

Welcome

omc

OUT OF HOME
MEASUREMENT
COUNCIL.





2014 – the year traction started

Over R65 million rand invested to date

Joint Industry Committee that works well!

2018 new structure

Representative BOD – large and small

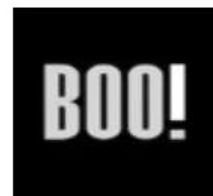
2023 – best year ever...



JCDecaux



tractor



reveel.



EVOLV OUTDOOR



RANGE MEDIA



Field work partner




Technical Oversight



Modelling





It's all
about the
numbers!



The approach consists of 4 parts

1) Inventory Management System

2) Travel Habit Survey

3) Traffic Intensity Model

4) Inventory Delivery System

Why are we here today?

Update of our new ROAD 2.0 data

ROAD 2.0 in numbers - modelling



6.244 active frames on the planning system
>8 000 frames in total on the inventory system



62.809 respondents interviewed, geocoded and
routed on street links



750.743 origin to destination trips



4.343.859 street links evaluated in new traffic
intensity model



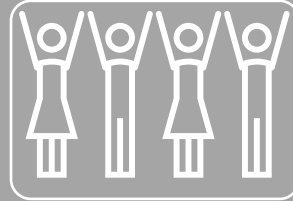
640.830 visually adjusted weighted respondents
per frame per month (VAC)



ROAD2.0 in numbers – total performance



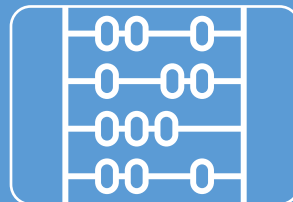
28.110.275 Adults aged 15+ in Metro Urban areas



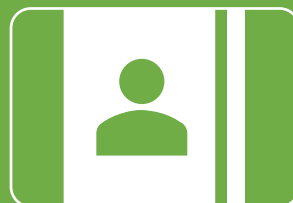
22.475.542 adults reached (aged 15+)



79.95 % of the measured population
(aged 15+) of



46,52 average frequency



4.001.347.324 visually adjusted contacts (VAC)

A background image showing a close-up of a map with several blue pushpins pinned to it. The map is slightly out of focus, and the pushpins are sharp. The text is overlaid on the top left of the image.

