



OOH 2016-1

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	8m ² +10m ² +20m ²	14	505
Cover600	Belgian Posters	8m ² +10m ² +20m ²	14	586
Belgium800	Belgian Posters	8m ² +10m ² +20m ²	14	711
JCD SUPERSTAR NATIONAL	JCDecaux	8m ² +20m ²	14	669
JCD SUPERSTAR 48	JCDecaux	8m ² +20m ²	14	621
More O'Ferrall 16m ² +	Clear Channel	16m ²	14	419
More O'Ferrall Mega 16	Clear Channel	16m ²	14	756
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	514
More O'Ferrall Super Mix 440	Clear Channel	16m ² +36m ²	14	432
JCD PRESTIGE 90 SENIOR (38m ² & 21m ²)	JCDecaux	21m ² +38m ²	21	94
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 XL	Clear Channel	2m ²	7	2889
Adshel Maximum XXL	Clear Channel	2m ²	7	3061
Adshel Optimum XL	Clear Channel	2m ²	7	2553
Adshel Stations	Clear Channel	2m ²	7	523
JCD AUTHENTIC LADY	JCDecaux	2m ²	7	2252
JCD AUTHENTIC YOUNG	JCDecaux	2m ²	7	2254
JCD BOOSTER	JCDecaux	2m ²	7	2550
JCD BRUSSELS EVENT	JCDecaux	2m ²	7	150
JCD BRUSSELS PLACE 2BE	JCDecaux	2m ²	7	150
JCD BRUSSELS TO BUSINESS	JCDecaux	2m ²	7	150
JCD CONSO	JCDecaux	2m ²	7	572
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	51

Technical card CIM

31-01-16

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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	209	8		2	8	0	63	0	290	0,91%
Aarschot	ARS	68			0	0	0	14	0	82	0,26%
Antwerpen	ANT	3580	36	53	54	44	14	244	80	4105	12,95%
Arlon	ARL	30	1		0	5	0	29	0	65	0,21%
Ath	ATH	10	8		0	0	0	13	0	31	0,10%
Brugge	BRU	379	15		0	4	0	25	0	423	1,33%
Bruxelles	BXL	7964	466	660	240	186	23	562	170	10271	32,40%
Charleroi	CHA	1200	18	16	2	104	0	415	81	1836	5,79%
Deinze	DEI	39			0	3	0	25	0	67	0,21%
Dendermonde	DMD	140	8		0	1	0	24	0	173	0,55%
Diest	DST	50			0	1	0	8	0	59	0,19%
Eeklo	EKL	17			0	2	0	8	0	27	0,09%
Eupen	EPN	0			0	0	0	9	0	9	0,03%
Geel	GEE	163			0	2	0	11	0	176	0,56%
Gent	GNT	1655	43	64	29	49	12	143	38	2033	6,41%
Halle	HLL	9	5	0	0	5	0	21	0	40	0,13%
Hasselt-Genk	HAG	804	7	14	1	16	0	94	0	936	2,95%
Herentals	HER	131		0	0	1	0	14	0	146	0,46%
Huy	HUY	68	1	0	0	2	0	19	0	90	0,28%
Ieper	IEP	60		0	0	1	0	11	0	72	0,23%
Knokke-Heist	KNO	203	2	0	0	0	0	8	0	213	0,67%
Kortrijk	KOR	502	10	16	10	17	0	83	0	638	2,01%
La Louvière	LLO	276	16	0	0	14	0	108	0	414	1,31%
Leuven	LEU	0	12	0	1	13	0	52	0	78	0,25%
Liège	LIE	2445	16	41	41	113	0	491	92	3239	10,22%
Lier	LIR	156	5	0	0	6	0	23	0	190	0,60%
Lokeren	LOK	92	3	0	0	1	0	21	0	117	0,37%
Marche-en-Famenne	MEF	0		0	0	0	0	8	0	8	0,03%
Mechelen	MEC	405	17	12	0	12	0	65	0	511	1,61%
Mol	MOL	101		0	0	0	0	9	0	110	0,35%
Mons	MON	375	16	12	0	22	0	129	0	554	1,75%
Mouscron	MOU	153		0	2	11	0	42	0	208	0,66%
Namur	NAM	875	30	4	3	14	0	75	0	1001	3,16%
Nivelles	NIV	80		0	0	2	0	11	0	93	0,29%
Oostende	OST	453	6	2	0	12	0	32	0	505	1,59%
Oudenaarde	OUA	72		0	0	1	0	16	0	89	0,28%
Roeselare	ROE	208		11	0	13	0	73	0	305	0,96%
Ronse	RON	93		0	0	1	0	19	0	113	0,36%
Sint-Niklaas	NIK	457	4	15	4	17	0	84	0	581	1,83%
Sint-Truiden	TRU	104	2	0	0	1	0	17	0	124	0,39%
Tielt	TLT	12		0	0	0	0	4	0	16	0,05%
Tienen	TIE	138	7	0	1	9	0	47	0	202	0,64%
Tongeren	TON	104		0	0	1	0	15	0	120	0,38%
Tournai	TOU	433	8	0	0	14	0	72	0	527	1,66%
Turnhout	TUR	159		0	0	9	0	26	0	194	0,61%
Verviers	VER	315	7	0	6	15	0	70	0	413	1,30%
Waregem	WAR	68		0	0	2	0	24	0	94	0,30%
Wavre	WAV	92		6	0	2	0	17	0	117	0,37%
Grand Total		24 947	777	926	396	756	49	3 393	461	31 705	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	9 518 730
Reach %	87
GRPs	18 533
OTS/GCF	213
Contacts	1 764 061 938
Reached indiv.	8 285 219

