



OOH 2014-2 BIS

Openbare Resultaten
Résultats Publics

Number of CIM faces in the 48 urban centers by size

Network	Media owner	Size (m ²)	Duration	# Faces
Network billboards (14 days)				
Access500	Belgian Posters + Clear Channel	8m ² - 10m ² - 20m ²	14	489
Cover600	Belgian Posters + Clear Channel	8m ² - 10m ² - 20m ²	14	559
JCD SUPERSTAR 700	JCDecaux	8m ² - 20m ²	14	635
More O'Ferrall 16m ² +	Clear Channel	16m ²	14	407
More O'Ferrall Mega 16	Clear Channel	16m ²	14	736
Power750	Belgian Posters + Clear Channel	8m ² - 10m ² - 20m ²	14	686
Premium 24	Think Media Outdoor	8m ² - 20m ²	14	167
Premium 48	Think Media Outdoor	8m ² - 20m ²	14	212
Network billboards 36 m² & mix (14 days & 21 days)				
JCD PRESTIGE 90	JCDecaux	17m ² - 36m ²	21	92
More O'Ferrall 36m ² 100	JCDecaux	36m ²	14	95
More O'Ferrall 36m ² B2B 80	Clear Channel	36m ²	14	75
More O'Ferrall Maxi Mix 480	Clear Channel	16m ² - 36m ²	14	462
More O'Ferrall Maxi Mix 500	Clear Channel	16m ² - 36m ²	14	482
More O'Ferrall Maxi Mix 520	Clear Channel	16m ² - 36m ²	14	502
More O'Ferrall Super Mix 420	Clear Channel	16m ² - 36m ²	14	404
Street furniture 2m² (7 days)				
Adshel Antwerp +	Clear Channel	2m ²	7	350
Adshel Gent	Clear Channel	2m ²	7	250
Adshel Maxi BeSST	Clear Channel	2m ²	7	3348
Adshel Maximum 1	Clear Channel	2m ²	7	2825
Adshel Maximum 2	Clear Channel	2m ²	7	2829
Adshel Optimum 1	Clear Channel	2m ²	7	2480
Adshel Optimum 2	Clear Channel	2m ²	7	2478
Adshel Stations	Clear Channel	2m ²	7	523
JCD AUTHENTIC LADY	JCDecaux	2m ²	7	2304
JCD AUTHENTIC YOUNG	JCDecaux	2m ²	7	2301
JCD BOOSTER	JCDecaux	2m ²	7	2576
JCD BRUSSELS EVENT	JCDecaux	2m ²	7	150
JCD BRUSSELS PLACES 2BE	JCDecaux	2m ²	7	150
JCD BRUSSELS TO BUSINESS	JCDecaux	2m ²	7	150
JCD CONSO F1/F2	JCDecaux	2m ²	7	550
JCD LOCAL BRUSSELS 300	JCDecaux	2m ²	7	300
JCD LOCAL LIEGE	JCDecaux	2m ²	7	250
JCD TASTE	JCDecaux	2m ²	7	2017
Street furniture 8m² (14 days)				
JCD BRUSSELS8 - 50	JCDecaux	8m ²	14	51

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Number of CIM faces in the 48 urban centers by size

