



# OOH 2020-1

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

Network	Media owner	Size (m <sup>2</sup> )	SOV	Duration	# Faces	Performances on Total universe 12+ Universe: 9.614.003			Performances on Target 18-54 Universe: 5.469.976		
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**Classical billboards & mix**

Paper networks	Media owner	Size (m <sup>2</sup> )	SOV	Duration	# Faces	VRP(p)	VA Reach(p) %	VA Contacts(p)	VRP(p)	VA Reach(p) %	VA Contacts(p)
Brussels 8 65	JCDecaux	8m <sup>2</sup>		14	65	92	20.3 %	8,934,280	113	23.5 %	6,180,941
Brussels 8 130	JCDecaux	8m <sup>2</sup>		14	128	179	22.3 %	17,402,391	221	25.6 %	12,112,757
Dynamic 500	JCDecaux	8 - 20m <sup>2</sup>		14	498	556	70.5 %	54,019,373	636	73.6 %	34,882,744
Dynamic 700	JCDecaux	8 - 20m <sup>2</sup>		14	699	834	76.2 %	81,117,565	949	79.1 %	52,073,404
Dynamic VRP	JCDecaux	8 - 20m <sup>2</sup>		14	818	1024	78.9 %	99,504,686	1155	81.6 %	63,338,160
Dynamic Cover	JCDecaux	8 - 20m <sup>2</sup>		14	899	883	80.4 %	85,808,070	998	82.9 %	54,739,928
Paper + digital networks	Media owner	Size (m <sup>2</sup> )	SOV	Duration	# Faces	VRP	VA Reach %	VA Contacts	VRP	VA Reach %	VA Contacts
Belgium 600	Belgian Posters	8 - 10 - 20m <sup>2</sup> + 8m <sup>2</sup> digital screens	16.67%	14	600	730	75.1 %	70,953,012	825	78.1 %	45,263,194
Belgium 800	Belgian Posters	8 - 10 - 20m <sup>2</sup> + 8m <sup>2</sup> digital screens	16.67%	14	800	821	79.9 %	79,788,059	923	82.6 %	50,615,911
Grand Slam 900	Belgian Posters	8 - 10 - 20m <sup>2</sup> + 8m <sup>2</sup> digital screens	16.67%	14	900	952	82.3 %	92,540,795	1074	84.7 %	58,933,295
Grand Slam 1000	Belgian Posters	8 - 10 - 20m <sup>2</sup> + 8m <sup>2</sup> digital screens	16.67%	14	1000	991	83.6 %	96,375,685	1117	85.9 %	61,254,997
Grand Slam 1200	Belgian Posters	8 - 10 - 20m <sup>2</sup> + 8m <sup>2</sup> digital screens	16.67%	14	1200	1058	85.9 %	102,878,439	1188	88.0 %	65,179,557

**Panoramic billboards, large digital screens & mix**

Paper networks	Media owner	Size (m <sup>2</sup> )	SOV	Duration	# Faces	VRP(p)	VA Reach(p) %	VA Contacts(p)	VRP(p)	VA Reach(p) %	VA Contacts(p)
Panoramic	Belgian Posters	36m <sup>2</sup>		14	33	106	22.6 %	10,257,086	120	24.7 %	6,607,523
Prestige	JCDecaux	21 - 38m <sup>2</sup>		14	130	311	41.9 %	30,204,576	356	45.3 %	19,507,309
Paper + digital networks	Media owner	Size (m <sup>2</sup> )	SOV	Duration	# Faces	VRP	VA Reach %	VA Contacts	VRP	VA Reach %	VA Contacts
Elite 600	Belgian Posters	8 - 10 - 16 - 20 - 36m <sup>2</sup> + 8m <sup>2</sup> digital screens	16.67%	14	600	904	70.7 %	87,890,237	1030	74.1 %	56,499,282
Elite 800	Belgian Posters	8 - 10 - 16 - 20 - 36m <sup>2</sup> + 8m <sup>2</sup> digital screens	16.67%	14	800	1006	75.2 %	97,805,495	1140	78.3 %	62,547,948
MOF 100	Clear Channel	36m <sup>2</sup> + Panoramix + digital i-conic	6 & 10%	14	100	239	40.3 %	23,276,347	279	43.9 %	15,285,948
MOF 600	Clear Channel	16m <sup>2</sup> + 36m <sup>2</sup> + Panoramix + digital i-conic	6 & 10%	14	600	749	69.3 %	72,826,240	849	72.6 %	46,580,782

