



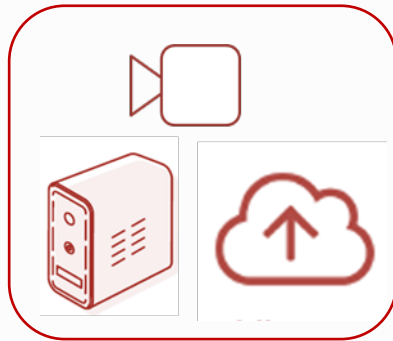
# Ormax OHM (Out-of-Home Measurement)

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Audience Measurement & Automation of Digital OOH



# ORMAX OHM: THE CONSTRUCT

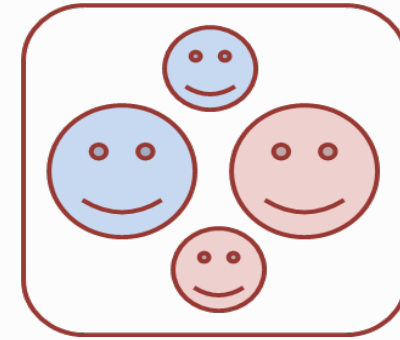


## Technology

- Camera installed near the entrances / & other locations
- Live video analysis
- No human intervention required

## Profiling

- Gender
- Age group
- Time (Daypart)
- Day (Weekday/Weekend)

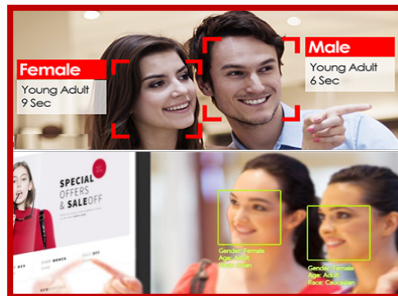


## Measurement

- Audiences
- Real time measurement
- Experience (Smiles)
- 100% enumeration, no sample-based surveys

## Analytics

- Dominant Audience
- ‘Prime-time Slots’
- Actual Throughput
- Engagement
- Dashboards



## TECHNOLOGY

### Real-time video analysis

Profile audience by:

- Gender
- Age
- Mood state
- Programmatic playout
- Audience based targeting
- Specific Call for action



