

# Executive Summary

# Analysis of Mobile Billboards

## Reach and Recall



## About the Project

Applied Analysis (“AA”) was retained by Big Traffic Mobile Billboards Worldwide (the “Company or “Big Traffic”) to estimate and analyze the number of visitors reached by the Company’s mobile billboards that travel along the Las Vegas Strip corridor. AA conducted a comprehensive review of historical analyses of Las Vegas Strip pedestrian traffic and visitation trends, in addition to administering a 400-respondent survey (carried out by GLS Research) to obtain information on mobility patterns along Las Vegas Boulevard. To supplement the report, AA also mapped and analyzed the various public uses along the Las Vegas Strip (including the number of hotel rooms facing the Strip) and generated an estimate model based on the available data to determine the number of people potentially exposed to the mobile billboard within the Las Vegas Strip Corridor.

## Reach

### How many visitors are potentially exposed to mobile billboard advertising?

- According to the Las Vegas Convention and Visitors Authority (“LVCVA”), Las Vegas welcomed 37.5 million visitors in 2008.
- Based on the LVCVA’s 2008 Visitor Profile Study and the independent survey conducted by GLS Research, the average visitor walks on the Las Vegas Strip for 4.1 hours and visits 6.2 properties while in Las Vegas.
- Stated otherwise, an average of 17,700 people are walking along the Las Vegas Strip at any given hour on any given day.
- During peak periods, total pedestrian traffic along the Las Vegas Strip is estimated to reach 41,200 people per hour.
- Adding to this reach are a significant share of hotel rooms and public venues also on the Las Vegas Strip, with larger forms of media having a competitive advantage reaching these consumers.
- In total, 18,700 visitors per day indicate that they can see advertising on the Las Vegas Strip from their hotel room.
- **Combining these values suggest that the total potential impressions from visitors walking on the Las Vegas Strip and who can see advertising from their hotel room is estimated at 481,000 per day.**

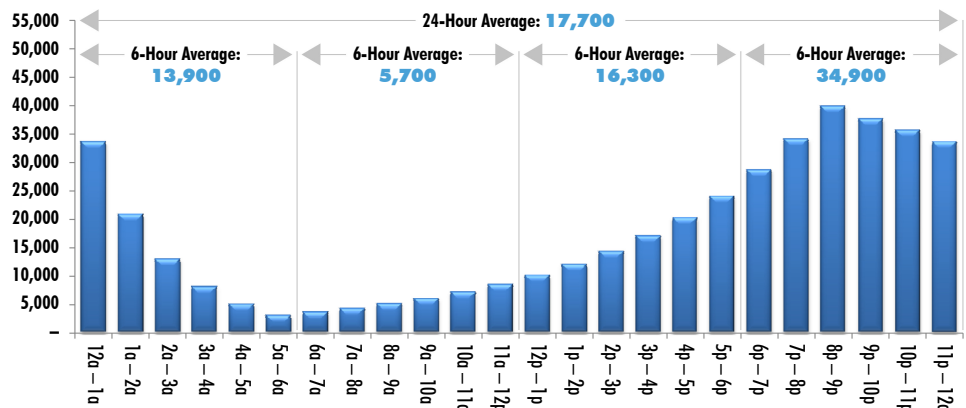
### Time Spent Walking on the Las Vegas Strip

Total Number of Las Vegas Visitors (a)	37,481,552 visitors
Average Number of Hours Walking on the Las Vegas Strip (b)	4.13 hours
Total Number of Visitor Person Hours Spent Walking on the Las Vegas Strip	154,798,810 hours
Average Number of Visitor Person Hours Spent Walking on the Las Vegas Strip Per Day	424,106 hours
Average Number of Visitor Person Hours Spent Walking on the Las Vegas Strip Per Hour	17,700 hours

- (a) Visitor volume reported for Las Vegas for calendar year 2008 by the Las Vegas Convention and Visitors Authority.  
 (b) Average number of hours walking on the Las Vegas reported by survey respondents, GLS Research/Applied Analysis Mobile Billboard Survey.