Two different sets of software: IMS and IDS

Hours of Training has been done – group and individual

IMS : Over 20 hours

IDS : Over 70 hours

Settling in ROAD 2.0

hard conversations

ROTs to VACs

**talk VACs THIS IS OUR
CURRENCY**

**Inclusion of DOOH
measurement into IDS**

A Gold Standard Currency



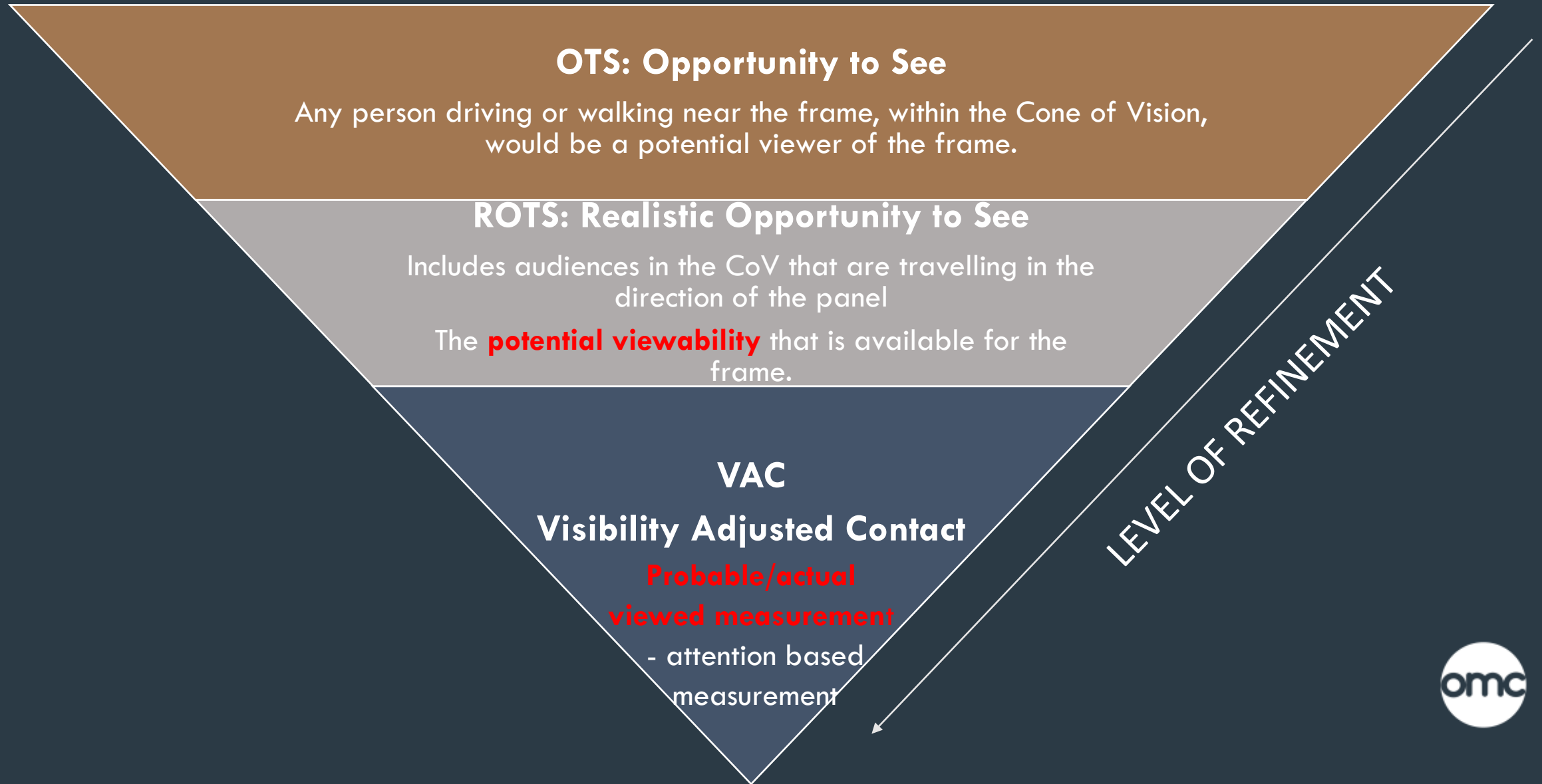
Stringent international guidelines

ROAD is comparable with UK, USA, Malaysia, Japan, Sweden, Switzerland, Australia and Canada to name but a few.

