



OOH 2020-2

Openbare Resultaten
Résultats Publics

Network	Media owner	Size (m²)	SOV	Duration	# Faces	Performances on Total universe 12+ Universe: 9.721.898			Performances on Target 18-54 Universe: 5.486.191		
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Classical billboards & mix

Paper networks	Media owner	Size (m²)	SOV	Duration	# Faces	VRP(p)	VA Reach(p) %	VA Contacts(p)	VRP(p)	VA Reach(p) %	VA Contacts(p)
Dynamic 500	JCDecaux	8 - 20m²		14	500	576	68.2 %	56,021,439	655	71.5 %	35,944,290
Dynamic 700	JCDecaux	8 - 20m²		14	698	821	79.2 %	79,852,282	925	81.9 %	50,771,414
Dynamic VRP	JCDecaux	8 - 20m²		14	817	1052	80.8 %	102,250,847	1186	83.3 %	65,054,220
Dynamic Cover	JCDecaux	8 - 20m²		14	962	1022	84.8 %	99,350,479	1146	86.9 %	62,888,868
Digital networks	Media owner	Size (m²)	SOV	Duration	# Faces	VRP(d)	VA Reach(d) %	VA Contacts(d)	VRP(d)	VA Reach(d) %	VA Contacts(d)
Brussels 8 Digital	JCDecaux	8m² digital screens	15%	14	9	15.65	6.6 %	1,521,173	19.34	7.9 %	1,061,242
Paper + digital networks	Media owner	Size (m²)	SOV	Duration	# Faces	VRP	VA Reach %	VA Contacts	VRP	VA Reach %	VA Contacts
Brussels 8 65	JCDecaux	8m² + 8m² digital screens	15%	14	65	102	20.0 %	9,908,487	127	23.2 %	6,947,644
Brussels 8 130	JCDecaux	8m² + 8m² digital screens	15%	14	129	181	22.1 %	17,622,680	223	25.3 %	12,255,707
Belgium 600	Belgian Posters	8 - 10 - 20m² + 8 - 20m² digital screens	16.67%	14	600	739	74.6 %	71,891,748	837	77.6 %	45,931,877
Belgium 800	Belgian Posters	8 - 10 - 20m² + 8 - 20m² digital screens	16.67%	14	800	837	79.6 %	81,340,889	942	82.3 %	51,661,372
Grand Slam 900	Belgian Posters	8 - 10 - 20m² + 8 - 20m² digital screens	16.67%	14	900	959	82.4 %	93,213,083	1083	84.7 %	59,424,610
Grand Slam 1000	Belgian Posters	8 - 10 - 20m² + 8 - 20m² digital screens	16.67%	14	1000	998	83.7 %	97,064,189	1126	85.9 %	61,751,595
Grand Slam 1200	Belgian Posters	8 - 10 - 20m² + 8 - 20m² digital screens	16.67%	14	1200	1067	86.0 %	103,744,845	1199	88.0 %	65,789,489

Panoramic billboards, large digital screens & mix

Paper networks	Media owner	Size (m²)	SOV	Duration	# Faces	VRP(p)	VA Reach(p) %	VA Contacts(p)	VRP(p)	VA Reach(p) %	VA Contacts(p)
Panoramic	Belgian Posters	36m²		14	33	102	23.1 %	9,959,501	117	25.2 %	6,414,388
Prestige	JCDecaux	21 - 38m²		14	129	290	40.0 %	28,167,747	328	43.2 %	17,993,511
Paper + digital networks	Media owner	Size (m²)	SOV	Duration	# Faces	VRP	VA Reach %	VA Contacts	VRP	VA Reach %	VA Contacts
Elite 600	Belgian Posters	8 - 10 - 16 - 20 - 36m² + 8 - 20m² digital screens	16.67%	14	600	884	71.3 %	85,961,328	1006	74.6 %	55,184,924
Elite 800	Belgian Posters	8 - 10 - 16 - 20 - 36m² + 8 - 20m² digital screens	16.67%	14	800	990	75.8 %	96,211,933	1120	78.8 %	61,440,191
MOF 100	Clear Channel	36m² + Panoramix + digital i-conic	6 & 10%	14	100	236	40.3 %	22,939,588	274	43.9 %	15,036,423
MOF 600	Clear Channel	16 - 36m² + Panoramix + digital i-conic	6 & 10%	14	600	731	69.2 %	71,020,091	827	72.6 %	45,383,083

Network	Media owner	Size (m ²)	SOV	Duration	# Faces	Performances on Total universe 12+ Universe: 9.721.898			Performances on Target 18-54 Universe: 5.486.191		
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Street furniture 2m² & digital screens

