

DETERMINING VIEWER'S EXPOSURE TO VISUAL MESSAGES

Abstract

A method is provided for determining number of times in which a specific advertisement is displayed to a specific viewer on digital billboards. The method comprises: providing data which relates to geographical locations of the digital billboards and a displaying time when that advertisement was displayed thereat; retrieving data relating to a group of viewers who were present within a viewing range from a respective digital billboard at the time the advertisement was displayed thereat; determining whether the viewer is included among this group of viewers; and if so, storing information that relates to that determination. Also provided is a method for preventing display of a specific advertisement to the viewer if the total number of times in which that advertisement has already been displayed to that viewer on different displaying means, is equal to a pre-determined value.

Fig. 1