

# Researching OOH methodologies at PAMRO

At the Pan African Media Research Organisation's (PAMRO) conference, taking place in Dar es Salaam from 23-26 August 2015, delegates will have the chance to keep abreast of the latest developments in OOH metrics and ratings, as methodologies for measuring OOH media have been rapidly evolving.

Daniel Cuende, the co-founder and Innovation Manager of Cuende Infometrics SA in Spain will talk about Metricooh, which is a worldwide OOH ratings system, based on satellite imagery and Big Data from city traffic flows. Cuende will show how OOH audience metric helps to sell to advertisers and media agencies and how a new paradigm is necessary in Out of Home research. He will discuss how technology made possible a much fresher and affordable audience measurement system for OOH.



Joining Cuende in the session on the last day of the conference is Lyn Jones, Group Marketing Manager of Continental Outdoor Media South Africa, who will talk about outdoor advertising being a key ingredient for most marketers in their marketing mix. She believes that very little focus is placed on the determination of its impact and value is placed on the determination of its impact and value as part of an integrated campaign. Jones will showcase ground-breaking methodologies being used to produce OOH metrics and ratings in South Africa by the Out of Home Measurement Council and by her company in other African countries.

## More speakers

Among the many other African and international speakers, media research professionals can also expect to listen to the following speakers:

- Charles Makau, Country Head of Ipsos SSA, Tanzania who will present a case study of Tanzanian media consumers;
- Neil Higgs, Chief Innovation Partner of TNS, South Africa who will introduce A New Pan-African Measure of Socio-Economic Status;
- Jennie Beck of Kantar Media who will talk on 'Hybrid Audience Measurement';
- Christopher O'Hearn, General Director of Emirates Media Measurement in the UAE will talk about the challenges of introducing Television Audience Measurement (TAM) to new markets, especially where it is a new concept.

Bookings may be made via the website, [www.pamro.org](http://www.pamro.org).