48 urban centers	Outdoor 2 m ²	Indoor (train) 2 m ²	8 m ²	10 m ²	16 m ²	17 m ²	20 m ²	36 m ²	Total faces	%
Aalst	195	8	3	2	11	-	95	-	314	0,98%
Aarschot	68	-	-	-	-	-	23	-	91	0,28%
Antwerpen	3.642	36	186	54	44	13	333	71	4.379	13,61%
Arlon	130	1	-	-	5	-	27	-	163	0,51%
Ath	10	8	-	-	1	-	14	-	33	0,10%
Brugge	381	15	-	-	6	-	32	-	434	1,35%
Bruxelles	7.867	208	725	215	178	20	676	167	10.056	31,26%
Charleroi	1.257	18	14	2	101	-	462	80	1.934	6,01%
Deinze	29	-	-	-	3	-	34	-	66	0,21%
Dendermonde	140	8	-	-	-	-	43	-	191	0,59%
Diest	50	-	1	-	1	-	17	-	69	0,21%
Eeklo	15	-	-	-	4	-	11	-	30	0,09%
Eupen	-	-	-	-	-	-	9	-	9	0,03%
Geel	164	-	-	-	2	-	20	-	186	0,58%
Gent	1.367	43	136	29	49	12	176	46	1.858	5,78%
Halle	-	5	-	-	5	-	29	-	39	0,12%
Hasselt-Genk	805	7	6	1	15	-	140	-	974	3,03%
Herentals	101	-	-	-	1	-	21	-	123	0,38%
Huy	123	1	-	-	-	-	28	-	152	0,47%
Ieper	59	-	-	-	-	-	16	-	75	0,23%
Knokke-Heist	192	2	-	-	-	-	25	-	219	0,68%
Kortrijk	478	10	11	10	16	-	114	-	639	1,99%
La Louvière	279	16	-	-	14	-	111	-	420	1,31%
Leuven	-	12	-	1	9	-	67	-	89	0,28%
Liège	2.442	16	44	38	113	-	542	89	3.284	10,21%
Lier	157	5	6	-	4	-	31	-	203	0,63%
Lokeren	42	3	-	-	5	-	27	-	77	0,24%
Marche-en-Famenne	-	-	-	-	-	-	12	-	12	0,04%
Mechelen	397	17	12	-	12	-	82	-	520	1,62%
Mol	122	-	-	-	-	-	13	-	135	0,42%
Mons	391	16	-	-	19	-	145	-	571	1,78%
Mouscron	153	-	-	-	10	-	47	-	210	0,65%
Namur	844	30	-	3	12	-	86	-	975	3,03%
Nivelles	76	4	-	-	2	-	12	-	94	0,29%
Oostende	436	6	3	-	14	-	56	-	515	1,60%
Oudenaarde	76	-	-	-	1	-	20	-	97	0,30%
Roeselare	212	-	5	-	12	-	91	-	320	0,99%
Ronse	93	-	-	-	1	-	29	-	123	0,38%
Sint-Niklaas	457	4	21	4	15	-	113	-	614	1,91%
Sint-Truiden	96	2	-	-	1	-	39	-	138	0,43%
Tielt	12	-	-	-	-	-	6	-	18	0,06%
Tienen	130	7	-	1	9	-	66	-	213	0,66%
Tongeren	104	-	-	-	-	-	25	-	129	0,40%
Tournai	429	8	-	-	14	-	79	-	530	1,65%
Turnhout	161	-	-	-	9	-	35	-	205	0,64%
Verviers	301	7	-	6	14	-	87	-	415	1,29%
Waregem	69	-	-	-	2	-	30	-	101	0,31%
Wavre	92	-	6	-	2	-	22	-	122	0,38%
Grand Total	24.644	523	1.179	366	736	45	4.218	453	32.164	100,00%

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Street Furniture 2 m² (7 days)

Estimated audience including all CIM street furniture in 48 urban centers (with 523 faces train)

Universe: total population 12+

Total number of panels:

Global performances

Population size	9.397.164
Reach %	87
GRPs	26.340
OTS/GCF	304
Contacts	2.475.169.157
Reached indiv.	8.152.232

Contacts transport means

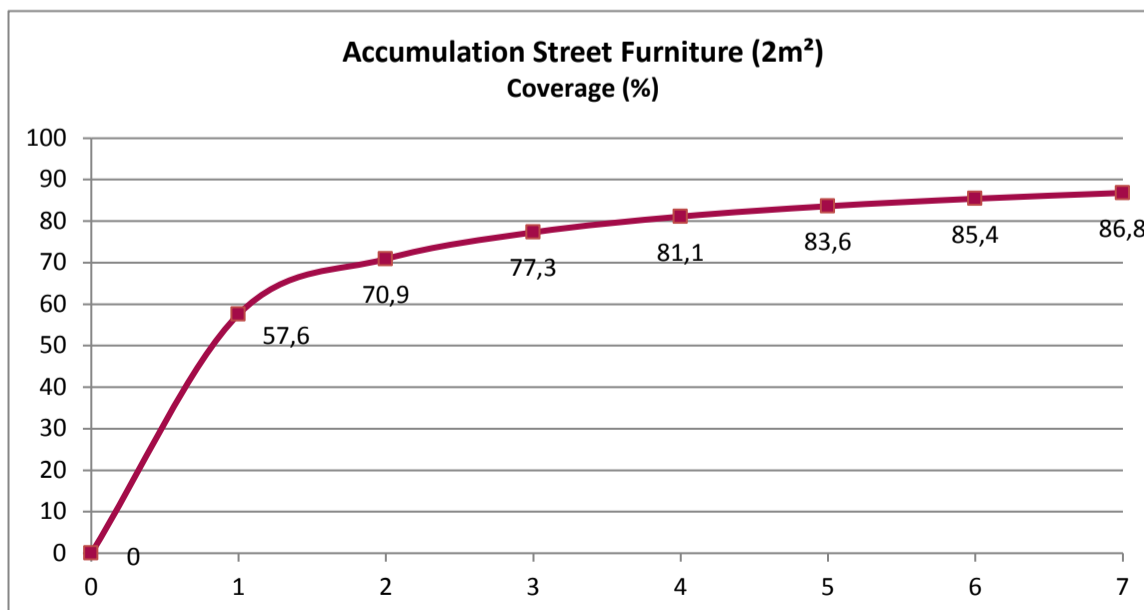
Pedestrian	207.393.015
Cyclist	113.274.178
Car	1.450.637.746
Bus	445.931.320
Tram	210.691.122
Subway	146.161
Train	4.715.064
Other	42.380.550

