

AAMS x Moving Walls

Moving Walls is a media technology company with a presence across four continents and seven markets. We enable leading brands to Measure, Reach, and Influence moving audiences. We operate Moving Audiences, a patented multi-sensor approach in location data collection processes more than 10 billion data points and measures more than 35,000 media sites across the globe. Through measuring physical locations and people movement, this powers Planning, Buying, and Measurement capabilities for location-based media like billboards, digital signage, and transit media.

Association of Advertising and Marketing Singapore - AAMS (formerly 4As & IAS), is working with Moving Walls, their technology provider in the OOH Media platform, and will act as the hub to connect all players in the Admarcom Industry including media owners, agencies and advertisers to develop and execute an outdoor Campaigns. The objective of the partnership is to equip AAMS with the necessary digital tools and software to provide the leadership, training services to the OOH industry in Singapore, and more importantly, setting a common methodology and a consistent set of data for evaluating audience data at an industry level.

LEVELS OF ACCESS

Base Access Level (Common metrics)

Base level provides the common KPI metrics of a media asset as used in the OOH industry.

Base Access level			
Availability	All AAMS members	Current Assets	3500
Sample Data Points	<ul style="list-style-type: none">● Billboard (size, location, vendor, resolution)● 3500 locations and progressively scale● Common methodology across sites with on-going benchmarking● Potential Views – Synonymous to the 'Impressions' of the digital world, this is a measure of the number of visits an individual has for the media asset.● Reach – the number of unique audiences who are seen at the media asset. The definition of reach is subjective to the campaign period, as the unique reach per day is different from unique reach per campaign.● Average Frequency – the number of opportunities an individual had to see the media asset.● Demographics – breakdown of audience nearby the media asset by<ul style="list-style-type: none">○ Age Groups○ Gender		

Access Level (with Enhanced Metrics)

This level provides access to some of the audience profiling tools as well as some platforms designed to assist media owners and agencies in Audience Segmented Workflows.

Platform Access Level			
Availability	Specific to Media Owner	Current Assets	Up to 200 Media Owners Assets
Sample Data Points	<p>All Features of Base Level Plus:</p> <ul style="list-style-type: none"> ● Audience Segmentation by Point of Interest ● Word cloud chart highlighting the dominant subject matters to the audience ● Place of Residence : Which locations do most of the audience stay? ● Place of Work: Which locations do most of the audience work? ● Brand engagement: What are the product brands they usually engage in? 		
Enhanced Features	<p>Platform : OOH Registry including</p> <ul style="list-style-type: none"> ● Proposal generation ● tracking proposal generated by individual sales personnel <p>Platform : OOH Planning</p> <ul style="list-style-type: none"> ● Campaign planning, optimization and buying <p>Platform : MA - Decisions (Post Campaign Measurement)</p> <ul style="list-style-type: none"> ● Post Campaign Analysis <p>Reports:</p> <ul style="list-style-type: none"> ● Post Campaign Report - By Day Part ● Post Campaign - By Audience Segment ● Audience and Movement Pattern at Retail Outlet ● Moving Vehicle Patterns : Identifying Audience Reached ● Overall Audience Monthly Pattern ● Audience Pattern at Zones within Retail Outlet ● Attribution to Physical Locations - Banks ● Time to Attribution 		