Contacts transport means

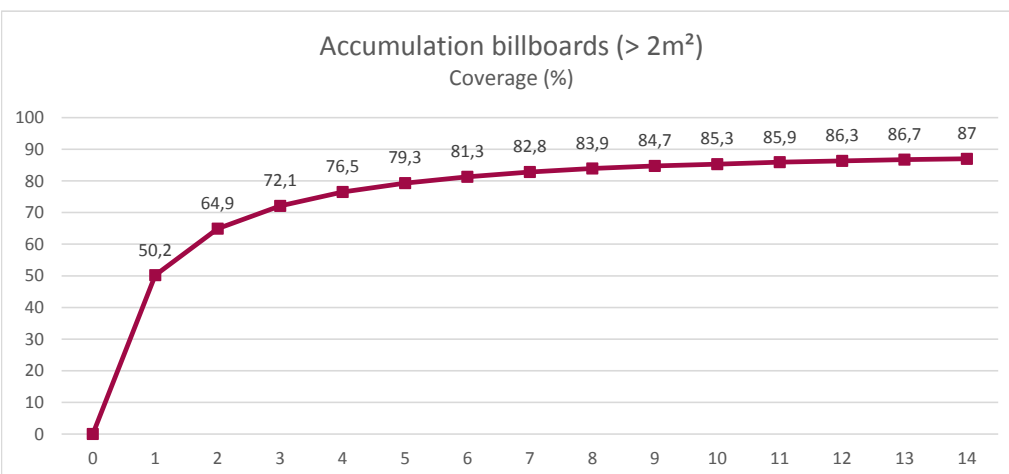
Pedestrian	81 496 642
Cyclist	57 830 536
Car	1 313 055 040
Bus	207 631 666
Tram	79 450 841
Subway	-
Train	-
Other	24 597 212

Contacts per motive

Unknown	7 697 032
Work/school	327 108 151
Professional	92 690 686
Shopping	156 271 836
Family/friends	148 609 491
Spare time	139 034 323
Pick up	91 099 264
Return home	680 469 761
Personal	67 207 234
Other	53 874 161

Contacts per timeslice

06:00 - 08:00	204 444 733
08:00 - 10:00	209 445 240
10:00 - 12:00	190 728 900
12:00 - 14:00	203 507 997
14:00 - 16:00	239 775 757
16:00 - 18:00	330 643 938
18:00 - 20:00	189 190 568
20:00 - 22:00	84 768 890
22:00 - 06:00	111 555 915



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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	9 518 730
Reach %	84
GRPs	22 797
OTS/GCF	271
Contacts	2 169 987 677
Reached indiv.	8 006 825

Contacts transport means

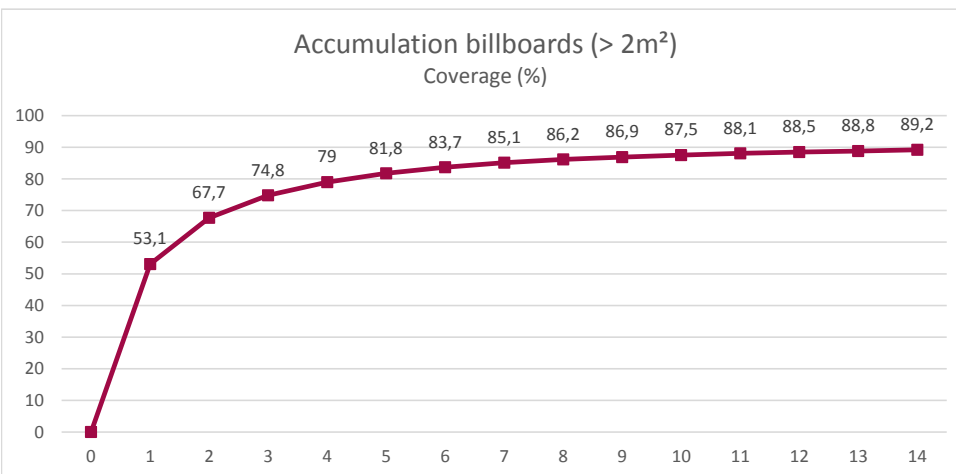
Pedestrian	139 506 195
Cyclist	97 722 406
Car	1 280 881 196
Bus	387 078 388
Tram	211 042 413
Subway	24 894 606
Train	4 748 888
Other	24 113 585

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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