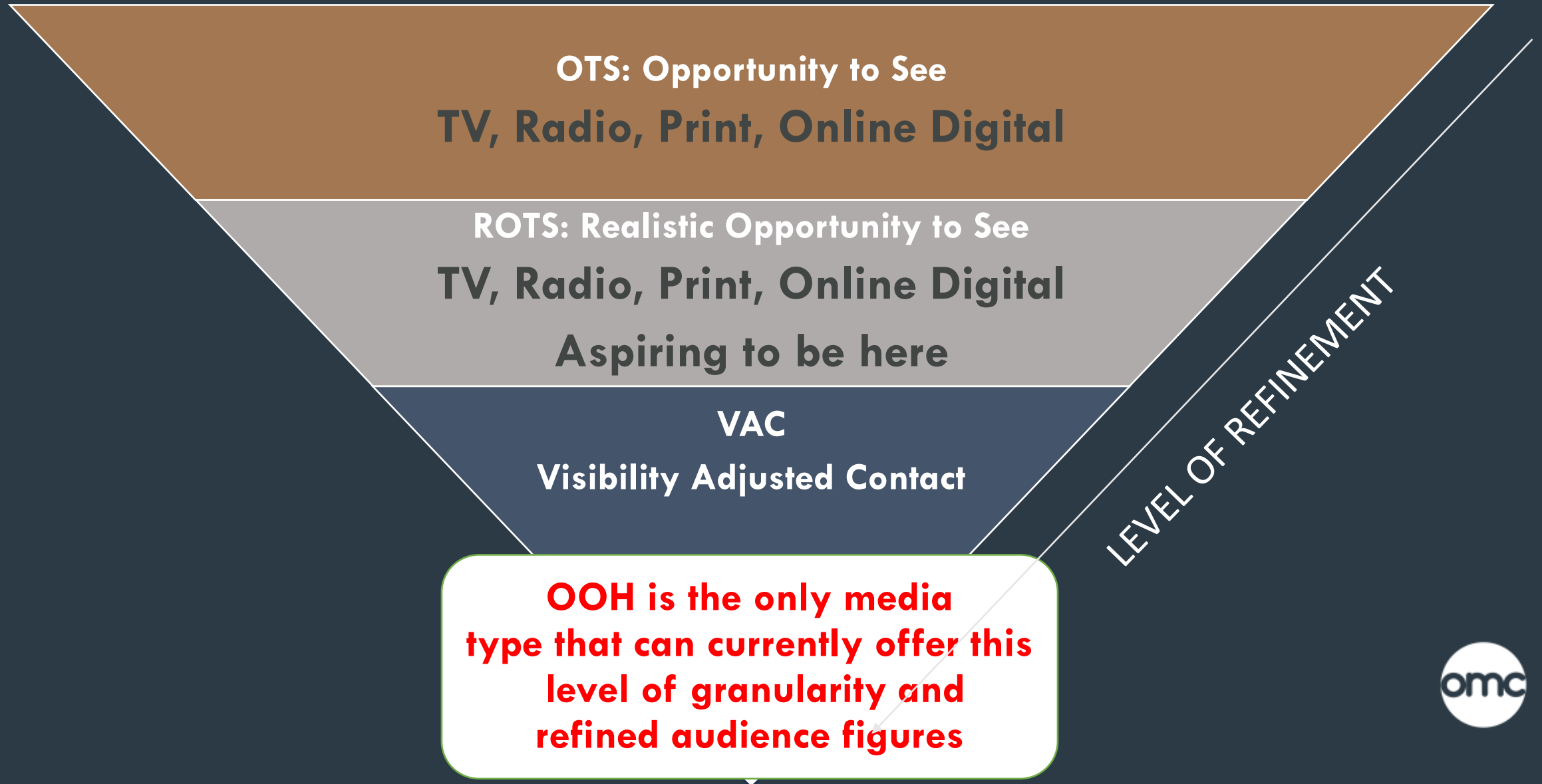
Currently the only **attention based** currency that has “got it right”.

More **probable** = better able to project media metrics.

The move to attention-based metrics on OOH



OOH compared to other media types



Faces: 0 / 20 / 0 / 20 VAC: - / 60,981,816 / - / 60,981,816 GRP: 0.00 / 100.84 / 0.00 / 100.84 %
 Price: 0 / 793669.01 / 0 / 793669.01 ZAR

Face ID	Site ID	Status	Type	Format (h/w)	Illumination	Motion	Spotplan	Provider	City	Street	4 Weeks VAC	Price	Detail
6813	J135-L	●	WRAP	10.00 x 10.00	None	N - Static		JINJA OUTDOOR ADVERTISING	Johannesburg	This powerful building wrap is situated on the...	13,293,068	95,000.00	Detail
6618	COJ238	●	BBL	6.00 x 24.00	None	N - Static		FrontSeat Group	Johannesburg	Largest free-standing billboard on the M1. Panel...	12,880,604	48,703.00	Detail
6662	ITM J002	●	BBL	5.00 x 39.00	Illuminated	N - Static		ITS TIME MEDIA	Johannesburg	On M1, double-decker Freeway. Traffic driving...	9,243,216	75,000.00	Detail
