



OOH 2015-2

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	504
Cover600	Belgian Posters + Clear Channel	8m ² +10m ² +20m ²	14	582
Belgium800	Belgian Posters + Clear Channel	8m ² +10m ² +20m ²	14	711
JCD SUPERSTAR 700A	JCDecaux	8m ² +20m ²	14	633
More O'Ferrall 16m ² +	Clear Channel	16m ²	14	413
More O'Ferrall Mega 16	Clear Channel	16m ²	14	743
Premium 24	Media Town	8m ² +20m ²	14	125
Premium 48	Media Town	8m ² +20m ²	14	184
Network billboards 36 m² & mix (14 days & 21 days)				
More O'Ferrall 36m ² 100	Clear Channel	36m ²	14	95
More O'Ferrall 36m ² B2B 80	Clear Channel	36m ²	14	75
More O'Ferrall Maxi Mix 520	Clear Channel	16m ² +36m ²	14	508
More O'Ferrall Super Mix 440	Clear Channel	16m ² +36m ²	14	425
JCD PRESTIGE 90 SENIOR (38m ² & 21m ²)	JCDecaux	21m ² +38m ²	21	92
JCD PRESTIGE 40 SENIOR (8m ²)	JCDecaux	8m ²	14	40
Urban furniture 2m² (7 days)				
Adshel Antwerp +	Clear Channel	2m ²	7	350
Adshel Gent	Clear Channel	2m ²	7	250
Adshel Maximum 1	Clear Channel	2m ²	7	2842
Adshel Maximum 2	Clear Channel	2m ²	7	2852
Adshel Optimum 1	Clear Channel	2m ²	7	2536
Adshel Optimum 2	Clear Channel	2m ²	7	2509
Adshel Stations	Clear Channel	2m ²	7	523
JCD AUTHENTIC LADY	JCDecaux	2m ²	7	2275
JCD AUTHENTIC YOUNG	JCDecaux	2m ²	7	2281
JCD BOOSTER A	JCDecaux	2m ²	7	2557
JCD BRUSSELS EVENT	JCDecaux	2m ²	7	150
JCD PLACE 2BE	JCDecaux	2m ²	7	150
JCD BRUSSELS TO BUSINESS	JCDecaux	2m ²	7	150
JCD CONSO F1F2	JCDecaux	2m ²	7	559
JCD LOCAL BRUSSELS 300	JCDecaux	2m ²	7	300
JCD LOCAL BRUSSELS 450	JCDecaux	2m ²	7	450
JCD LOCAL LIEGE	JCDecaux	2m ²	7	250
JCD TASTE	JCDecaux	2m ²	7	1990
Urban furniture 8m² (14 days)				
JCD BRUSSELS8	JCDecaux	8m ²	14	50

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Number of CIM faces in the 48 urban centers by size

48 urban centers		Outdoor 2 m ²	Indoor 2m ² (Train + Metro)	8 m ²	10 m ²	16 m ²	17 m ²	20 m ²	36 m ²	Total faces	%
Aalst	AAL	208	8		2	9		94		321	0,99%
Aarschot	ARS	68						22		90	0,28%
Antwerpen	ANT	3595	36	150	54	43	14	304	80	4276	13,11%
Arlon	ARL	30	1			5		30		66	0,20%
Ath	ATH	10	8					13		31	0,10%
Brugge	BRU	373	15			4		28		420	1,30%
Bruxelles	BXL	7959	430	690	240	178	21	617	169	10304	31,79%
Charleroi	CHA	1206	18	18	2	104		458	82	1888	5,82%
Deinze	DEI	39				3		33		75	0,23%
Dendermonde	DMD	140	8					42		190	0,59%
Diest	DST	50		1		1		14		66	0,20%
Eeklo	EKL	17				2		11		30	0,09%
Eupen	EPN							9		9	0,03%
Geel	GEE	161				2		19		182	0,56%
Gent	GNT	1674	43	111	29	48	12	157	38	2112	6,52%
Halle	HLL	8	5			5		26		44	0,14%
Hasselt-Genk	HAG	818	7	14	1	17		136		993	3,06%
Herentals	HER	131				1		23		155	0,48%
Huy	HUY	68	1			2		28		99	0,31%
Ieper	IEP	60				1		15		76	0,23%
Knokke-Heist	KNO	199	2					19		220	0,68%
Kortrijk	KOR	498	10	16	10	17		106		657	2,03%
La Louvière	LLO	278	16			14		113		421	1,30%
Leuven	LEU		12		1	12		64		89	0,27%
Liège	LIE	2381	16	44	41	113		529	91	3215	9,92%
Lier	LIR	156	5	6		6		32		205	0,63%
Lokeren	LOK	97	3			1		27		128	0,39%
Marche-en-Famenne	MEF							10		10	0,03%
Mechelen	MEC	406	17	12		12		83		530	1,64%
Mol	MOL	101						13		114	0,35%
Mons	MON	381	16	12		20		133		562	1,73%
Mouscron	MOU	153				12		43		208	0,64%
Namur	NAM	875	30	4	3	14		79		1005	3,10%
Nivelles	NIV	76	4			2		12		94	0,29%
Oostende	OST	451	6	2		12		51		522	1,61%
Oudenaarde	OUA	72				1		21		94	0,29%
Roeselare	ROE	208		11		13		88		320	0,99%
Ronse	RON	93				1		28		122	0,38%
Sint-Niklaas	NIK	457	4	18	4	17		107		607	1,87%
Sint-Truiden	TRU	104	2			1		33		140	0,43%
Tielt	TLT	12						6		18	0,06%
Tienen	TIE	138	7		1	9		64		219	0,68%
Tongeren	TON	104				1		25		130	0,40%
Tournai	TOU	429	8			14		79		530	1,64%
Turnhout	TUR	159				9		29		197	0,61%
Verviers	VER	299	7		6	14		86		412	1,27%
Waregem	WAR	68				2		28		98	0,30%
Wavre	WAV	92		6		2		21		121	0,37%
Grand Total		24 902	745	1 115	394	744	47	4 008	460	32 415	100%