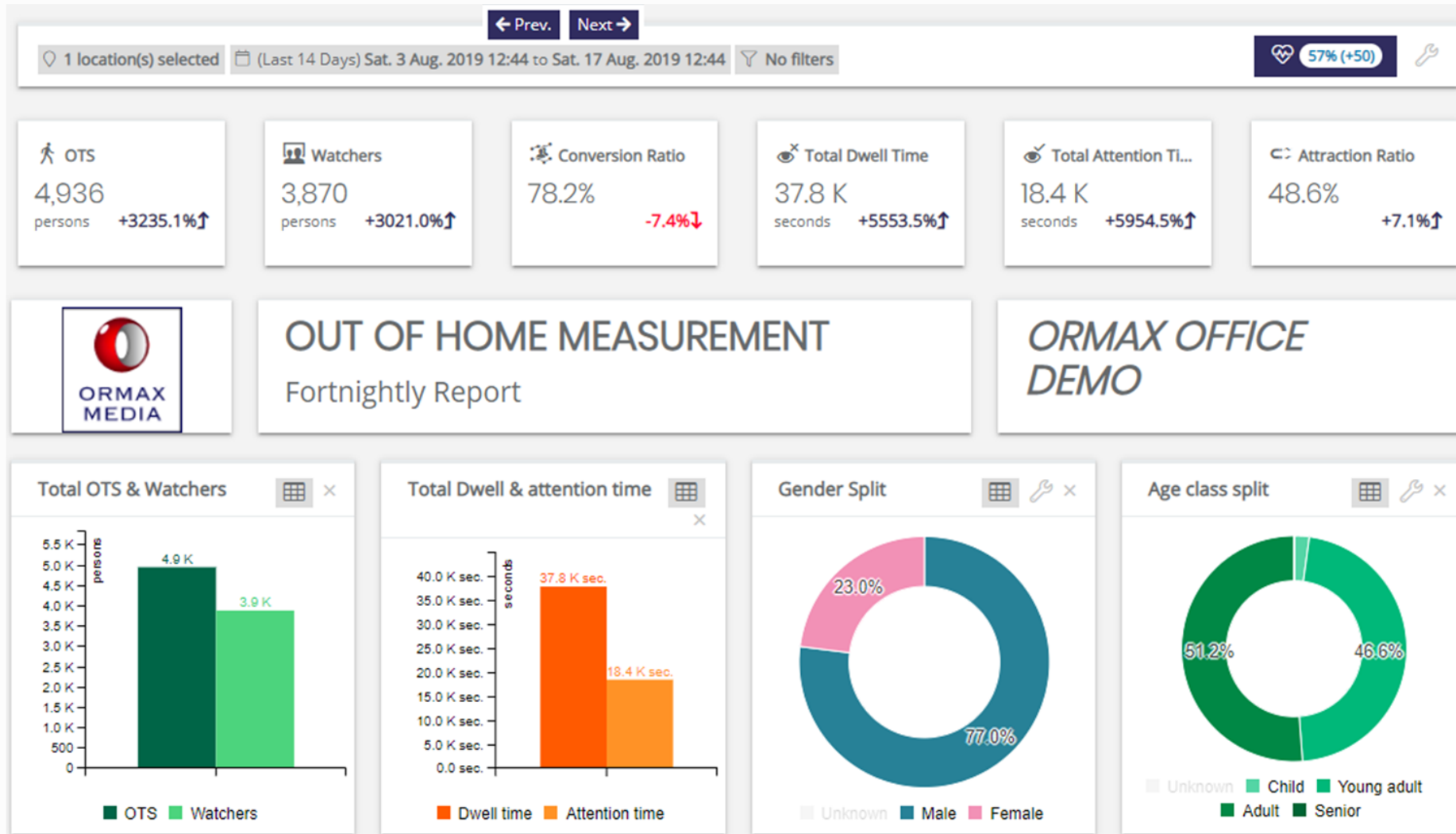
### Partner: Quividi ([www.quividi.com](http://www.quividi.com))

Based in France, Quividi is the leading audience intelligence platform In use across 80 countries across the globe, measuring audiences, footfalls and throughput for over 600 clients.