6131	ON 90 SS 6	●	BBL	15.00 x 40.00	Illuminated	N - Static		OUTDOOR NETWORK	Umlazi	Umlazi Mega City Mega Dome fcg traffic on Mongusuthu...	6,184,844	167,901.00	Detail
7866		●	BBL	4.50 x 18.00	Illuminated	N - Static		District Media	Umlazi	CNR Phila Ndandwe and Giffiths Mxenge Highway,...	3,308,484	52,500.00	Detail
5089	5981	●	BBS	3.00 x 6.00	None	N - Static		JCDECAUX	Umlazi	Facing traffic along Mangosuthu Highway to Umlazi...	3,085,548	2,000.00	Detail
7889	WC035A	●	BB	3.00 x 12.00	Illuminated	N - Static		Tractor Outdoor	Matroosfontein	N2 Highway as you exit Airport Approach Road	2,768,532	22,000.00	Detail
6085	SPEC/433/1	●	BBL	4.50 x 18.00	Illuminated	N - Static		PRIMEDIA	Durban	Facing traffic traveling from the Southern Suburbs...	2,724,044	66,965.01	Detail
6698	WC 350-0 LB	●	BBL	3.00 x 12.00	Illuminated	N - Static		AD OUTPOST	Athlone	Travel West from CPT International Airport to...	2,254,784	38,600.00	Detail
7142	J224-L	●	BBL	4.00 x 16.00	None	N - Static		JINJA OUTDOOR	Athlone	Traffic traveling from Somerset West,	2,111,820	50,000.00	Detail

