



# OOH 2015-1

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**Openbare Resultaten**  
**Résultats Publics**

## Number of CIM faces in the 48 urban centers by size

Network	Media owner	Size (m <sup>2</sup> )	Duration	# Faces
<b>Network billboards (14 days)</b>				
Access500	Belgian Posters + Clear Channel	8m <sup>2</sup> +10m <sup>2</sup> +20m <sup>2</sup>	14	498
Cover600	Belgian Posters + Clear Channel	8m <sup>2</sup> +10m <sup>2</sup> +20m <sup>2</sup>	14	560
Belgium800	Belgian Posters + Clear Channel	8m <sup>2</sup> +10m <sup>2</sup> +20m <sup>2</sup>	14	704
JCD SUPERSTAR 700A	JCDecaux	8m <sup>2</sup> +20m <sup>2</sup>	14	636
More O'Ferrall 16m <sup>2</sup> +	Clear Channel	16m <sup>2</sup>	14	412
More O'Ferrall Mega 16	Clear Channel	16m <sup>2</sup>	14	748
Superbowl	Think Media Outdoor	8m <sup>2</sup> +20m <sup>2</sup>	14	460
<b>Network billboards 36 m<sup>2</sup> &amp; mix (14 days &amp; 21 days)</b>				
More O'Ferrall 36m <sup>2</sup> 100	Clear Channel	36m <sup>2</sup>	14	95
More O'Ferrall 36m <sup>2</sup> B2B 80	Clear Channel	36m <sup>2</sup>	14	75
More O'Ferrall Maxi Mix 480	Clear Channel	16m <sup>2</sup> +36m <sup>2</sup>	14	467
More O'Ferrall Maxi Mix 500	Clear Channel	16m <sup>2</sup> +36m <sup>2</sup>	14	487
More O'Ferrall Maxi Mix 520	Clear Channel	16m <sup>2</sup> +36m <sup>2</sup>	14	507
More O'Ferrall Super Mix 420	Clear Channel	16m <sup>2</sup> +36m <sup>2</sup>	14	411
JCD PRESTIGE 90 SENIOR (38m <sup>2</sup> & 21m <sup>2</sup> )	JCDecaux	21m <sup>2</sup> +38m <sup>2</sup>	21	94
JCD PRESTIGE 40 SENIOR (8m <sup>2</sup> )	JCDecaux	8m <sup>2</sup>	14	40
<b>Urban furniture 2m<sup>2</sup> (7 days)</b>				
Adshel Antwerp +	Clear Channel	2m <sup>2</sup>	7	350
Adshel Gent	Clear Channel	2m <sup>2</sup>	7	250
Adshel Maxi BeSST	Clear Channel	2m <sup>2</sup>	7	3383
Adshel Maximum 1	Clear Channel	2m <sup>2</sup>	7	2860
Adshel Maximum 2	Clear Channel	2m <sup>2</sup>	7	2858
Adshel Optimum 1	Clear Channel	2m <sup>2</sup>	7	2519
Adshel Optimum 2	Clear Channel	2m <sup>2</sup>	7	2506
Adshel Stations	Clear Channel	2m <sup>2</sup>	7	523
JCD AUTHENTIC LADY	JCDecaux	2m <sup>2</sup>	7	2259
JCD AUTHENTIC YOUNG	JCDecaux	2m <sup>2</sup>	7	2250
JCD BOOSTER	JCDecaux	2m <sup>2</sup>	7	2532
JCD BRUSSELS EVENT	JCDecaux	2m <sup>2</sup>	7	150
JCD PLACE 2BE	JCDecaux	2m <sup>2</sup>	7	150
JCD BRUSSELS TO BUSINESS	JCDecaux	2m <sup>2</sup>	7	150
JCD CONSO F1F2	JCDecaux	2m <sup>2</sup>	7	554
JCD LOCAL BRUSSELS 300	JCDecaux	2m <sup>2</sup>	7	300
JCD LOCAL BRUSSELS 450	JCDecaux	2m <sup>2</sup>	7	450
JCD LOCAL LIEGE	JCDecaux	2m <sup>2</sup>	7	250
JCD TASTE	JCDecaux	2m <sup>2</sup>	7	1980
<b>Urban furniture 8m<sup>2</sup> (14 days)</b>				
JCD BRUSSELS8	JCDecaux	8m <sup>2</sup>	14	52

31/01/2015

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## Number of CIM faces in the 48 urban centers by size

