



OOH 2019-1

Openbare Resultaten
Résultats Publics

Network	Media owner	Size (m ²)	SOV	Duration	# Faces	Performances on Total universe 12+ Universe: 9.614.003	Performances on Target 18-54 Universe: 5.469.976
---------	-------------	------------------------	-----	----------	---------	---	---

Classical billboards & mix

Paper networks	Media owner	Size (m ²)	Duration	# Faces	VRP(p)	VA Reach(p) %	VA Contacts(p)	VRP(p)	VA Reach(p) %	VA Contacts(p)
Moving 400	Belgian Posters	20m ²	14	400	256	62.1 %	24,659,495	280	63.4 %	15,315,017
Belgium 600	Belgian Posters	8m ² + 10m ² + 20m ²	14	600	729	76.0 %	70,079,864	824	78.5 %	45,065,618
Belgium 800	Belgian Posters	8m ² + 10m ² + 20m ²	14	800	871	83.6 %	83,731,294	980	85.6 %	53,588,986
Grand Slam 900	Belgian Posters	8m ² + 10m ² + 20m ²	14	900	932	85.9 %	89,646,348	1049	87.6 %	57,376,892
Grand Slam 950	Belgian Posters	8m ² + 10m ² + 20m ²	14	950	958	86.1 %	92,123,206	1077	87.8 %	58,917,581
Grand Slam 1000	Belgian Posters	8m ² + 10m ² + 20m ²	14	1000	985	87.2 %	94,739,359	1104	88.7 %	60,380,636
Grand Slam 1200	Belgian Posters	8m ² + 10m ² + 20m ²	14	1200	1127	89.4 %	108,390,789	1260	90.7 %	68,904,003
Brussels 8	JCDecaux	8m ²	14	52	81	20.3 %	7,835,454	99	23.1 %	5,416,793
BB VRP 650	JCDecaux	8m ² + 20m ²	14	496	567	72.0 %	54,498,813	645	74.6 %	35,288,321
BB VRP 750	JCDecaux	8m ² + 20m ²	14	637	661	74.3 %	63,567,384	747	76.7 %	40,887,759
BB VRP 850	JCDecaux	8m ² + 20m ²	14	804	750	76.8 %	72,151,384	848	79.1 %	46,364,697
BB VRP 920	JCDecaux	8m ² + 20m ²	14	915	821	78.5 %	78,959,732	923	80.7 %	50,500,974

Panoramic billboards, large digital screens & mix

Paper networks	Media owner	Size (m ²)	Duration	# Faces	VRP(p)	VA Reach(p) %	VA Contacts(p)	VRP(p)	VA Reach(p) %	VA Contacts(p)	
Premium 200	Belgian Posters	8m ² + 10m ² + 16m ² + 20m ² + 36m ²	14	195	324	47.1 %	31,191,423	377	50.6 %	20,615,482	
Elite 400	Belgian Posters	8m ² + 10m ² + 16m ² + 20m ² + 36m ²	14	395	475	70.0 %	45,713,792	539	72.9 %	29,462,282	
Elite Max 800	Belgian Posters	8m ² + 10m ² + 16m ² + 20m ² + 36m ²	14	795	733	85.6 %	70,436,132	819	87.2 %	44,814,510	
Prestige Senior National	JCDecaux	8m ² + 21m ² + 38m ²	14 & 21	129	296	46.2 %	28,471,045	345	49.6 %	18,871,197	
Prestige Mix BB VRP 650	JCDecaux	8m ² + 20m ² + 21m ² + 38m ²	14 & 21	573	797	74.9 %	76,620,719	910	77.4 %	49,797,915	
Prestige Mix BB VRP 750	JCDecaux	8m ² + 20m ² + 21m ² + 38m ²	14 & 21	714	891	76.5 %	85,689,291	1013	78.9 %	55,397,353	
Prestige Mix BB VRP 850	JCDecaux	8m ² + 20m ² + 21m ² + 38m ²	14 & 21	881	981	78.8 %	94,273,291	1113	81.1 %	60,874,292	
Prestige Mix BB VRP 920	JCDecaux	8m ² + 20m ² + 21m ² + 38m ²	14 & 21	992	1051	80.2 %	101,081,639	1188	82.3 %	65,010,568	
Paper + digital networks	Media owner	Size (m ²)	SOV	Duration	# Faces	VRP	VA Reach %	VA Contacts	VRP	VA Reach %	VA Contacts
MOF 100	Clear Channel	36m ² + digital i-conic	10%	14	100	236	42.4 %	22,724,928	277	45.7 %	15,149,933
Maxi Mix 620	Clear Channel	16m ² + 36m ² + digital i-conic	10%	14	620	724	71.3 %	69,628,475	818	74.1 %	44,761,593

Network	Media owner	Size (m ²)	SOV	Duration	# Faces	Performances on Total universe 12+ Universe: 9.614.003			Performances on Target 18-54 Universe: 5.469.976		
---------	-------------	------------------------	-----	----------	---------	---	--	--	---	--	--