Batch operations

Face legend

Data of face 6131 in campaign 23.1 - Presentation

Face ID : 6131

Provider : OUTDOOR NETWORK

Site ID : ON 90 SS 6

Type : BBL

Format (h/w) : 15.00 x 40.00

Status : ●

Illumination : Illuminated

Motion : N - Static

Province : KwaZulu-Natal

District Municipality : eThekweni

City : Umlazi

District : Umlazi

Street : Umlazi Mega City Mega Dome fcg traffic on Mongusuthu Highway (M30, Umlazi, 4089, South Africa)

Description :

GPS latitude : -29.956202356 °

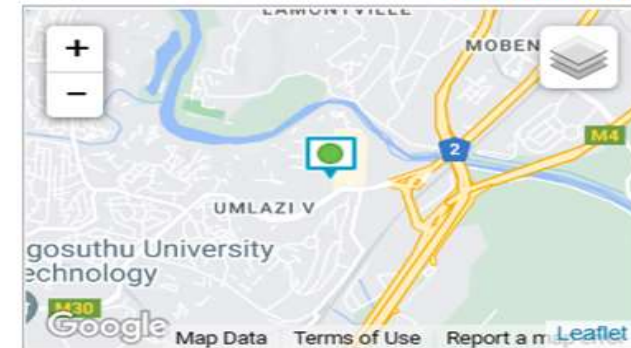
GPS longitude : 30.9385715781 °

Price : 167,901.00 ZAR

4 Weeks VAC : 6,184,844.00

Map

Center map



Face image



Default photo

Detail

.00 Detail

.00 Detail

.00 Detail

.00 Detail

.00 Detail

.00 Detail




.00 Detail

.01 Detail

.00 Detail

omc

Faces: 0/10/0/10 VAC: -/3,126,872/-/3,126,872 GRP: 0.00/5.17/0.00/5.17 %
 Price: 0/175000/0/175000 ZAR

Face ID	Site ID	Status	Type	Format (h/w)	Illumination	Motion	Spotplan	Provider	City	Street	4 Weeks VAC	Price	Detail
7446		●	OTH	3.84 x 12.00	Illuminated	G - Digital	7 - 15 x 10% 	Bool Media	Randburg	Corner of Jan Smuts & Bolton Drive, Rosebank (Situat...	1,218,948	50,000.00	Detail
7438		●	BBL	5.00 x 7.00	Illuminated	G - Digital	7 - 15 x 10% 	Adlogic	La Colline	Cnr R44 & R304, Stellenbosch, Western Cape (Captures...	755,276	35,000.00	Detail
8241		●	BBS	3.00 x 4.00	Illuminated	G - Digital	7 - 15 x 10% 	Alive Advertising	Johannesburg	Smit Street opp M1 N & S off Ramps, Johannesburg,...	364,076		Detail
7474		●	BBS	3.00 x 6.00	Illuminated	G - Digital	7 - 15 x 10% 	SB Outdoor	Germiston	Van Buuren Road - Bedfordview (This P6 high-definition...	224,732	25,000.00	Detail
7479		●	BBS	3.00 x 6.00	Illuminated	G - Digital	7 - 15 x 10% 	SB Outdoor	Somerset West	Somerset Mall Digital - Somerset West (This...	187,712	25,000.00	Detail
7336	WCD018	●	DG	3.00 x 6.00	Illuminated	G - Digital	7 - 15 x 10% 	Tractor Outdoor	Athlone		125,372		Detail
7900	UDN024	●	ULED	3.00 x 4.00	None	G - Digital	7 - 15 x 10% 	PRIMEDIA	Ballito		114,840		Detail
8023	00165529-D01S	●	BB	4.00 x 10.00	Illuminated	G - Digital	7 - 15 x 10% 	JCDECAUX	Matroosfontein		74,668		Detail
7835	ON 48 SS 123 - PM DIGITAL	●	BB_PM	3.00 x 6.00	Illuminated	G - Digital	7 - 15 x 10% 	OUTDOOR NETWORK	Ballito		37,152		Detail
896	REL439	●	BBL	4.50 x 8.00	Illuminated	G - Digital	7 - 15 x 10% 	RELATIV MEDIA	La Mercy	LOCATED ON THE M65 ENTERING THE AIRPORT FROM THE	24,096	40,000.00	Detail

