



# OOH 2023-1

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Openbare resultaten  
Résultats publics



| Network | Media owner | Size (m²) | SOV | Duration | # Faces | Performances on Total universe 12+<br>Universe: 9.885.365 |  |  | Performances on Target 18-54<br>Universe: 5.459.490 |  |  |
|---------|-------------|-----------|-----|----------|---------|-----------------------------------------------------------|--|--|-----------------------------------------------------|--|--|
|---------|-------------|-----------|-----|----------|---------|-----------------------------------------------------------|--|--|-----------------------------------------------------|--|--|

## Mix Paper &amp; digital networks

| Roadside                    | Media owner   | Size (m²)                         | SOV  | Duration | # Faces | VRP | VA Reach % | VA Contacts | VRP  | VA Reach % | VA Contacts |
|-----------------------------|---------------|-----------------------------------|------|----------|---------|-----|------------|-------------|------|------------|-------------|
| Route                       | JCDecaux      | 2m² + digital 2m²                 | 9%   | 7        | 2290    | 858 | 62,8 %     | 84.808.204  | 1030 | 67,1 %     | 56.222.514  |
| Liège City Center Mix       | JCDecaux      | 2m² + digital 2m²                 | 9%   | 7        | 170     | 47  | 5,2 %      | 4.624.285   | 54   | 5,7 %      | 2.924.913   |
| Brussels 1000               | JCDecaux      | 2m² + digital 2m²                 | 9%   | 7        | 200     | 133 | 16,0 %     | 13.119.936  | 172  | 19,2 %     | 9.377.918   |
| Smarties                    | JCDecaux      | Inserts 0,5m² + digital 2m²       | 3,5% | 7        | 2300    | 145 | 48,0 %     | 14.294.022  | 170  | 52,8 %     | 9.302.718   |
| Smart Monty                 | JCDecaux      | Inserts 0,5m² + digital 2m²       | 3,5% | 7        | 4550    | 284 | 57,8 %     | 28.098.203  | 335  | 62,5 %     | 18.266.731  |
| Full Monty                  | JCDecaux      | Inserts 0,5m² + digital 2m²       | 5%   | 7        | 9050    | 633 | 64,6 %     | 62.553.180  | 748  | 69,0 %     | 40.839.568  |
| Roadside & Train stations   | Media owner   | Size (m²)                         | SOV  | Duration | # Faces | VRP | VA Reach % | VA Contacts | VRP  | VA Reach % | VA Contacts |
| Adshel Mix 1500 & Live Epic | Clear Channel | 2m² + digital 55"-2m²-8m²         | 11%  | 7        | 2200    | 532 | 63,8 %     | 52.566.040  | 628  | 67,9 %     | 34.291.884  |
| Adshel Mix 1700 & Live Epic | Clear Channel | 2m² + digital 55"-2m²-8m²         | 11%  | 7        | 2400    | 577 | 65,1 %     | 57.070.639  | 680  | 69,2 %     | 37.115.351  |
| Adshel Mix 2000 & Live Epic | Clear Channel | 2m² + digital 55"-2m²-8m²         | 11%  | 7        | 2700    | 623 | 66,4 %     | 61.597.924  | 733  | 70,4 %     | 40.007.395  |
| gOOH! live                  | Clear Channel | 2m² + digital 55"-2m²             | 11%  | 7        | 2340    | 545 | 64,8 %     | 53.828.804  | 640  | 68,8 %     | 34.920.952  |
| gOOH!                       | Clear Channel | 2m² + digital 2m²                 | 11%  | 7        | 2520    | 619 | 64,8 %     | 61.206.836  | 736  | 68,9 %     | 40.196.735  |
| Brussels Full Focus         | Clear Channel | 2m² + digital 55"-2m²-8m²         | 10%  | 7        | 257     | 116 | 17,6 %     | 11.480.370  | 145  | 21,1 %     | 7.900.233   |
| Roadside & Metro stations   | Media owner   | Size (m²)                         | SOV  | Duration | # Faces | VRP | VA Reach % | VA Contacts | VRP  | VA Reach % | VA Contacts |
| Cover                       | JCDecaux      | 2m² + digital 2m²                 | 9%   | 7        | 2020    | 812 | 60,2 %     | 80.276.537  | 971  | 64,7 %     | 53.003.604  |
| Cover +                     | JCDecaux      | 2m² + Inserts 0,5m² + digital 2m² | 9%   | 7        | 2445    | 834 | 65,7 %     | 82.483.332  | 996  | 70,3 %     | 54.395.091  |