Contacts per motive

Unknown	34.753.389
Work/school	454.318.915
Professional	106.164.041
Shopping	222.879.373
Family/friends	198.912.220
Spare time	209.920.568
Pick up	129.926.434
Return home	910.704.941
Personal	106.010.770
Other	101.578.507

Contacts per timeslice

06:00 - 08:00	262.157.609
08:00 - 10:00	300.676.940
10:00 - 12:00	279.243.419
12:00 - 14:00	300.944.440
14:00 - 16:00	338.421.402
16:00 - 18:00	448.566.691
18:00 - 20:00	270.560.359
20:00 - 22:00	123.112.326
22:00 - 06:00	151.485.971



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Billboards > 2 m²

Estimated audience including all CIM billboards in 48 urban centers (greater than 2m²)

Universe: total population 12+

Total number of panels:

Global performances

Population size	9.397.164
Reach %	91
GRPs	24.298
OTS/GCF	268
Contacts	2.283.340.194
Reached indiv.	8.521.158

Contacts transport means

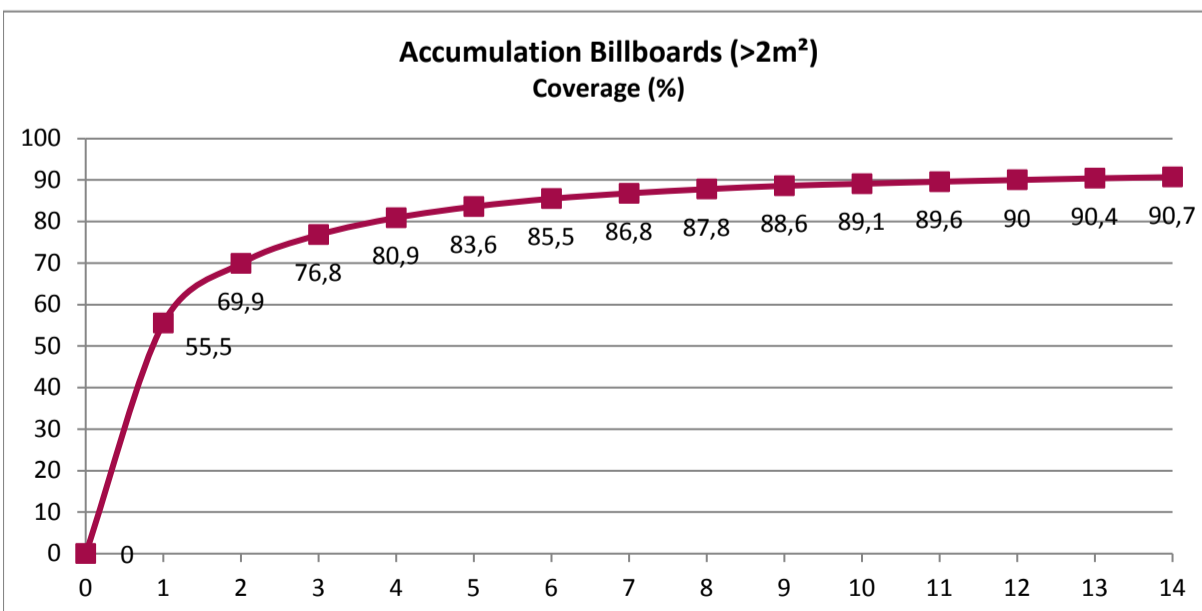
Pedestrian	141.011.002
Cyclist	87.284.192
Car	1.634.483.523
Bus	280.119.619
Tram	91.643.976
Subway	-
Train	-
Other	48.797.883

Contacts per motive

Unknown	25.251.607
Work/school	405.114.963
Professional	109.419.669
Shopping	216.624.741
Family/friends	196.042.573
Spare time	182.849.591
Pick up	130.161.283
Return home	839.247.903
Personal	94.304.216
Other	84.323.647

Contacts per timeslice

06:00 - 08:00	241.795.299
08:00 - 10:00	264.623.707
10:00 - 12:00	251.256.594
12:00 - 14:00	271.034.328
14:00 - 16:00	311.383.777
16:00 - 18:00	410.903.049
18:00 - 20:00	258.422.605
20:00 - 22:00	120.522.125
22:00 - 06:00	153.398.711



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