



OOH 2016-2

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	8m ² +10m ² +20m ²	14	490
Cover600	Belgian Posters	8m ² +10m ² +20m ²	14	568
Belgium800	Belgian Posters	8m ² +10m ² +20m ²	14	696
JCD SUPERSTAR NATIONAL	JCDecaux	8m ² +20m ²	14	673
JCD SUPERSTAR 48	JCDecaux	8m ² +20m ²	14	619
More O'Ferrall 16m ² +	Clear Channel	16m ²	14	416
More O'Ferrall Mega 16	Clear Channel	16m ²	14	747
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	511
More O'Ferrall Super Mix 440	Clear Channel	16m ² +36m ²	14	426
JCD PRESTIGE 90 SENIOR (38m ² & 21m ²)	JCDecaux	21m ² +38m ²	21	91
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 Brussels Premium	Clear Channel	2m ²	7	150
Adshel Gent	Clear Channel	2m ²	7	250
Adshel Maximum XL	Clear Channel	2m ²	7	2861
Adshel Maximum XXL	Clear Channel	2m ²	7	3032
Adshel Optimum XL	Clear Channel	2m ²	7	2509
Adshel Stations	Clear Channel	2m ²	7	523
City play	Clear Channel	2m ²	7	100
JCD AUTHENTIC LADY	JCDecaux	2m ²	7	2295
JCD AUTHENTIC YOUNG	JCDecaux	2m ²	7	2293
JCD BOOSTER	JCDecaux	2m ²	7	2561
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	579
JCD LOCAL LIEGE	JCDecaux	2m ²	7	250
JCD TASTE	JCDecaux	2m ²	7	2008
JCD METRO HORIZONTAL	JCDecaux	2m ²	7	100
JCD METRO DIGITAL	JCDecaux	2m ²	7	158
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	8		59		285	0,89%
Aarschot	ARS	67						14		81	0,25%
Antwerpen	ANT	3526	36	56	54	41	14	237	75	4039	12,66%
Arlon	ARL	29	1			5		29		64	0,20%
Ath	ATH	10	8					13		31	0,10%
Brugge	BRU	381	15			4		25		425	1,33%
Bruxelles	BXL	8490	466	657	248	182	24	537	161	10765	33,75%
Charleroi	CHA	1155	18	10	2	103		412	76	1776	5,57%
Deinze	DEI	39				3		25		67	0,21%
Dendermonde	DMD	140	8			1		24		173	0,54%
Diest	DST	49				1		7		57	0,18%
Eeklo	EKL	17				2		7		26	0,08%
Eupen	EPN							9		9	0,03%
Geel	GEE	165				2		11		178	0,56%
Gent	GNT	1560	43	66	29	53	12	136	41	1940	6,08%
Halle	HLL	10	5			5		22		42	0,13%
Hasselt-Genk	HAG	778	7	6	2	19		92		904	2,83%
Herentals	HER	131				1		14		146	0,46%
Huy	HUY	66	1			2		19		88	0,28%
Ieper	IEP	58				1		11		70	0,22%
Knokke-Heist	KNO	207	2					8		217	0,68%
Kortrijk	KOR	502	10	8	10	17		82		629	1,97%
La Louvière	LLO	260	16			14		108		398	1,25%
Leuven	LEU		12		1	13		50		76	0,24%
Liège	LIE	2474	16	39	44	113		480	89	3255	10,21%
Lier	LIR	164	5			6		21		196	0,61%
Lokeren	LOK	96	3			1		21		121	0,38%
Marche-en-Famenne	MEF							8		8	0,03%
Mechelen	MEC	406	17	12		12		64		511	1,60%
Mol	MOL	101						9		110	0,34%
Mons	MON	375	16	12		22		129		554	1,74%
Mouscron	MOU	152			2	11		42		207	0,65%
Namur	NAM	869	30	4	3	13		74		993	3,11%
Nivelles	NIV	74	4			2		11		91	0,29%
Oostende	OST	443	6	2		6		32		489	1,53%
Oudenaarde	OUA	74						17		91	0,29%
Roeselare	ROE	206		12		13		71		302	0,95%
Ronse	RON	91				1		20		112	0,35%
Sint-Niklaas	NIK	463	4	15	4	17		85		588	1,84%
Sint-Truiden	TRU	102	2			1		17		122	0,38%
Tielt	TLT	12						4		16	0,05%
Tienen	TIE	142	7		1	8		47		205	0,64%
Tongeren	TON	94				1		15		110	0,34%
Tournai	TOU	425	8			15		72		520	1,63%
Turnhout	TUR	155				9		24		188	0,59%
Verviers	VER	313	7		6	15		70		411	1,29%
Waregem	WAR	68				2		23		93	0,29%
Wavre	WAV	98				2		17		117	0,37%
Grand Total		25 245	781	899	408	747	50	3 324	442	31 896	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 %	84
GRPs	23 021
OTS/GCF	274
Contacts	2 191 266 045
Reached indiv.	8 009 010