Network	Media owner	Size (m <sup>2</sup> )	SOV	Duration	# Faces	Performances on Total universe 12+ Universe: 9.614.003			Performances on Target 18-54 Universe: 5.469.976		
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**Street furniture 2m<sup>2</sup> & digital screens**

Paper networks	Media owner	Size (m <sup>2</sup> )		Duration	# Faces	VRP(p)	VA Reach(p) %	VA Contacts(p)	VRP(p)	VA Reach(p) %	VA Contacts(p)
Adshel Brussels 250	Clear Channel	2m <sup>2</sup>		7	250	75	17.1 %	7,317,555	93	19.9 %	5,093,745
Adshel Gent	Clear Channel	2m <sup>2</sup>		7	250	53	7.3 %	5,129,090	59	8.0 %	3,223,151
Adshel Antwerp 350	Clear Channel	2m <sup>2</sup>		7	350	105	11.4 %	10,170,925	114	12.1 %	6,240,362
Conso Colruyt	JCDecaux	2m <sup>2</sup>		7	210	55	26.6 %	5,347,983	63	29.1 %	3,436,326
Conso Delhaize	JCDecaux	2m <sup>2</sup>		7	199	61	26.8 %	5,964,196	71	29.6 %	3,889,496
VIP Paper 100%	JCDecaux	2m <sup>2</sup>		7	2554	615	66.3 %	59,755,600	711	69.6 %	38,987,636
Digital networks	Media owner	Size (m <sup>2</sup> )	SOV	Duration	# Faces	VRP(d)	VA Reach(d) %	VA Contacts(d)	VRP(d)	VA Reach(d) %	VA Contacts(d)
Cityplay	Clear Channel	2m <sup>2</sup> digital screens	20%	7	179	112	17.4 %	10,846,209	140	19.8 %	7,656,844
Digital Brussels	JCDecaux	2m <sup>2</sup> digital screens	10%	7	165	89	17.6 %	8,647,590	110	20.4 %	6,059,777
Digital Brussels	JCDecaux	2m <sup>2</sup> digital screens	15%	7	165	113	18.4 %	10,984,113	141	21.3 %	7,722,248
Digital Liège	JCDecaux	2m <sup>2</sup> digital screens	10%	7	45	14	3.6 %	1,396,930	16	3.9 %	900,511
Digital Liège	JCDecaux	2m <sup>2</sup> digital screens	15%	7	45	19	3.9 %	1,834,473	22	4.3 %	1,183,429
Paper + digital networks	Media owner	Size (m <sup>2</sup> )	SOV	Duration	# Faces	VRP	VA Reach %	VA Contacts	VRP	VA Reach %	VA Contacts
Adshel Live 2342	Clear Channel	2m <sup>2</sup> + 2m <sup>2</sup> digital screens	10%	7	2329	552	63.7 %	53,701,609	638	67.1 %	35,017,309
Adshel Live 2492	Clear Channel	2m <sup>2</sup> + 2m <sup>2</sup> digital screens	10%	7	2479	578	64.9 %	56,187,980	667	68.2 %	36,567,798
Adshel Live 2792	Clear Channel	2m <sup>2</sup> + 2m <sup>2</sup> digital screens	10%	7	2779	646	66.9 %	62,845,741	743	70.1 %	40,757,318
Adshel Prime	Clear Channel	2m <sup>2</sup> + 2m <sup>2</sup> digital screens	10%	7	1279	327	56.3 %	31,831,875	381	59.9 %	20,907,185
VIP 1	JCDecaux	2m <sup>2</sup> + 2m <sup>2</sup> digital screens	10%	7	2306	626	65.5 %	60,815,298	730	68.9 %	40,066,767
VIP 1	JCDecaux	2m <sup>2</sup> + 2m <sup>2</sup> digital screens	15%	7	2306	654	65.6 %	63,589,365	766	69.0 %	42,012,156
VIP 2	JCDecaux	2m <sup>2</sup> + 2m <sup>2</sup> digital screens	10%	7	2459	659	66.3 %	64,052,791	770	69.7 %	42,251,514
VIP 2	JCDecaux	2m <sup>2</sup> + 2m <sup>2</sup> digital screens	15%	7	2459	687	66.3 %	66,826,858	806	69.7 %	44,196,902
VIP 3	JCDecaux	2m <sup>2</sup> + 2m <sup>2</sup> digital screens	10%	7	2610	703	66.6 %	68,391,003	820	69.9 %	44,983,168
VIP 3	JCDecaux	2m <sup>2</sup> + 2m <sup>2</sup> digital screens	15%	7	2610	732	66.6 %	71,165,070	855	69.9 %	46,928,557