## Paper networks

| Roadside                          | Media owner   | Size (m²) | Duration | # Faces | VRP(p) | VA Reach(p) % | VA Contacts(p) | VRP(p) | VA Reach(p) % | VA Contacts(p) |
|-----------------------------------|---------------|-----------|----------|---------|--------|---------------|----------------|--------|---------------|----------------|
| Brussels Capital Region           | JCDecaux      | 2m²       | 7        | 550     | 279    | 21,4 %        | 27.567.603     | 351    | 25,1 %        | 19.141.949     |
| Antwerp City Center+              | JCDecaux      | 2m²       | 7        | 170     | 75     | 9,8 %         | 7.418.017      | 85     | 10,8 %        | 4.645.616      |
| Antwerp 9 Districts               | JCDecaux      | 2m²       | 7        | 250     | 119    | 10,5 %        | 11.764.657     | 134    | 11,5 %        | 7.299.663      |
| Antwerp CIM                       | JCDecaux      | 2m²       | 7        | 350     | 142    | 11,9 %        | 14.078.171     | 160    | 13,0 %        | 8.759.709      |
| Roadside & Train stations         | Media owner   | Size (m²) | Duration | # Faces | VRP(p) | VA Reach(p) % | VA Contacts(p) | VRP(p) | VA Reach(p) % | VA Contacts(p) |
| Adshel Mix 1700 & Station Network | Clear Channel | 2m²       | 7        | 2175    | 563    | 62,1 %        | 55.632.355     | 667    | 66,2 %        | 36.430.672     |
| Train stations                    | Media owner   | Size (m²) | Duration | # Faces | VRP(p) | VA Reach(p) % | VA Contacts(p) | VRP(p) | VA Reach(p) % | VA Contacts(p) |
| Station Network                   | Clear Channel | 2m²       | 7        | 475     | 193    | 18,9 %        | 19.124.479     | 237    | 21,3 %        | 12.944.683     |

## Digital networks

| Roadside                  | Media owner   | Size (m²)           | SOV   | Duration | # Faces | VRP(d) | VA Reach(d) % | VA Contacts(d) | VRP(d) | VA Reach(d) % | VA Contacts(d) |
|---------------------------|---------------|---------------------|-------|----------|---------|--------|---------------|----------------|--------|---------------|----------------|
| Digital Street Brussels   | JCDecaux      | Digital 2m²         | 9%    | 7        | 320     | 158    | 19,2 %        | 15.597.188     | 200    | 22,6 %        | 10.907.529     |
| Digital Street Liège      | JCDecaux      | Digital 2m²         | 9%    | 7        | 45      | 17     | 4,0 %         | 1.700.621      | 20     | 4,4 %         | 1.065.885      |
| Roadside & Train stations | Media owner   | Size (m²)           |       | Duration | # Faces | VRP(d) | VA Reach(d) % | VA Contacts(d) | VRP(d) | VA Reach(d) % | VA Contacts(d) |
| Live Epic                 | Clear Channel | Digital 55"-2m²-8m² | 11%   | 7        | 700     | 208    | 39,7 %        | 20.562.764     | 250    | 44,0 %        | 13.629.363     |
| Metro stations            | Media owner   | Size (m²)           | SOV   | Duration | # Faces | VRP(d) | VA Reach(d) % | VA Contacts(d) | VRP(d) | VA Reach(d) % | VA Contacts(d) |
| Digital Metro             | JCDecaux      | Digital 2m²         | 8,3%  | 7        | 160     | 133    | 8,2 %         | 13.192.703     | 159    | 9,7 %         | 8.693.958      |
| Digital Metro             | JCDecaux      | Digital 2m²         | 16,7% | 7        | 160     | 138    | 8,3 %         | 13.608.432     | 164    | 9,8 %         | 8.966.967      |