Batch operations

Face legend

Respondent attributes Perimeters **Touchpoints**

Filter template :

Campaign :

Save template

[Templates list](#)

POI categories

Search tree...			
Name	Filtration method	Value	Status
POI categories (635,029)			
Official (635,029)			
Automotive, Autoservic...			
Auto Service & Maint...			
Automobile Dealersh...			
Motorcycle Dealershi...			
Petrol/Gasoline Stati...			
Truck Dealership (169)			
Border Crossing (48)			
Business (66,903)			
Commercial and Civic S...			
Education Institutions (...)			
Entertainment, Sport, L...			
Financial Institutions (2...			
Hamlet (12,320)			
Hospitals (89,839)			
Miscellaneous Categori...			
Named Places (20,986)			
Parking (1,170)			
Parks and Recreation (1...			
Restaurants (26,404)			
Shopping centres (202,...)			
Transport Hubs (971)			
Travel Destinations (33,...)			

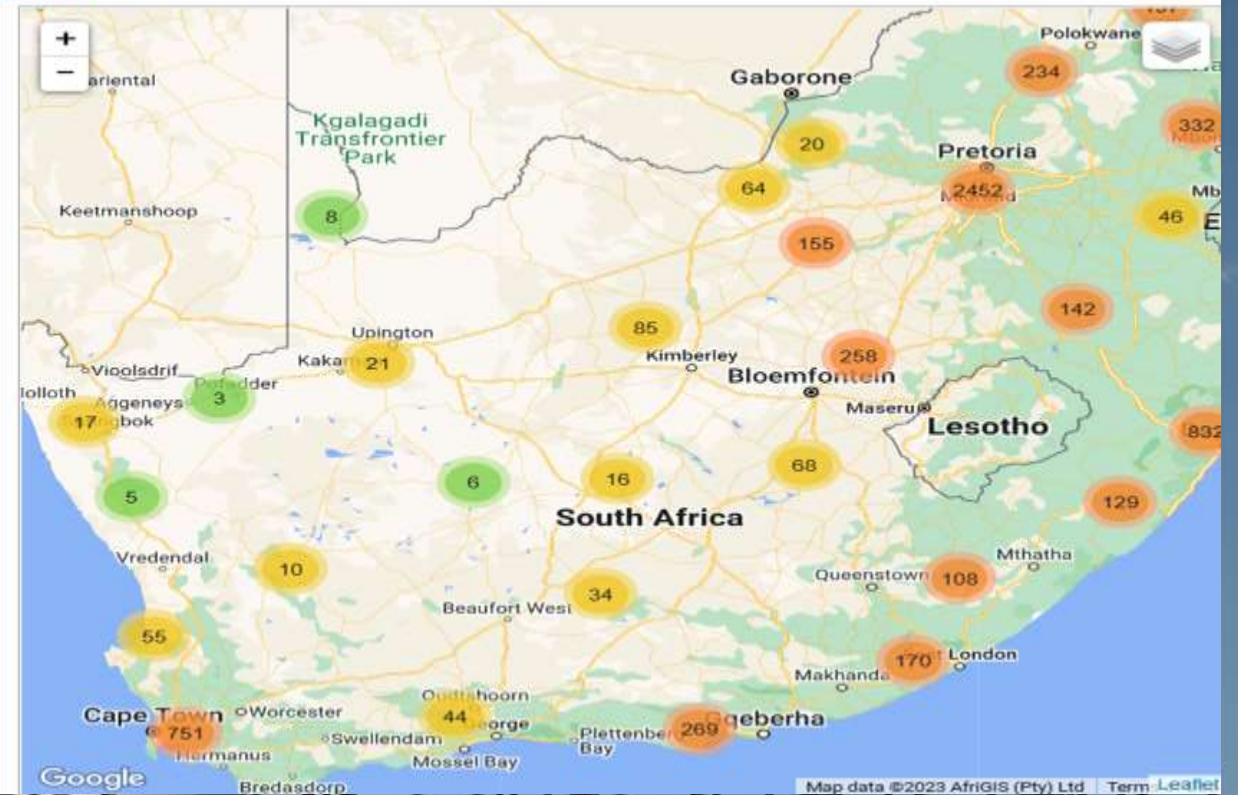
Map



POI categories

Name	Filtration method	Value	Status
POI categories (635,029)			
Official (635,029)			
Automotive, Autoserv...			
Auto Service & Maint...			
Automobile Dealersh...			
Motorcycle Dealershi...			
Petrol/Gasoline Stati...	1 - Absolute distance up ...	500	
Truck Dealership (169)			
Border Crossing (48)			
Business (66,903)			
Commercial and Civic S...			
Education Institutions (...)			
Entertainment, Sport, L...			
Financial Institutions (2...			
Hamlet (12,320)			
Hospitals (89,839)			
Miscellaneous Categori...			
Named Places (20,986)			
Parking (1,170)			
Parks and Recreation (1...			
Restaurants (26,404)			
Shopping centres (202,...			
Transport Hubs (971)			
Travel Destinations (33,...			