Contacts transport means

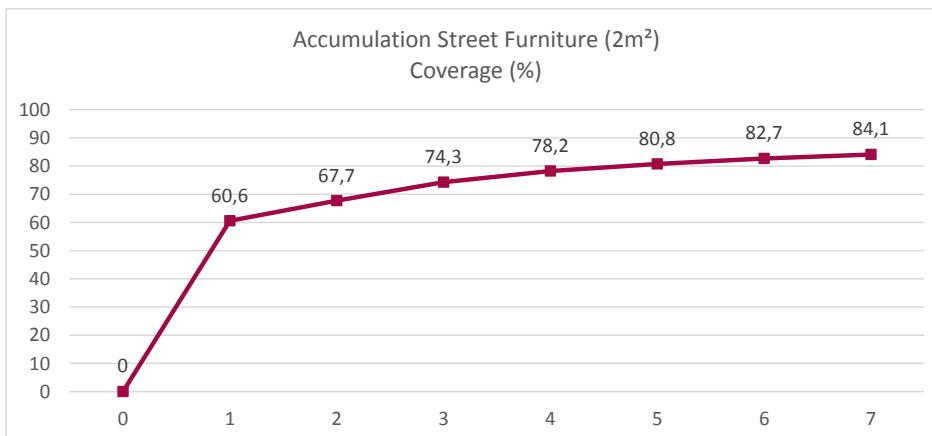
Pedestrian	142 126 025
Cyclist	97 018 748
Car	1 287 894 756
Bus	394 538 496
Tram	215 840 429
Subway	24 894 606
Train	4 748 888
Other	24 204 098

Contacts per motive

Unknown	12 678 755
Work/school	420 144 698
Professional	100 379 835
Shopping	186 768 000
Family/friends	171 108 873
Spare time	184 527 453
Pick up	101 064 663
Return home	852 413 109
Personal	88 147 807
Other	74 032 853

Contacts per timeslice

06:00 - 08:00	247 355 846
08:00 - 10:00	274 918 002
10:00 - 12:00	241 391 801
12:00 - 14:00	266 091 835
14:00 - 16:00	300 833 293
16:00 - 18:00	412 275 150
18:00 - 20:00	225 808 216
20:00 - 22:00	97 030 819
22:00 - 06:00	125 561 082



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Billboards > 2 m² (14 days)

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 %	87
GRPs	17 352
OTS/GCF	200
Contacts	2 169 987 677
Reached indiv.	8 006 825

Contacts transport means

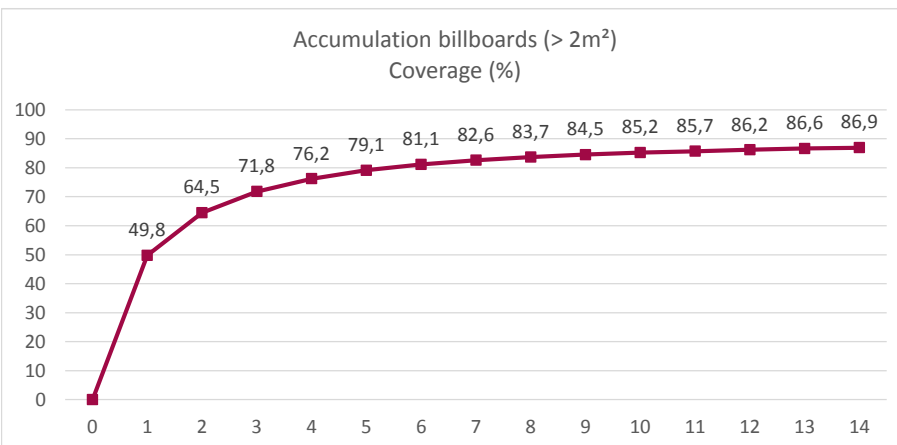
Pedestrian	76 085 702
Cyclist	54 583 049
Car	1 226 903 219
Bus	196 181 942
Tram	75 102 273
Subway	-
Train	-
Other	22 844 474

Contacts per motive

Unknown	7 209 215
Work/school	307 375 487
Professional	87 146 633
Shopping	144 575 114
Family/friends	139 421 872
Spare time	130 093 613
Pick up	85 004 639
Return home	637 814 239
Personal	62 718 731
Other	50 341 114

Contacts per timeslice

06:00 - 08:00	192 333 174
08:00 - 10:00	196 281 214
10:00 - 12:00	177 813 614
12:00 - 14:00	190 337 500
14:00 - 16:00	224 098 426
16:00 - 18:00	309 415 406
18:00 - 20:00	176 975 391
20:00 - 22:00	79 502 877
22:00 - 06:00	104 943 057



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