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Mix Paper & digital networks

| Roadside                  | Media owner     | Size (m²)                                      | SOV   | Duration | # Faces | VRP | VA Reach % | VA Contacts | VRP  | VA Reach % | VA Contacts |
|---------------------------|-----------------|------------------------------------------------|-------|----------|---------|-----|------------|-------------|------|------------|-------------|
| Belgium 500               | Belgian Posters | 8-10-20m² + digital 8-20m²                     | 13,3% | 14       | 500     | 640 | 66,3 %     | 63.278.557  | 745  | 71,0 %     | 40.655.714  |
| Belgium 600               | Belgian Posters | 8-10-20m² + digital 8-20m²                     | 13,3% | 14       | 600     | 711 | 73,4 %     | 70.320.048  | 823  | 77,4 %     | 44.956.643  |
| Belgium 700               | Belgian Posters | 8-10-20m² + digital 8-20m²                     | 13,3% | 14       | 700     | 798 | 80,3 %     | 78.926.781  | 922  | 83,7 %     | 50.316.862  |
| Belgium 800               | Belgian Posters | 8-10-20m² + digital 8-20m²                     | 13,3% | 14       | 800     | 849 | 81,5 %     | 83.919.987  | 979  | 84,7 %     | 53.426.328  |
| Grand Slam 800            | Belgian Posters | 8-10-20m² + digital 8-20m²                     | 13,3% | 14       | 800     | 820 | 82,7 %     | 81.027.631  | 946  | 85,6 %     | 51.652.955  |
| Grand Slam 900            | Belgian Posters | 8-10-20m² + digital 8-20m²                     | 13,3% | 14       | 900     | 861 | 83,2 %     | 85.127.211  | 993  | 86,1 %     | 54.227.913  |
| SuperStar                 | JCDecaux        | 8-20m² + digital 8m²                           | 15%   | 14       | 500     | 571 | 67,9 %     | 56.450.105  | 675  | 72,3 %     | 36.838.713  |
| Dynamic 700               | JCDecaux        | 8-20m² + digital 8m²                           | 15%   | 14       | 700     | 653 | 70,4 %     | 64.547.221  | 766  | 74,6 %     | 41.811.089  |
| BXL8 - 65                 | JCDecaux        | 8m² + digital 8m²                              | 15%   | 14       | 65      | 117 | 20,0 %     | 11.547.628  | 148  | 23,8 %     | 8.099.945   |
| BXL8 - 110                | JCDecaux        | 8m² + digital 8m²                              | 15%   | 14       | 110     | 170 | 21,7 %     | 16.785.332  | 216  | 25,6 %     | 11.779.522  |
| Roadside & Train stations | Media owner     | Size (m²)                                      | SOV   | Duration | # Faces | VRP | VA Reach % | VA Contacts | VRP  | VA Reach % | VA Contacts |
| MOF                       | Clear Channel   | 36m² + Panoramix + digital 3-4-7-13-35-87m²    | 10%   | 14       | 108     | 267 | 42,3 %     | 26.367.873  | 317  | 47,3 %     | 17.324.762  |
| Maxi MOF                  | Clear Channel   | 16-36m² + Panoramix + digital 3-4-7-13-35-87m² | 10%   | 14       | 604     | 814 | 69,6 %     | 80.465.149  | 945  | 74,0 %     | 51.579.995  |
| Prestige +                | JCDecaux        | 21-38m² + digital 8m²                          | 15%   | 14       | 144     | 344 | 44,0 %     | 34.011.632  | 409  | 49,0 %     | 22.321.486  |
| Super Prestige +          | JCDecaux        | 8-20-21-38m² + digital 8m²                     | 15%   | 14       | 630     | 875 | 70,3 %     | 86.504.746  | 1032 | 74,7 %     | 56.353.172  |

Digital networks

| Roadside                  | Media owner   | Size (m²)                      | SOV | Duration | # Faces | VRP(d) | VA Reach(d) % | VA Contacts(d) | VRP(d) | VA Reach(d) % | VA Contacts(d) |
|---------------------------|---------------|--------------------------------|-----|----------|---------|--------|---------------|----------------|--------|---------------|----------------|
| BXL8 Digital              | JCDecaux      | Digital 8m²                    | 15% | 14       | 14      | 40     | 11,8 %        | 3.956.991      | 51     | 14,4 %        | 2.807.027      |
| Roadside & Train stations | Media owner   | Size (m²)                      | SOV | Duration | # Faces | VRP(d) | VA Reach(d) % | VA Contacts(d) | VRP(d) | VA Reach(d) % | VA Contacts(d) |
| Billboard Live            | Clear Channel | Digital 1,3-3-4-7-8-13-35-87m² | 15% | 14       | 26      | 33     | 14,1 %        | 3.244.257      | 41     | 16,7 %        | 2.236.002      |



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