completed Disclosure Forms are available for the following OVAB members.

- Access 360 Media
- Adspace Digital Mall Network
- Buzztime
- Captivate Network
- CBS Outernet
- Channel M
- indoorDirect
- Premier Retail Networks
- RMG Networks
- Target Channel Red
- Zoom Media & Marketing

About the OVAB Audience Metrics Guidelines and Disclosure Forms

Published in October 2008, the OVAB Audience Metrics Guidelines (“Guidelines”) are a rule book for digital and video place based advertising networks and their research providers to follow in order to capture comparable audience data that will allow the advertising community to compare their audience data to that of other media platforms (like TV, internet, radio, etc.). Core to the implementation of the Guidelines is transparency, the disclosure of research methodology and consistency of terminology. The Guidelines and OVAB Member Disclosure Forms can be downloaded at www.ovab.org/content/resources