

Viewcast Select

Curated face selections with delivered audience metrics.

250

ROWS
SAMPLE SIZE

US

SCOPE
GEOGRAPHY

2026-Q1

VINTAGE
DATA VINTAGE

Monthly

CADENCE
REFRESH

SCHEMA PREVIEW

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

SELECTION_ID	FACE_ID	AUDIENCE_SEGMENT	SELECTION_SCORE	OTS_WEEKLY	LTS_WEEKLY
vsl_albcc3due...	fce_alb2c3...	Active Affluent Su...	0.84	295289	238008
vsl_bichd4e1f...	fce_b2c3d4...	Tech-Forward Rente...	0.68	408849	301148
vsl_d4eng6a1g...	fce_d4j506...	In-Market New Auto	0.67	58520	39549
vsl_alb2c3n41...	fce_1172c3...	Active Affluent Su...	0.85	292210	254580
vsl_btatd4e5f...	fce_b2c3d0...	Tech-Forward Rente...	0.62	389024	392380

FORMAT: CSV • ROWS IN DOWNLOAD: 250 • FIELDS: 8

METHODOLOGY

How *Viewcast Select* is built.

Viewcast Select ranks the catalog of OOH faces against an audience definition, returning the top faces by selection score together with delivered OTS, LTS, and effective frequency at the weekly grain.

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

VALIDATION

How *we audit it*.

Top-quintile selection precision exceeds 0.74 across the standard audience taxonomy. The selection score has a calibrated reliability slope of 0.96.

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

PROVENANCE

SOURCE Motionworks Viewcast Select
 MODEL VERSION viewcast-select-2026.1
 VINTAGE 2026-Q1
 CONFIDENCE 0.838
 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.

GET SANDBOX KEY →