### Estimated Reach Curve

The 17,700 person hours on the Strip is estimated to be distributed as outlined below, with significantly higher totals in evenings and lower totals in the early morning hours.



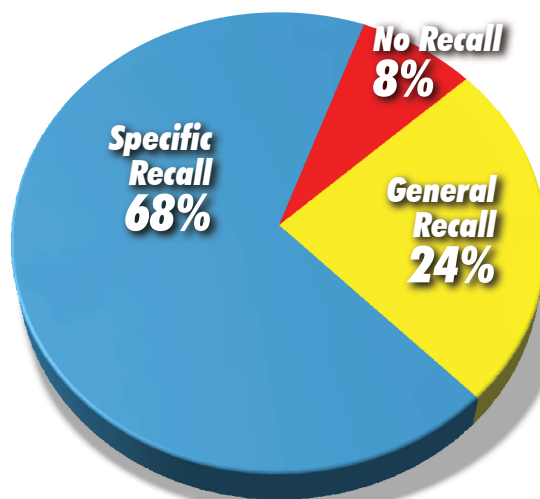
## Recall

How does mobile billboard advertising compare to other forms of outdoor advertising in terms of individual recall of ads?

- Derived from the independent survey conducted by GLS Research, 77 percent of respondents indicated that they had seen mobile billboard advertising, more than any other form of outdoor advertising.
- Worth noting is that 53 percent of survey respondents were able to recall a specific advertisement seen on a mobile billboard, more than any other form of outdoor advertising.
- Roughly 18 percent of survey respondents indicated that they had seen outdoor advertising from their hotel room, with 32 percent of those respondents indicating that they had seen mobile billboards (second only to freestanding billboards).
- Mobile billboards had a significantly larger recall among visitors reporting that they spent more than 2.0 hours walking on the Las Vegas Strip, with more than 85 percent of survey respondents indicating that they had seen some mobile billboard advertising.

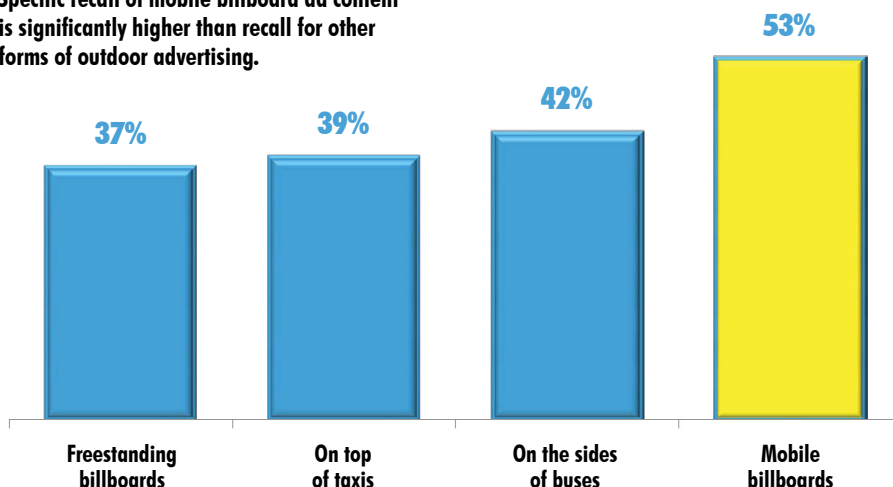
### Ad Recall Comparison

Of the 77 percent of visitors who recalled seeing ads on mobile billboards, 24 percent indicated that they saw the mobile billboards but could not recall the specific message (general recall) while 68 percent of respondents could recall specific advertising messages.



### Specific Ad Content Recall

Specific recall of mobile billboard ad content is significantly higher than recall for other forms of outdoor advertising.



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