48 urban centers		Outdoor 2 m <sup>2</sup>	Indoor (train) 2 m <sup>2</sup>	8 m <sup>2</sup>	10 m <sup>2</sup>	16 m <sup>2</sup>	17 m <sup>2</sup>	20 m <sup>2</sup>	36 m <sup>2</sup>	Total faces	%
Aalst	AAL	196	8	-	2	9	-	98	-	313	0,98%
Aarschot	ARS	68	-	-	-	-	-	23	-	91	0,28%
Antwerpen	ANT	3 628	36	171	54	50	13	326	84	4 362	13,61%
Arlon	ARL	130	1	-	-	5	-	27	-	163	0,51%
Ath	ATH	10	8	-	-	1	-	13	-	32	0,10%
Brugge	BRU	376	15	-	-	4	-	30	-	425	1,33%
Bruxelles	BXL	7 882	208	701	236	180	21	655	185	10 068	31,42%
Charleroi	CHA	1 217	18	14	2	101	-	467	83	1 902	5,93%
Deinze	DEI	39	-	-	-	3	-	34	-	76	0,24%
Dendermonde	DMD	140	8	-	-	-	-	42	-	190	0,59%
Diest	DST	50	-	1	-	1	-	15	-	67	0,21%
Eeklo	EKL	17	-	-	-	4	-	13	-	34	0,11%
Eupen	EPN	-	-	-	-	-	-	9	-	9	0,03%
Geel	GEE	157	-	-	-	2	-	17	-	176	0,55%
Gent	GNT	1 357	43	126	29	46	12	172	39	1 824	5,69%
Halle	HLL	-	5	-	-	5	-	25	-	35	0,11%
Hasselt-Genk	HAG	821	7	14	1	17	-	140	-	1 000	3,12%
Herentals	HER	131	-	-	-	1	-	23	-	155	0,48%
Huy	HUY	68	1	-	-	2	-	27	-	98	0,31%
Ieper	IEP	58	-	-	-	1	-	15	-	74	0,23%
Knokke-Heist	KNO	195	2	-	-	-	-	22	-	219	0,68%
Kortrijk	KOR	481	10	16	10	16	-	122	-	655	2,04%
La Louvière	LLO	279	16	-	-	14	-	113	-	422	1,32%
Leuven	LEU	-	12	-	1	12	-	66	-	91	0,28%
Liège	LIE	2 395	16	44	39	114	-	536	93	3 237	10,10%
Lier	LIR	155	5	6	-	6	-	29	-	201	0,63%
Lokeren	LOK	42	3	-	-	3	-	27	-	75	0,23%
Marche-en-Famenne	MEF	-	-	-	-	-	-	11	-	11	0,03%
Mechelen	MEC	398	17	12	-	12	-	82	-	521	1,63%
Mol	MOL	127	-	-	-	-	-	13	-	140	0,44%
Mons	MON	383	16	-	-	20	-	144	-	563	1,76%
Mouscron	MOU	153	-	-	-	11	-	47	-	211	0,66%
Namur	NAM	857	30	3	3	12	-	82	-	987	3,08%
Nivelles	NIV	76	4	-	-	2	-	12	-	94	0,29%
Oostende	OST	448	6	3	-	14	-	53	-	524	1,64%
Oudenaarde	OUA	76	-	-	-	1	-	20	-	97	0,30%
Roeselare	ROE	208	-	12	-	13	-	87	-	320	1,00%
Ronse	RON	93	-	-	-	1	-	29	-	123	0,38%
Sint-Niklaas	NIK	457	4	21	4	15	-	108	-	609	1,90%
Sint-Truiden	TRU	96	2	-	-	1	-	36	-	135	0,42%
Tielt	TLT	12	-	-	-	-	-	6	-	18	0,06%
Tienen	TIE	134	7	-	1	9	-	66	-	217	0,68%
Tongeren	TON	104	-	-	-	-	-	25	-	129	0,40%
Tournai	TOU	429	8	-	-	14	-	79	-	530	1,65%
Turnhout	TUR	151	-	-	-	9	-	33	-	193	0,60%
Verviers	VER	298	7	-	6	14	-	87	-	412	1,29%
Waregem	WAR	66	-	-	-	2	-	29	-	97	0,30%
Wavre	WAV	92	-	6	-	2	-	23	-	123	0,38%
<b>Grand Total</b>		<b>24 550</b>	<b>523</b>	<b>1 150</b>	<b>388</b>	<b>749</b>	<b>46</b>	<b>4 158</b>	<b>484</b>	<b>32 048</b>	<b>100%</b>

Technical card CIM

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## Urban Furniture 2 m<sup>2</sup> (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	9 464 678
Reach %	85
GRPs	24 574
OTS/GCF	288
Contacts	2 325 818 513
Reached indiv.	8 065 131