**Inserts 0.5m<sup>2</sup> & digital screens**

Paper + digital networks	Media owner	Size (m <sup>2</sup> )	SOV	Duration	# Faces	VRP	VA Reach %	VA Contacts	VRP	VA Reach %	VA Contacts
Smarties	JCDecaux	Inserts 0,5m <sup>2</sup> + 2m <sup>2</sup> digital screens	5%	7	2300	148	46.0 %	14,361,601	173	50.0 %	9,490,036
Smart Monty	JCDecaux	Inserts 0,5m <sup>2</sup> + 2m <sup>2</sup> digital screens	5%	7	4550	287	56.3 %	27,903,254	336	60.1 %	18,410,135
Full Monty	JCDecaux	Inserts 0,5m <sup>2</sup> + 2m <sup>2</sup> digital screens	10%	7	9050	568	65.2 %	55,224,427	664	68.6 %	36,409,786

Network	Media owner	Size (m <sup>2</sup> )	SOV	Duration	# Faces	Performances on Total universe 12+ Universe: 9.614.003			Performances on Target 18-54 Universe: 5.469.976		
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**Metro Stations 2m<sup>2</sup> & digital screens**

Digital networks	Media owner	Size (m <sup>2</sup> )	SOV	Duration	# Faces	VRP(d)	VA Reach(d) %	VA Contacts(d)	VRP(d)	VA Reach(d) %	VA Contacts(d)
Metro digital	JCDecaux	2m <sup>2</sup> digital screens	8.33%	7	160	101	8.1 %	9,771,025	124	9.5 %	6,789,210
Metro digital	JCDecaux	2m <sup>2</sup> digital screens	16.67%	7	160	104	8.1 %	10,126,066	128	9.6 %	7,034,182
Paper networks	Media owner	Size (m <sup>2</sup> )		Duration	# Faces	VRP(p)	VA Reach(p) %	VA Contacts(p)	VRP(p)	VA Reach(p) %	VA Contacts(p)
Metro Center 1	JCDecaux	2m <sup>2</sup>		7	39	21	6.6 %	2,075,669	26	7.9 %	1,425,324
Metro Center 2	JCDecaux	2m <sup>2</sup>		7	40	25	7.0 %	2,418,041	30	8.3 %	1,664,886
Metro Center 3	JCDecaux	2m <sup>2</sup>		7	39	22	7.0 %	2,096,831	27	8.4 %	1,457,017
Metro East Line	JCDecaux	2m <sup>2</sup>		7	33	11	3.2 %	1,101,810	14	3.8 %	748,381
Metro EU Center	JCDecaux	2m <sup>2</sup>		7	34	17	6.2 %	1,686,560	21	7.4 %	1,162,375
Metro North Line	JCDecaux	2m <sup>2</sup>		7	37	11	4.5 %	1,042,316	13	5.3 %	703,706
Metro South Line	JCDecaux	2m <sup>2</sup>		7	33	13	3.9 %	1,216,356	15	4.7 %	832,005
Metro West Line	JCDecaux	2m <sup>2</sup>		7	40	12	3.8 %	1,137,837	14	4.5 %	775,147