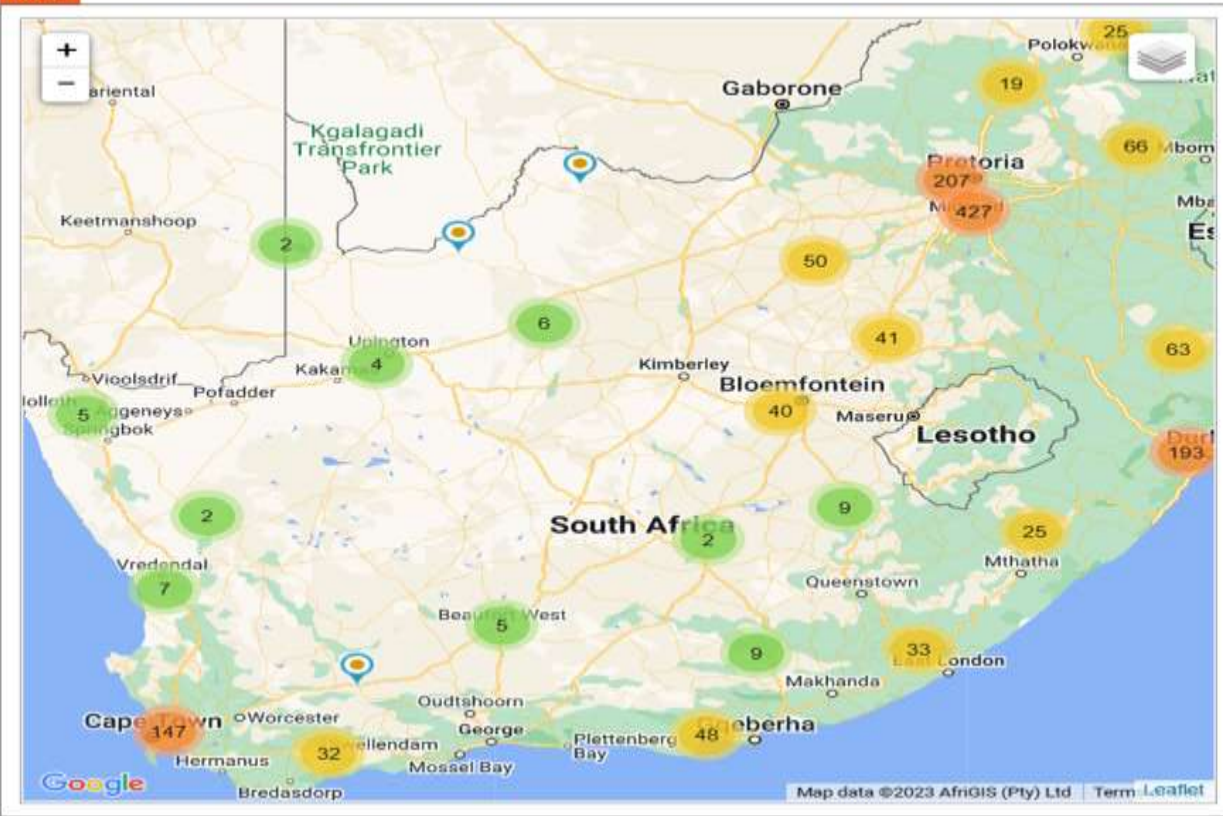
Map



POI categories

Name	Filtration method	Value	Status
POI categories (635,029)			
Official (635,029)			
Automotive, Autoservic...			
Auto Service & Maint...			
Automobile Dealersh...			
Motorcycle Dealershi...			
Petrol/Gasoline Stati...			
AFRICOIL (8)			
BP (763)			
BRENT OIL (23)			
CALTEX (1,128)			
ENER-GI (29)			
ENGEN (1,480)	1 - Absolute distance up ...	400	
EXEL (212)			
MBT PETROLEUM ...			
PUMA ENERGY (12...			
QUEST PETROLEU...			
SASOL (382)			
SHELL (899)			
SHOP-N-GO (1)			
TETCO (4)			
TOTAL (1,076)			
ZENEX (46)			
Truck Dealership (169)			
Border Crossing (48)			
Business (66,903)			
Commercial and Civic S...			

Map





Operations

- Center map
- View objects

Objects suitable for filter

Faces	POI
View faces	All
Face ID	Face
6813	This powerful building wrap is s Johannesburg
6662	On M1, double-decker Freeway. Johannesburg
6618	Largest free-standing billboard o... Johannesburg

1 / 1 1 - 3 / 3

Map
Map view : New map view

POI 568271 - SHELL
City: Johannesburg
Street:
Category: SHELL
[View POI in data grid](#)

Face ID 6813
This powerful building wrap is situated on the corner of Hubert and Johannesburg
Site ID: J135-L
4 Weeks VAC: 4,231,064
Type: 10.00 x 10.00 WRAP
Price: 95,000.00 ZAR
Owner: 16 - JINJA OUTDOOR ADVERTISING
Illumination: None
Motion: N - Static
Absolute distance up to: 120m

Map controls: Street view, Faces clustering, Faces as points, Face orientation, View POI, Filtered, Face legend

Operations

- Center map
- View objects

Objects suitable for filter

Faces		POI	
View POI		Filtered	
POI Id	POI		
568271	SHELL		
	Johannesburg		
1 / 1		1 - 1 / 1	

Map

Map view :

New map view

+

-

POI 568271 - SHELL

City: Johannesburg

Street:

