

Viewcast Profiles

As-delivered face-level circulation, OTS, and LTS.

250

ROWS
SAMPLE SIZE

US

SCOPE
GEOGRAPHY

2026-Q1

VINTAGE
DATA VINTAGE

Monthly

CADENCE
REFRESH

SCHEMA PREVIEW

First five rows. *Production schema, synthetic values.*

FACE_ID	OPERATOR	MARKET	FORMAT	CIRCULATION_WEEKLY	OTS_WEEKLY
fce_c73pe5i...	Heartland M...	Chicago	wallscape	185554	136549
fce_alb2chd...	Metro OOH G...	New York	bulletin	397892	366913
fce_d48vf6a...	Lone Star O...	Houston	poster	93187	53230
fce_b2c3d41...	Coastal Out...	Los Angeles	digital_bul...	526200	532603
fce_d1b2j2d...	Metro OOH G...	New York	bulletin	343438	316932

FORMAT: CSV · ROWS IN DOWNLOAD: 250 · FIELDS: 9

METHODOLOGY

How *Viewcast Profiles* is built.

Viewcast Profiles assembles as-delivered audience metrics for every OOH face: circulation, OTS, and LTS at the weekly grain. The model combines panel-anchored mobility traces, face-level viewshed geometry, and Pathcast traffic.

→ Full methodology at </docs/motionworks-methods/methods-viewcast/>

VALIDATION

How *we audit it*.

Per-face Viewcast estimates show a panel-validated MAPE of 8.4% for circulation and 11.2% for OTS at faces with at least 100 panel weeks of exposure.

→ Full validation report at </docs/viewcast/viewcast-profiles/>

PROVENANCE

SOURCE Motionworks Viewcast Profiles
 MODEL VERSION viewcast-profiles-2026.1
 VINTAGE 2026-Q1
 CONFIDENCE 0.95
 SAMPLE SIZE 250 rows
 GENERATED 2026-05-16

SAMPLE DISCLAIMER

Illustrative synthetic data. Not for production use. For production data, request a sandbox API key at app2.mworks.com.

GEOPATH COMPLIANCE: Illustrative figures only. Not measurement currency. For Geopath-aligned planning numbers, request a sandbox API key.

TRY IT FOR REAL

Get a sandbox API key at app2.mworks.com.

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