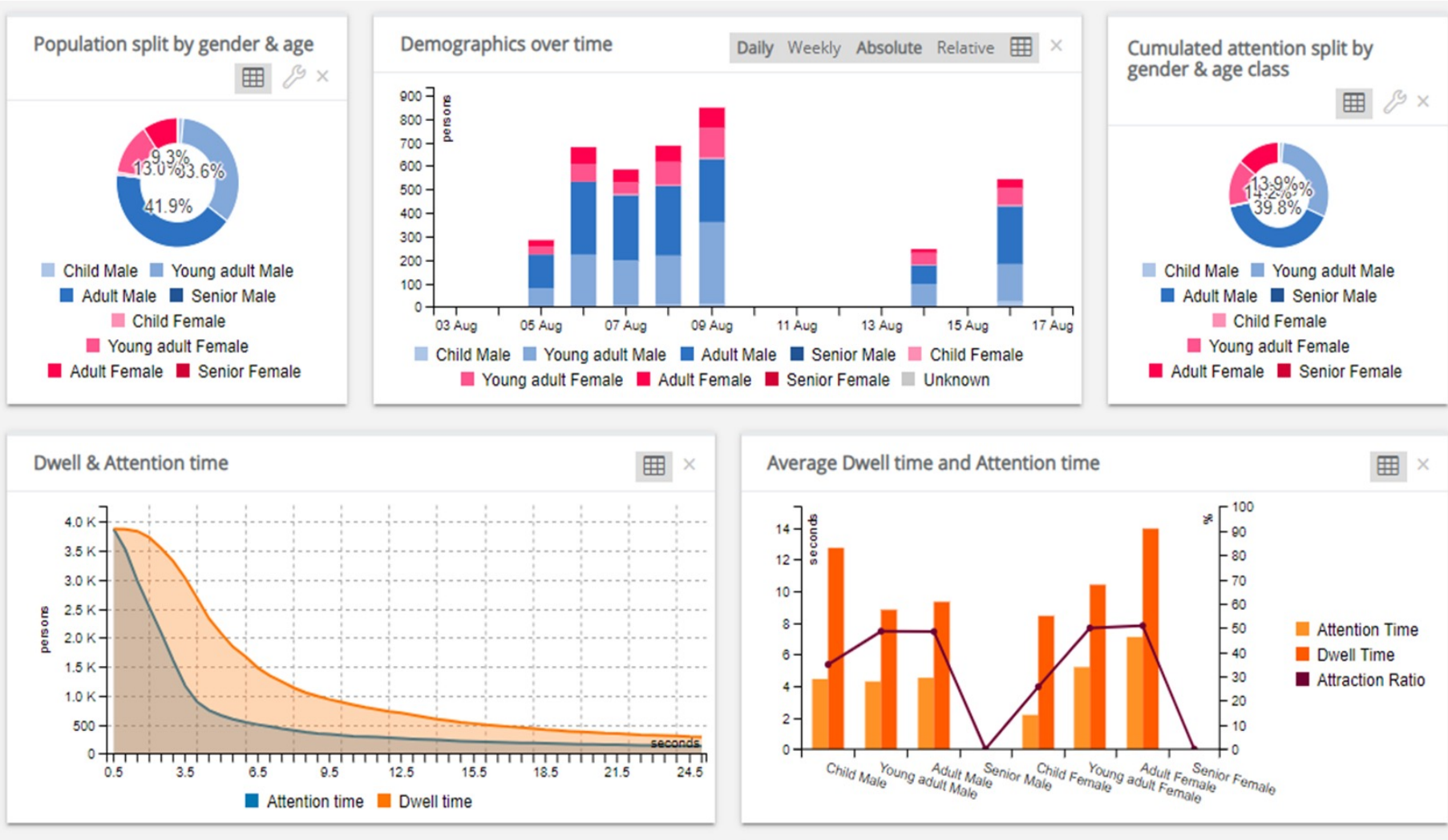
Pioneered the computer vision technology to measure audiences and attention time, that too unobtrusively, it is the most versatile digital platform in terms of application and integration.

The data and analytics provides a unique understanding of the visitors / audiences, as well as granular details to optimize planning and strategies.

# ORMAX OHM: OUTPUT (1/4)



# ORMAX OHM: OUTPUT (2/4)



# ORMAX OHM: OUTPUT (3/4)



## ORMAX OHM: OUTPUT (4/4)

AutoSave  Off Fortnight\_For\_ppt - Excel Satyen Sharma

File Home Insert Page Layout Formulas Data Review View Help Search Share Comments

M8

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
1	#																	
2	#	Raw CSV export																
3	#	@ Locations ID @ 54918																
4	#	@ Start time @ 2019-08-03T13:00:00																
5	#	@ End time @ 2019-08-17T13:00:00																
6	#	@ Server time @ 2019-08-17 09:23:50																
7	#	@ Data type @ viewers																
8	#	@ Aggregation @ raw																
9	#																	
10	#	@ Location	Location Name	Site ID	Site Name	Network ID												
11	#	Location id	location-54918	6447	Office	2360												
12																		
13		location_id	period_start	gender	age	dwell_time	attention_time	gender_display	age_display									
14		54918	2019-08-05T18:05:09	1	2	65	28	male	young adult									
15		54918	2019-08-05T18:15:44	1	2	45	29	male	young adult									
16		54918	2019-08-05T18:20:04	1	3	51	25	male	adult									
17		54918	2019-08-05T18:35:22	1	3	29	25	male	adult									
18		54918	2019-08-05T18:48:48	1	3	19	10	male	adult									
19		54918	2019-08-05T18:53:17	1	3	43	31	male	adult									
20		54918	2019-08-05T18:54:27	1	3	55	5	male	adult									
21		54918	2019-08-05T18:57:45	1	2	15	1	male	young adult									
22		54918	2019-08-05T19:10:22	2	2	118	93	female	young adult									
23		54918	2019-08-05T19:11:40	1	3	66	8	male	adult									
24		54918	2019-08-05T16:07:02	1	2	48	26	male	young adult									
25		54918	2019-08-05T16:12:49	1	2	101	69	male	young adult									
26		54918	2019-08-05T16:29:21	1	2	31	17	male	young adult									
27		54918	2019-08-05T17:33:23	1	3	82	31	male	adult									

