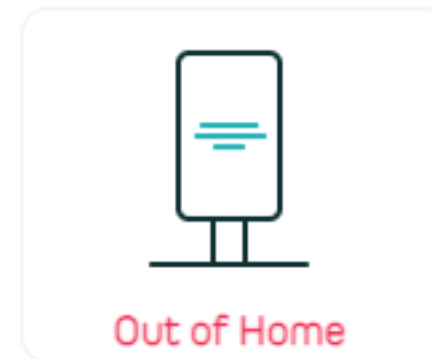


Jos Van Campenhout
President
Technical Committee Out of Home





Jos Van Campenhout, Voorzitter

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Hélène Bairiot

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Outdoor Services

Druk

Druk

Druk



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10 tal vergaderingen TC

- Inventory audit
- Integration new train stations
- Traffic Trends
- Migration IDS 2.0



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1. Inventory audit



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Inventory audit

- Evolution frames in status 1/3
 - Status 0 : Unfinished
 - **Status 1 : Finished by media owner**
 - Status 2 : Finished by mediaowner but needs manual adaptation
 - **Status 3 : Done or validated by MGE**
 - Status 4 : Finished by MGE but needs manual adaptation

| | Status 1 | Status 3 | Status 0/2/4 |
|-------------------------|----------|------------|--------------|
| Start of survey 10/2017 | 19% | 79% | 2% |
| Check MGE 02/2020 | 32% | 67% | 1% |
| After geoupdate 04/2022 | 19% | 80% | 1% |
| After audit 05/2022 | 12% | 87% | 1% |



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2. Integration new train stations



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New Train stations in CIM OOH

➤ Currently, 2 types of stations in the travel database:

- Commercial stations (with measured frames)
 - Volumes for real entries/exists/platforms (Be-Mobile)
 - Modelling of indoor travel (MGE Data)
- Non-commercial stations (34 stations cfr Aalter, Antwerpen Zuid, Ciney, Diest, Geel, Mouscron, Tongeren, Turnhout, Wavre, Vilvoorde, ..)
 - Volumes at generic entries/exists/platforms
 - No modelling by MGE Data



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3. Project Traffic Trends



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Project Traffic Trends

Challenge

- How to handle traffic changes in an ever-changing world?
- Impact on all the universes?
- How precise can we measure audiences live?



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Project Traffic Trends

Output:

- Weekly indexes per city for the 3 universes:
 - Roadside (excluding train & metro): 48 indexes per week
 - Metro: 1 index per week, covering 69 metro stations
 - Train: 32 indexes per week, covering 44 stations



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4. Migration to IDS 2.0



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New functionalities in IDS 2.0

- Network versioning :
- Media planning user interface :
- Programmatic importing :



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Thank you all.