#### Contacts transport means

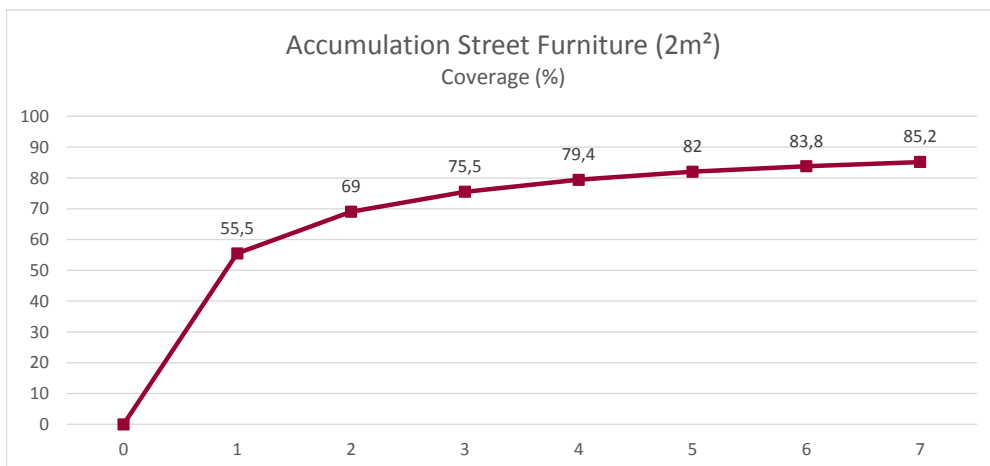
Pedestrian	179 251 987
Cyclist	109 158 495
Car	1 356 705 103
Bus	420 546 696
Tram	219 104 957
Subway	218 761
Train	8 447 140
Other	32 385 373

#### Contacts per motive

Unknown	24 011 381
Work/school	437 269 829
Professional	102 202 809
Shopping	204 742 673
Family/friends	183 419 568
Spare time	197 769 028
Pick up	113 165 305
Return home	879 660 487
Personal	98 567 071
Other	85 010 360

#### Contacts per timeslice

06:00 - 08:00	254 077 705
08:00 - 10:00	288 183 524
10:00 - 12:00	260 335 099
12:00 - 14:00	283 294 034
14:00 - 16:00	319 625 838
16:00 - 18:00	426 684 997
18:00 - 20:00	247 373 133
20:00 - 22:00	110 795 604
22:00 - 06:00	135 448 578



Technical card CIM

31/01/2015

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## Billboards > 2 m<sup>2</sup>

Estimated audience including all CIM billboards in 48 urban centers (greater than 2m<sup>2</sup>)

Universe: total population 12+

### Total number of panels:

#### Global performances

Population size	9 464 678
Reach %	89
GRPs	21 582
OTS/GCF	242
Contacts	2 042 639 762
Reached indiv.	8 438 113

#### Contacts transport means

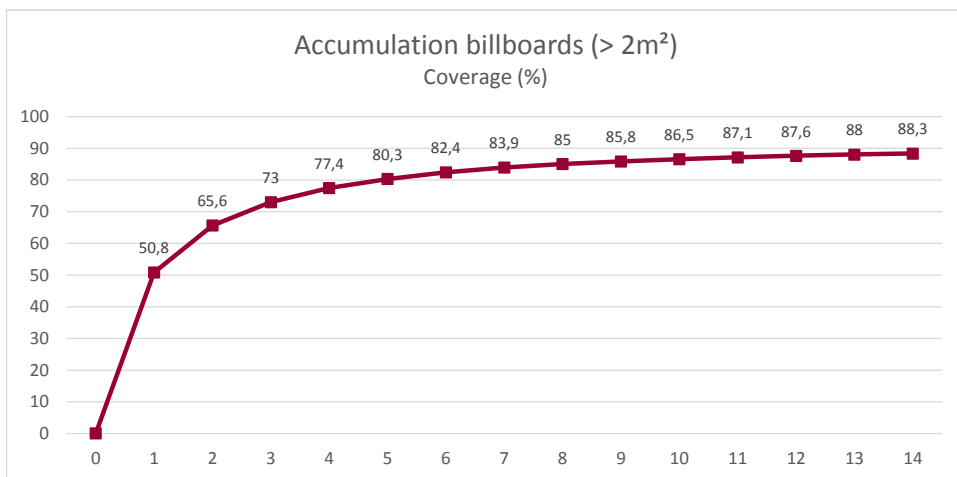
Pedestrian	107 901 993
Cyclist	72 690 034
Car	1 499 959 006
Bus	245 845 861
Tram	80 706 082
Subway	-
Train	-
Other	35 536 786

#### Contacts per motive

Unknown	16 450 153
Work/school	374 377 631
Professional	101 582 499
Shopping	187 211 686
Family/friends	174 589 699
Spare time	164 507 382
Pick up	108 531 591
Return home	765 732 002
Personal	81 908 933
Other	67 748 186

#### Contacts per timeslice

06:00 - 08:00	227 332 622
08:00 - 10:00	241 535 700
10:00 - 12:00	221 282 348
12:00 - 14:00	239 040 319
14:00 - 16:00	276 568 561
16:00 - 18:00	374 574 553
18:00 - 20:00	226 331 809
20:00 - 22:00	103 655 106
22:00 - 06:00	132 318 743



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