SOLUTION SHEET · OOH AUDIENCE INTELLIGENCE

Prove Who Walked Past the Sponsor Screen

Count the people who pass a screen, a billboard or an activation, how long they stay in front of it and the traffic that drives past. Measured audiences for sponsors and media owners, from a camera beside the screen.

Sponsors Pay for Eyes. The Report Says Attendance.

A sponsor screen at a festival gate, an LED board at a ground or a billboard on a busy road is sold on an audience estimate. The sponsor asks how many people actually walked past it and how many stopped. The usual answer is the total attendance and a hopeful ratio.

A camera beside the screen can count the people who pass in front of it, how long they stay in its zone and the vehicles going by, hour by hour, so the audience report is measured rather than assumed.

An Audience You Can Put in the Report

People passing

Count everyone who walks past a screen or site, and in which direction.

Dwell in front

Draw a viewing zone and measure how many people stop in it and for how long.

Busy hours

Audience by hour and day, peak periods and the highest headcount, for scheduling content and pricing slots.

Vehicle exposure

For roadside sites, vehicles counted by type: bike, car, van, truck and bus.

Optional age and gender estimates

Where you choose the faces profile, an estimated age band and gender for faces in view, as counts only.

Reports to share

Custom charts and reports for sponsors and advertisers, plus widgets, the API and webhooks.

Measure an Audience in Four Steps

01 **Install on a Windows PC**
Download CrowdSense Desktop and install it on a Windows 10, 11 or Server PC on the same network as your cameras, then sign in.

02 **Add your cameras**
Paste in each camera's RTSP address, find it over ONVIF, or plug in a webcam. Choose the detection profile that fits each camera: people, vehicles and people, or faces.

03 **Draw the viewing zone**
Draw a line along the walkway and a zone where people can see the screen. Add a line across the road for vehicles.

04 **Report the audience**
Passers-by, dwell and vehicles appear in the portal live, ready to chart for each campaign or event.

Camera set-up

- Mount the camera on or beside the screen, looking out at the area people view it from.
- A person needs to fill at least 3% of the frame's width. If they look tiny on screen, zoom in or move the camera closer.
- For vehicles, use the AI vehicles & people profile and a camera angle between 20° and 90°: angled or side-on, not straight down.
- Age and gender estimates need the AI faces profile and a near face-on view (80° to 90°), with faces at least 4% of the frame width at 720p or 1080p.

Who Measures Their Audiences

Festivals and events
Audience figures for every sponsor screen, activation and naming-rights site.

Stadiums and venues
Concourse and forecourt screens measured across a season of events.

Media owners and screen networks
Measured audiences at digital and static sites, from one camera per site.

Brands running activations
Foot traffic and dwell at a pop-up, compared across locations and days.

Privacy

CrowdSense Desktop analyses the video on the Windows PC it is installed on. What reaches the portal is text: a line was crossed, a zone filled, a queue grew. No video and no images are uploaded, and nothing sent can identify a person.

The software detects people and vehicles so it can count them; it does not identify anyone. No facial recognition, no biometric identification of people. Ever. Your cameras, your recordings and your footage stay on your site, under your control.

Price

Event pass
$195
per feed, per event

Always-on
From $39
a feed a month, yearly plan

Free trial
14 days
up to 4 feeds

All prices in Australian dollars, excluding GST. One feed is one camera stream.

Questions

Does it know who looked at the screen?
No. It counts people in front of the screen and how long they stay in the viewing zone. It does not identify anyone or follow them anywhere else.

Can it estimate age and gender of the audience?
Only if you choose the AI faces profile on that camera. It estimates an age band and gender for faces in view and sends the counts. No face is stored, sent or matched.

Can I measure a roadside billboard?
Yes. Count vehicles by type with the AI vehicles & people profile and an angled view of the road, alongside the people on the footpath.

Can I share the numbers with a sponsor?
Yes. Build a report in the portal and share it, or embed a live widget. The portal has unlimited users with roles, so a sponsor can have a login of their own.

What does a one-weekend activation cost?
One event pass per camera: $195 per feed, ex GST, for up to 5 days at one location.

Try it free for 14 days on your own cameras
crowdsense.events/desktop/start · Online: crowdsense.events/video-analytics/ooh-audience-intelligence