**Train Stations 2m<sup>2</sup> & digital screens**

Paper networks	Media owner	Size (m <sup>2</sup> )		Duration	# Faces	VRP(p)	VA Reach(p) %	VA Contacts(p)	VRP(p)	VA Reach(p) %	VA Contacts(p)
BeStation 600 - A	Publifer	2m <sup>2</sup>		7	600	272	18.0 %	26,453,573	333	20.2 %	18,259,464
BeStation 600 - B	Publifer	2m <sup>2</sup>		7	599	291	17.8 %	28,257,650	356	20.1 %	19,539,629
BeStation Limited - A1	Publifer	2m <sup>2</sup>		7	298	128	17.3 %	12,479,032	157	19.5 %	8,600,242
BeStation Limited - A2	Publifer	2m <sup>2</sup>		7	300	142	17.3 %	13,807,879	174	19.5 %	9,551,302
BeStation Limited - B1	Publifer	2m <sup>2</sup>		7	300	140	17.4 %	13,658,023	172	19.6 %	9,426,324
BeStation Limited - B2	Publifer	2m <sup>2</sup>		7	297	151	17.1 %	14,640,093	185	19.4 %	10,139,090
BeStation A Brussels	Publifer	2m <sup>2</sup>		7	205	104	8.2 %	10,143,864	133	10.0 %	7,282,586
BeStation A North	Publifer	2m <sup>2</sup>		7	250	123	11.8 %	11,931,310	147	13.2 %	8,042,515
BeStation A South	Publifer	2m <sup>2</sup>		7	145	45	4.9 %	4,378,399	53	5.6 %	2,934,363
BeStation B Brussels	Publifer	2m <sup>2</sup>		7	215	127	8.2 %	12,305,373	161	10.0 %	8,849,022
BeStation B North	Publifer	2m <sup>2</sup>		7	248	122	11.7 %	11,874,897	145	13.1 %	7,952,741
BeStation B South	Publifer	2m <sup>2</sup>		7	136	42	4.8 %	4,077,380	50	5.5 %	2,737,866
Digital networks	Media owner	Size (m <sup>2</sup> )	SOV	Duration	# Faces	VRP(d)	VA Reach(d) %	VA Contacts(d)	VRP(d)	VA Reach(d) %	VA Contacts(d)
Digital National Network	Publifer	2m <sup>2</sup> digital screens	20%	7	146	84	15.0 %	8,135,440	102	17.1 %	5,599,192
DNN North & Brussels	Publifer	2m <sup>2</sup> digital screens	20%	7	115	77	13.0 %	7,448,484	94	15.0 %	5,134,317
DNN North	Publifer	2m <sup>2</sup> digital screens	20%	7	52	35	8.9 %	3,365,470	41	10.1 %	2,271,501
DNN South & Brussels	Publifer	2m <sup>2</sup> digital screens	20%	7	94	49	8.6 %	4,769,970	61	10.3 %	3,327,691
DNN South	Publifer	2m <sup>2</sup> digital screens	20%	7	31	7	3.7 %	686,956	8	4.3 %	464,875
DNN Brussels	Publifer	2m <sup>2</sup> digital screens	20%	7	63	42	6.5 %	4,083,014	52	7.9 %	2,862,816
DLN Ant-Central	Publifer	2m <sup>2</sup> digital screens	20%	7	8	5	2.1 %	483,555	6	2.5 %	322,854
DHST National	Publifer	2m <sup>2</sup> digital screens	10%	28	19	20	4.8 %	1,911,356	24	5.6 %	1,321,709
DHST Brussels	Publifer	2m <sup>2</sup> digital screens	10%	28	15	9	2.5 %	898,770	11	3.0 %	627,642
Premium Digital Panoramic Full	Publifer	1,3 - 7 - 8 - 13m <sup>2</sup> digital screens	10%	28	16	29	10.5 %	2,839,736	35	12.1 %	1,937,545
Premium Digital Panoramic National	Publifer	1,3 - 3 - 7 - 8m <sup>2</sup> digital screens	10%	28	9	24	9.7 %	2,308,120	29	11.0 %	1,563,591
Premium Digital Panoramic Business	Publifer	1,3 - 8 - 13m <sup>2</sup> digital screens	10%	28	9	9	3.2 %	895,840	11	3.9 %	627,663
Paper + digital networks	Media owner	Size (m <sup>2</sup> )	SOV	Duration	# Faces	VRP	VA Reach %	VA Contacts	VRP	VA Reach %	VA Contacts
Mixed Journey Pack	Publifer	2m <sup>2</sup> + 2m <sup>2</sup> digital screens	10%	7	416	197	18.0 %	19,160,289	240	20.2 %	13,162,270
Business Premium Pack	Publifer	2m <sup>2</sup> + 1,3 - 2 - 8 - 13m <sup>2</sup> digital screens	10%	14	55	37	5.6 %	3,640,039	46	6.6 %	2,534,946
Business Premium Pack PLUS	Publifer	2m <sup>2</sup> + 1,3 - 2 - 8 - 13m <sup>2</sup> digital screens	10%	14	57	40	5.5 %	3,845,145	49	6.6 %	2,679,060



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