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Urban Furniture 2 m² (7 days)

Estimated audience including all CIM street furniture in 48 urban centers (with 745 faces train + metro)
Universe: total population 12+

Total number of panels:

Global performances

Population size	9 464 678
Reach %	86
GRPs	25 131
OTS/GCF	294
Contacts	2 378 570 377
Reached indiv.	8 094 951

Contacts transport means

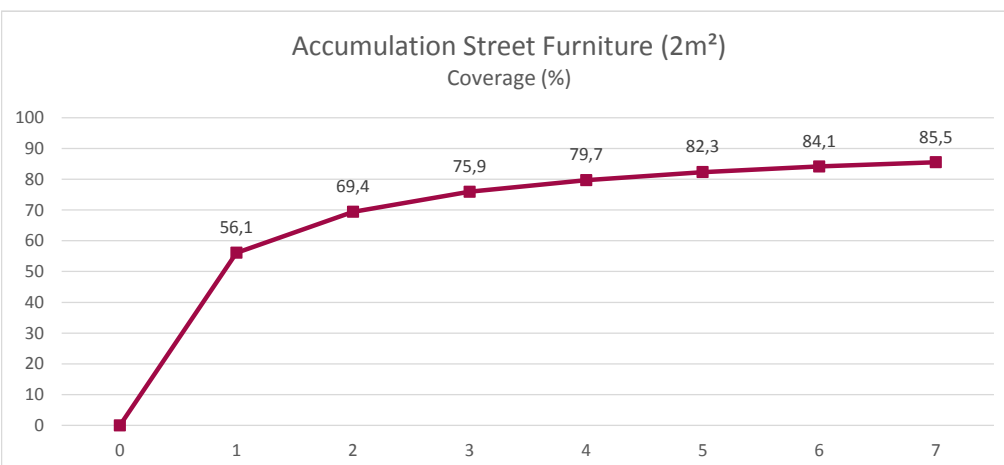
Pedestrian	182 011 128
Cyclist	108 695 981
Car	1 382 859 438
Bus	425 774 482
Tram	218 844 951
Subway	22 293 959
Train	4 946 827
Other	33 143 609

Contacts per motive

Unknown	24 851 049
Work/school	448 497 054
Professional	105 369 967
Shopping	209 505 000
Family/friends	187 117 407
Spare time	201 637 113
Pick up	115 155 379
Return home	897 753 269
Personal	101 425 655
Other	87 258 484

Contacts per timeslice

06:00 - 08:00	259 420 596
08:00 - 10:00	295 679 063
10:00 - 12:00	265 710 383
12:00 - 14:00	290 114 894
14:00 - 16:00	327 027 504
16:00 - 18:00	437 093 268
18:00 - 20:00	252 858 829
20:00 - 22:00	112 206 599
22:00 - 06:00	138 459 242



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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	9 464 678
Reach %	89
GRPs	22 100
OTS/GCF	248
Contacts	2 091 743 300
Reached indiv.	8 440 617

Contacts transport means

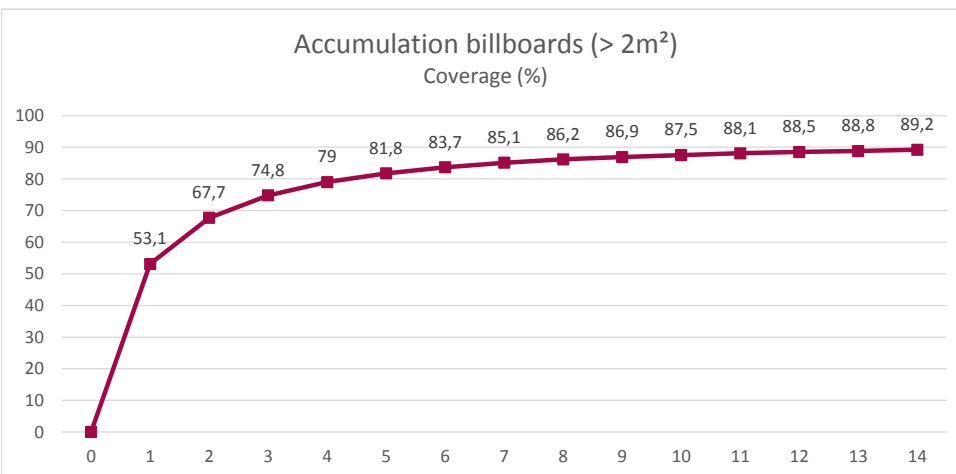
Pedestrian	113 774 247
Cyclist	75 692 811
Car	1 530 412 017
Bus	250 842 151
Tram	83 720 395
Subway	-
Train	-
Other	37 301 679

Contacts per motive

Unknown	16 359 984
Work/school	381 795 492
Professional	103 959 645
Shopping	192 509 034
Family/friends	178 090 274
Spare time	167 043 013
Pick up	111 957 076
Return home	785 999 600
Personal	84 336 294
Other	69 692 888

Contacts per timeslice

06:00 - 08:00	231 740 371
08:00 - 10:00	246 607 055
10:00 - 12:00	228 292 673
12:00 - 14:00	245 359 324
14:00 - 16:00	284 823 326
16:00 - 18:00	382 976 964
18:00 - 20:00	229 648 421
20:00 - 22:00	106 531 654
22:00 - 06:00	135 763 511



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