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)
Adshel Brussels 250	Clear Channel	2m ²		7	250	77	17.1 %	7,438,564	94	19.9 %	5,175,125
Adshel Gent	Clear Channel	2m ²		7	250	53	7.3 %	5,127,969	59	8.0 %	3,222,376
Adshel Antwerp 350	Clear Channel	2m ²		7	350	106	11.4 %	10,268,377	115	12.1 %	6,299,608
Conso Colruyt	JCDecaux	2m ²		7	209	50	25.6 %	4,846,620	57	28.1 %	3,102,124
Conso Delhaize	JCDecaux	2m ²		7	200	59	26.1 %	5,779,159	68	28.8 %	3,735,611
VIP Paper 100%	JCDecaux	2m ²		7	2600	696	66.8 %	67,708,202	811	70.2 %	44,495,189
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	2m ² digital screens	20%	7	197	117	19.1 %	11,366,144	145	21.5 %	7,980,274
Digital Brussels	JCDecaux	2m ² digital screens	10%	7	190	103	18.0 %	10,031,731	127	20.9 %	6,992,951
Digital Brussels	JCDecaux	2m ² digital screens	15%	7	190	131	18.8 %	12,715,814	162	21.7 %	8,896,434
Digital Liège	JCDecaux	2m ² digital screens	10%	7	45	14	3.6 %	1,386,320	16	3.9 %	893,620
Digital Liège	JCDecaux	2m ² digital screens	15%	7	45	19	3.9 %	1,825,973	21	4.3 %	1,177,817
Paper + digital networks	Media owner	Size (m ²)	SOV	Duration	# Faces	VRP	VA Reach %	VA Contacts	VRP	VA Reach %	VA Contacts
Adshel Live 2353	Clear Channel	2m ² + 2m ² digital screens	10%	7	2347	570	64.3 %	55,451,660	660	67.6 %	36,230,757
Adshel Live 2503	Clear Channel	2m ² + 2m ² digital screens	10%	7	2497	599	65.4 %	58,226,600	689	68.7 %	37,823,855
Adshel Live 2803	Clear Channel	2m ² + 2m ² digital screens	10%	7	2797	666	66.3 %	64,701,068	764	69.6 %	41,909,273
Adshel Prime	Clear Channel	2m ² + 2m ² digital screens	10%	7	1297	332	55.8 %	32,262,449	386	59.3 %	21,181,505
VIP 1	JCDecaux	2m ² + 2m ² digital screens	10%	7	2334	683	65.4 %	66,399,780	801	68.8 %	43,966,058
VIP 1	JCDecaux	2m ² + 2m ² digital screens	15%	7	2334	715	65.5 %	69,523,516	841	68.9 %	46,153,737
VIP 2	JCDecaux	2m ² + 2m ² digital screens	10%	7	2485	720	66.1 %	69,959,579	844	69.5 %	46,322,898
VIP 2	JCDecaux	2m ² + 2m ² digital screens	15%	7	2485	752	66.2 %	73,083,315	884	69.5 %	48,510,577
VIP 3	JCDecaux	2m ² + 2m ² digital screens	10%	7	2635	745	66.3 %	72,439,638	872	69.7 %	47,835,233
VIP 3	JCDecaux	2m ² + 2m ² digital screens	15%	7	2635	777	66.4 %	75,563,374	912	69.7 %	50,022,912

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 + 2m ² digital screens	5%	7	2296	153	46.8 %	14,848,617	178	50.8 %	9,792,238
Smart Monty	JCDecaux	Inserts 0,5m ² + 2m ² digital screens	5%	7	4548	291	56.5 %	28,255,450	340	60.3 %	18,628,146
Full Monty	JCDecaux	Inserts 0,5m ² + 2m ² digital screens	10%	7	9040	576	65.2 %	55,984,438	672	68.6 %	36,868,731

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Metro Stations 2m² & digital screens

Digital networks	Media owner	Size (m²)	SOV	Duration	# Faces	VRP(d)	VA Reach(d) %	VA Contacts(d)	VRP(d)	VA Reach(d) %	VA Contacts(d)
Metro digital	JCDecaux	2m² digital screens	8.33%	7	160	101	8.1 %	9,771,025	124	9.5 %	6,789,210
Metro digital	JCDecaux	2m² digital screens	16.67%	7	160	104	8.1 %	10,126,066	128	9.6 %	7,034,182
Paper networks	Media owner	Size (m²)		Duration	# Faces	VRP(p)	VA Reach(p) %	VA Contacts(p)	VRP(p)	VA Reach(p) %	VA Contacts(p)
Metro Center 1	JCDecaux	2m²		7	39	21	6.6 %	2,075,669	26	7.9 %	1,425,324
Metro Center 2	JCDecaux	2m²		7	40	25	7.0 %	2,418,041	30	8.3 %	1,664,886
Metro Center 3	JCDecaux	2m²		7	39	22	7.0 %	2,096,831	27	8.4 %	1,457,017
Metro East Line	JCDecaux	2m²		7	33	11	3.2 %	1,101,810	14	3.8 %	748,381
Metro EU Center	JCDecaux	2m²		7	34	17	6.2 %	1,686,560	21	7.4 %	1,162,375
Metro North Line	JCDecaux	2m²		7	37	11	4.5 %	1,042,316	13	5.3 %	703,706
Metro South Line	JCDecaux	2m²		7	33	13	3.9 %	1,216,356	15	4.7 %	832,004
Metro West Line	JCDecaux	2m²		7	40	12	3.8 %	1,137,837	14	4.5 %	775,147