Apart from dashboards and campaign-level analytics, Ormax OHM Can also provide APIs for seamless data integration with CMS systems.

## ORMAX OHM: WHERE CAN IT BE USED?

<b>Public Utilities</b> <b>Airports, Railways &amp; Metro etc.</b>
<ul style="list-style-type: none"><li>• For each dedicated display element: To capture impressions for each element</li><li>• Gateways: To capture throughput</li><li>• Key segregation areas: Ticket counter, queues, lounges, processing areas, concourse access, exits etc.: To profile traffic flow</li></ul>

<b>Entertainment Areas</b> <b>Malls &amp; Experience Zones</b>
<ul style="list-style-type: none"><li>• For each dedicated display element: To capture impressions for each element</li><li>• Entry points: To capture footfalls</li><li>• Location access points such as elevators, escalators and parking entries: To profile flow and segregation</li><li>• Key segregation areas such as shopping zones, food courts, kids zones, hangout zones: To profile traffic flow</li></ul>

<b>Cinemas</b>
<ul style="list-style-type: none"><li>• Entry points: To capture footfall and profile the TG for in-theatre advertising as a category</li><li>• For each dedicated display element: To capture impressions for each element</li><li>• Key segregation areas such as ticket counter, lounges, food zones, entertainment zone, waiting areas: To profile traffic flow</li></ul>



## ORMAX OHM: WHAT CAN IT DO?

Creates an audience-aware DOOH network that offers guaranteed Impressions & Attention Time

### Captures

OTS, Dwell Time,  
Impressions and  
Attention time

By, gender, age  
group and  
daypart

### Delivers

Continuous, 24x7  
time-series data

Actual  
throughput,  
impressions and  
engagement by  
TG

### Enables

Aggregation of  
elements  
Automation –  
Programmatic  
advertising

Creative &  
element-level  
evaluation, cut-  
through and  
engagement by  
TG

### Inventory Optimization

- Optimal use and deployment of media inventory
- Identify 'prime' spots, slots, days by TG, occasions etc.

### Media Planning & Targeting

- TG-based planning and delivery capabilities
- Highlight post-campaign deliveries

### Revenue Models

- Higher revenue realization via more new pricing models
- Impressions-based pricing can now be a reality!

## ORMAX OHM: WHAT WILL IT OFFER

- Media focused, independent organization, certifying the measurement & data
- Reports - MIS / Fortnightly, weekly, campaign / proposal oriented
- Performance / attraction indices for each element to signify capabilities / value
- Site, element and network valuation
- Audience valuation - What is the monetization / communication value for the audience available
- Preparing data in context for media & messaging objectives e.g., 1+, 2+, 50%, 70%, etc.
- Campaign pre and post evals
- Benchmarking across media
- Training

### Opportunities for Media Owner

- CPI / CPT / CPM model for deliveries via elements or network.
- Create a potential inventory marketplace to offer via the network as a whole

Global Industry Standard for  
Audience Measurement &  
Media Efficacy

Automation to enable  
Programmatic Advertising

Measurement and  
Automation across various  
media options and networks



[www.ormaxmedia.com](http://www.ormaxmedia.com)



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Connect with us for a demo at your office

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