Category: SHELL

View POI in data grid

Street view

Faces clustering

Faces as points

Face orientation

Shell

Face ID 6662

On M1, double-decker Freeway. Traffic driving from the south & Gold Reef City

Johannesburg

Site ID: ITM J002

4 Weeks VAC: 7,301,908

Type: 39.00 x 5.00 BBL

Price: 75,000.00 ZAR

Owner: 28 - ITS TIME MEDIA

Illumination: Illuminated

Motion: N - Static

Absolute distance up to: 194m

Operations

Center map

View objects

Objects suitable for filter

Faces

POI

View POI

Filtered

POI Id	POI
568271	SHELL
	Johannesburg

1

/ 1

1 - 1 / 1

Face legend

1. 2. Comparisons Multi-campaign



Values by a negative distribution

Calendar duration : 56

Date from : 30.10.2023

Date to : 24.12.2023

Analytic duration : 56

Avg. Freq : 1+

Price : 1587338.02 ZAR

ID	Province	Panel count	Population total	Target population	Target pop. %	VAC	VAC Avg	GRP	Reach	Reach (%)	Avg. Freq	CPT
	National	20	28,110,275	28,110,275	100.00	119,948,781	5,997,439	426.71	3,169,981	11.28 %	37.84	13.23
	Regions total	20	28,110,275	28,110,275	100.00	119,948,781	5,997,439	426.71	3,169,981	11.28 %	37.84	13.23
203	Eastern Cape	0	1,717,710	1,717,710	100.00	46,366	2,318	2.70	10,283	0.60 %	4.51	-
204	Free State	0	1,671,318	1,671,318	100.00	6,642,893	332,145	397.46	22,236	1.33 %	298.74	-
205	Gauteng	6	11,898,041	11,898,041	100.00	65,306,006	3,265,300	548.88	1,486,787	12.50 %	43.92	-
206	KwaZulu-Natal	7	3,742,769	3,742,769	100.00	28,563,288	1,428,164	763.16	582,550	15.56 %	49.03	-
207	Limpopo	0	530,981	530,981	100.00	1,384,081	69,204	260.66	12,537	2.36 %	110.40	-
208	Mpumalanga	0	1,850,186	1,850,186	100.00	48,152	2,408	2.60	25,118	1.36 %	1.92	-
209	North West	0	1,438,181	1,438,181	100.00	55,022	2,751	3.83	8,740	0.61 %	6.30	-
210	Northern Cape	0	456,392	456,392	100.00	184	9	0.04	130	0.03 %	1.41	-
211	Western Cape	7	4,804,697	4,804,697	100.00	17,902,789	895,139	372.61	1,021,600	21.26 %	17.52	-

What is pDOOH?

Confusion / misunderstanding in general.

How do I make this work for my client?

Client only wants to advertise at this time on this day – but am I correct?

Durations – Loops – Share of loop – Average Frequency – VACs







OMC visits MGE/IPSOS in Prague

What can you look forward to

Additional software enhancements for users:

Introducing IDS2 : with Programmatic capabilities



What can you look forward to

Additional software enhancements for media owners:

Introducing IMS Lite



What can you look forward to

IPSOS is ready to commence

The next JIC on the cards

Static Transit Media:

Taxi Ranks, Gautrain and Airports



OMC attends the WOO Conference in Lisbon

The “Geek” meeting

Audience Measurement





DOOH is looked at longer than static billboards

Neuroscience evaluations suggest an average exposure of 4.5 seconds to see an ad on DOOH.

USA findings are that you need 2.5 to 3 seconds to understand comms on OOH.

General agreement – we need a benchmark for how many people we need to reach to make any impact on digital and or static OOH.

A call for DOOH eye tracking research to be done in more detail to fully grasp how long people interact and the differences between DOOH and static

CMM – Cross Media Measurement
Belief that there is confusion in the market

- Reach of medium vs Reach of people
- Media reach vs Advertising reach
- Visible reach vs Viewed Ad Reach



The WOO Conference Highlights

27 countries

50 Associations

Canada
Argentina
India
Germany
America

Key take outs and areas of concern were:
MEASUREMENT is the biggest concern
MEASUREMENT must look at people
SUSTAINABILITY is the next BIG issue

OOH measurement is becoming more
COMPLEMENTARY to other media types



The WOO Conference Highlights

Global Adspend is up to Pre-Covid levels but OOH is still only 4.7% of total media spend!

DOOH as a % of total spend for 2022

Africa – 11.7%

North America – 29.7%

Europe – 37.8%

GLOBAL OOH VOLUME AND % SHARE OF TOTAL MEDIA IS A FLAT LINER!

5.1% FOR 2023



Insights Shared

Germany & China

Key Area of focus:
“Sustainability is a necessity for consumers, brands & agencies alike”

Our biggest declaration

OOH is a game changer to all media strategies
around the world!

In South Africa, with ROAD 2.0, OOH is the most explainable
with probably the most innovation from a research and software
perspective too!

ROAD 2.0 is a formidable currency which sets OOH apart



What can the industry look forward

Regular Annual ROAD 2.0 releases with that year's travel data.

More accurate travel information

Software developments for both members and end users.

The launch of the next JIC.



A faint, light gray map pattern with a grid of streets and circular nodes is visible in the background of the left half of the image.

omc

OUT OF HOME
MEASUREMENT
COUNCIL.

THANK YOU!