Train Stations 2m² & digital screens

Paper networks	Media owner	Size (m²)		Duration	# Faces	VRP(p)	VA Reach(p) %	VA Contacts(p)	VRP(p)	VA Reach(p) %	VA Contacts(p)
BeStation 600 - A	Publifer	2m²		7	590	250	18.0 %	24,314,559	307	20.2 %	16,853,491
BeStation 600 - B	Publifer	2m²		7	596	285	17.8 %	27,718,945	351	20.1 %	19,265,505
BeStation Limited - A1	Publifer	2m²		7	295	119	17.2 %	11,593,822	146	19.5 %	8,029,943
BeStation Limited - A2	Publifer	2m²		7	296	131	17.2 %	12,735,077	161	19.5 %	8,833,575
BeStation Limited - B1	Publifer	2m²		7	300	137	17.4 %	13,335,793	169	19.6 %	9,253,836
BeStation Limited - B2	Publifer	2m²		7	297	148	17.1 %	14,436,587	183	19.3 %	10,048,943
BeStation A Brussels	Publifer	2m²		7	219	120	8.2 %	11,712,666	154	10.0 %	8,424,481
BeStation A North	Publifer	2m²		7	234	96	11.7 %	9,284,540	113	13.2 %	6,213,859
BeStation A South	Publifer	2m²		7	138	34	4.8 %	3,331,692	41	5.5 %	2,225,179
BeStation B Brussels	Publifer	2m²		7	228	146	8.2 %	14,202,631	186	10.0 %	10,228,618
BeStation B North	Publifer	2m²		7	236	104	11.6 %	10,133,001	123	13.1 %	6,769,433
BeStation B South	Publifer	2m²		7	132	35	4.8 %	3,383,314	41	5.4 %	2,267,454
Digital networks	Media owner	Size (m²)	SOV	Duration	# Faces	VRP(d)	VA Reach(d) %	VA Contacts(d)	VRP(d)	VA Reach(d) %	VA Contacts(d)
Digital National Network	Publifer	2m² digital screens	20%	7	146	82	14.7 %	7,951,141	100	16.8 %	5,466,875
DNN North & Brussels	Publifer	2m² digital screens	20%	7	116	77	13.1 %	7,439,046	93	15.1 %	5,124,732
DNN North	Publifer	2m² digital screens	20%	7	53	34	8.9 %	3,344,998	41	10.2 %	2,253,879
DNN South & Brussels	Publifer	2m² digital screens	20%	7	95	48	8.4 %	4,671,635	59	10.0 %	3,258,968
DNN South	Publifer	2m² digital screens	20%	7	32	6	3.3 %	577,586	7	3.9 %	388,115
DNN Brussels	Publifer	2m² digital screens	20%	7	63	42	6.5 %	4,094,048	52	8.0 %	2,870,853
DLN Ant-Central	Publifer	2m² digital screens	20%	7	8	5	2.1 %	482,488	6	2.5 %	322,452
DHST National	Publifer	2m² digital screens	10%	28	19	20	4.8 %	1,916,143	24	5.6 %	1,323,722
DHST Brussels	Publifer	2m² digital screens	10%	28	15	9	2.5 %	898,770	11	3.0 %	628,055
Digital Landscape National	Publifer	4m² digital screens	10%	28	4	4	3.0 %	424,994	5	3.5 %	297,222
Premium Digital Panoramic Full	Publifer	1,3 - 3 - 7 - 8m² digital screens	10%	28	16	29	10.6 %	2,822,353	35	12.2 %	1,947,002
Premium Digital Panoramic National	Publifer	1,3 - 3 - 7 - 8m² digital screens	10%	28	9	24	9.7 %	2,288,099	29	11.1 %	1,571,816
Premium Digital Panoramic Business	Publifer	1,3 - 8 - 13m² digital screens	10%	28	9	9	3.2 %	898,658	11	3.9 %	628,915
Paper + digital networks	Media owner	Size (m²)	SOV	Duration	# Faces	VRP	VA Reach %	VA Contacts	VRP	VA Reach %	VA Contacts
Mixed Journey Pack	Publifer	2m² + 2m² digital screens	10%	7	416	187	17.8 %	18,174,875	228	20.1 %	12,483,628
Business Premium Pack	Publifer	2m² + 1,3 - 2 - 8 - 13m² digital screens	10%	14	55	27	4.5 %	2,633,753	34	5.4 %	1,841,220
Business Premium Pack PLUS	Publifer	2m² + 1,3 - 2 - 8 - 13m² digital screens	10%	14	57	29	4.5 %	2,839,100	36	5.4 %	1,985,408



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