Street furniture 2m² & digital screens

Paper networks	Media owner	Size (m ²)	SOV	Duration	# Faces	VRP(p)	VA Reach(p) %	VA Contacts(p)	VRP(p)	VA Reach(p) %	VA Contacts(p)
Adshel Brussels 250	Clear Channel	2m ²		7	250	79	17.5 %	7,573,107	95	19.9 %	5,189,607
Adshel Gent	Clear Channel	2m ²		7	250	39	6.0 %	3,798,369	46	6.8 %	2,536,065
Adshel Antwerp	Clear Channel	2m ²		7	350	75	10.7 %	7,176,350	84	11.4 %	4,616,767
Adshel Optimum 2650	Clear Channel	2m ²		7	2650	550	67.1 %	52,868,132	631	69.8 %	34,526,576
Adshel Optimum 2850	Clear Channel	2m ²		7	2850	587	68.2 %	56,439,008	671	70.8 %	36,724,132
Local Brussels	JCDecaux	2m ²		7	175	95	18.6 %	9,145,839	115	21.1 %	6,278,149
Conso Colruyt	JCDecaux	2m ²		7	207	36	20.4 %	3,471,006	39	21.5 %	2,134,013
Conso Delhaize	JCDecaux	2m ²		7	199	43	21.7 %	4,116,614	48	23.3 %	2,615,778
SF VRP 580	JCDecaux	2m ²		7	2098	502	65.4 %	48,225,803	579	68.1 %	31,687,015
SF VRP 675	JCDecaux	2m ²		7	2437	585	67.5 %	56,279,982	676	70.1 %	36,974,429
Digital networks	Media owner	Size (m ²)	SOV	Duration	# Faces	VRP(d)	VA Reach(d) %	VA Contacts(d)	VRP(d)	VA Reach(d) %	VA Contacts(d)
Cityplay	Clear Channel	Digital screens	20%	7	152	79	15.3 %	7,618,748	97	17.1 %	5,289,495
Digital Brussels	JCDecaux	Digital screens	10%	7	45	25	11.2 %	2,361,401	30	13.1 %	1,641,567
Digital Brussels	JCDecaux	Digital screens	20%	7	45	40	13.2 %	3,858,298	49	15.4 %	2,699,545
Paper + digital networks	Media owner	Size (m ²)	SOV	Duration	# Faces	VRP	VA Reach %	VA Contacts	VRP	VA Reach %	VA Contacts
Adshel Opti Play	Clear Channel	2m ² + digital screens	10%	7	2452	515	66.2 %	49,503,121	593	68.8 %	32,444,880
Adshel Maxi Play	Clear Channel	2m ² + digital screens	10%	7	2752	584	67.5 %	56,125,175	672	70.2 %	36,733,171
SF VRP 625 Mixed	JCDecaux	2m ² + digital screens	10%	7	2249	552	66.2 %	53,081,203	639	68.9 %	34,926,873
SF VRP 700 Mixed	JCDecaux	2m ² + digital screens	10%	7	2522	619	67.7 %	59,529,661	717	70.3 %	39,202,260

Metro 2m² & digital screens

Digital networks	Media owner	Size (m ²)	SOV	Duration	# Faces	VRP(d)	VA Reach(d) %	VA Contacts(d)	VRP(d)	VA Reach(d) %	VA Contacts(d)
Metro digital	JCDecaux	Digital screens	4.165%	7	160	85	8.3 %	8,128,053	98	9.4 %	5,368,108
Metro digital	JCDecaux	Digital screens	8.33%	7	160	100	8.6 %	9,567,017	115	9.6 %	6,316,103
Metro digital	JCDecaux	Digital screens	16.67%	7	160	103	8.6 %	9,902,207	119	9.7 %	6,536,275
Paper networks	Media owner	Size (m ²)	SOV	Duration	# Faces	VRP(p)	VA Reach(p) %	VA Contacts(p)	VRP(p)	VA Reach(p) %	VA Contacts(p)
Metro Center 1	JCDecaux	2m ²		7	39	23	7.1 %	2,197,625	27	8.0 %	1,450,379
Metro Center 2	JCDecaux	2m ²		7	40	25	7.2 %	2,368,964	29	8.2 %	1,572,706
Metro Center 3	JCDecaux	2m ²		7	39	21	7.5 %	2,016,300	25	8.5 %	1,341,894
Metro East Line	JCDecaux	2m ²		7	33	13	3.8 %	1,294,361	15	4.3 %	833,714
Metro EU Center	JCDecaux	2m ²		7	34	18	6.6 %	1,732,157	21	7.4 %	1,139,370
Metro North Line	JCDecaux	2m ²		7	37	11	4.8 %	1,067,230	13	5.4 %	699,572
Metro South Line	JCDecaux	2m ²		7	33	16	4.9 %	1,552,376	18	5.5 %	1,006,854
Metro West Line	JCDecaux	2m ²		7	40	11	3.8 %	1,075,427	13	4.3 %	700,000

Inserts 0.5m² & digital screens

Paper + digital networks	Media owner	Size (m ²)	SOV	Duration	# Faces	VRP	VA Reach %	VA Contacts	VRP	VA Reach %	VA Contacts
Smarties	JCDecaux	Inserts 0,5m ² + digital screens	5%	7	2245	133	42.2 %	12,798,075	154	45.8 %	8,420,614
Smart Monty	JCDecaux	Inserts 0,5m ² + digital screens	5%	7	4445	252	53.8 %	24,247,245	290	57.2 %	15,889,446
Full Monty	JCDecaux	Inserts 0,5m ² + digital screens	10%	7	8850	491	63.0 %	47,244,555	566	66.1 %	30,948,403



Centre d'Information sur les Médias - Centrum voor Informatie over de Media
Avenue Herrmann-Debroux 46, 1160 Bruxelles - Herrmann-Debrouxlaan 46 1160 Brussel

T.: 32 2 661 31 50 - F.: 32 2 661 31 69

E-mail: info@cim.be

URL: <http://www.cim.be>