

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...







Field work partner



Technical Oversight



omc

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





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

ROAD 2.0 in numbers modelling



62.809 respondents interviewed, geocoded and routed on street links



İİİ

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)



28.110.275 Adults aged 15+ in Metro Urban areas

ROAD2.0 in numbers – total performance



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)



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

OTS: Opportunity to See

Any person driving or walking near the frame, within the Cone of Vision, would be a potential viewer of the frame.

ROTS: Realistic Opportunity to See

LEVEL OF REFINENTENT Includes audiences in the CoV that are travelling in the direction of the panel

The **potential viewability** that is available for the frame.

VAC

Visibility Adjusted Contact

- attention based

measurement



OOH compared to other media types

OTS: Opportunity to See TV, Radio, Print, Online Digital

ROTS: Realistic Opportunity to See

TV, Radio, Print, Online Digital

Aspiring to be here

VAC Visibility Adjusted Contact

OOH is the only media type that can currently offer this level of granularity and refined audience figures



LENEL OF REFINEMENT

Face ID	<u>Site ID</u>	<u>Status</u>	<u>Type</u>	Format (h/w)	Illumination	Motion	<u>Spotplan</u>	<u>Provider</u>	City	Street	<u>4 Weeks</u> 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	٠	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	Detai
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	Detai
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	Detai
5089	5981	•	BBS	3.00 × 6.00	None	N - Static		JCDECAUX	Umlazi	Facing traffic along Mangosuthu Highway to Umlazi	3,085,548	2,000.00	Detai
7889	WC035A	۲	вв	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	Detai
5085	SPEC/433/1	۰	BBL	4.50 x 18.00	Illuminated	N - Static		PRIMEDIA	Durban	Facing traffic traveling from the Southern Suburbs	2,724,044	66,965.01	Detai
6698	WC 350-0 LB	٠	BBL	3.00 × 12.00	Illuminated	N - Static		AD OUTPOST	Athlone	Travel West from CPT International Airport to	2,254,784	38,600.00	Detai

JINJA OUTDOOR

Athlone

7142 J224-L

۲

BBL

4.00 x 16.00 None

N - Static

1

Traffic traveling from Somerset West,

😸 Batch operations 🛛 🛛 😸 Face legend

omc

2,111,820 50,000.00 Detail

Data of face fall in campaign 23.1 - Presentation Face ID: 6131 Provider: OUTDOOR NETWORK Site ID: 0N 90 55 6 Type: BB Format (h/w): 15.00 x 40.00 Satus: Illumination: Illuminated Motion: Notion: N- Static Province: wazulu-Natal District Municipality: Entekwini Gry: Undazi District: Undazi Street: Undazi Mage City Mega Dome frg traffic on Morgusuthur Highway (M30, Umlaz, dags), south Africa EpsS latitude: 29.956202356 ° GryS longitude: 30.9385715787 ° At Weeks VAC: 6.184.84.00			A	Contraction of the local division of the loc		10		100
Face ID 6131 Provider: OUTDOOR NETWORK Site ID: ON 90 55 6 Type: BBL Format (hvw): 15.00 x 40.00 Status: Illumination: Illuminated Motion: Or province: Kwazulu-Natal District Municipality: City: Umlazi District Municipality: City: Umlazi District Municipality: Street: Umlazi Mega City Mega Dome fcg traffic on Mongusuthu Highway (M30, Umlazi, 4089, South Africo) Description:	Data of face 🔶 6131	✓ →	in campaign 23.1 - Presentation				\mathbf{X}	
Face ID: 6131 Provider: QUIDDOOR NETWORK Site ID: 0.190 55 6 Type: BBL Format (h/w): 15.00 × 40.00 Status: Illumination: Illuminated Motion: Motion: N- Static Province: Kwazulu-Natal District Municipality: ethekwini City: Umlazi District Municipality: ethekwini Atweeks VAC: 6131 Description: Ethekwini GPS latitude: -29.956202356 ° GPS latitude: 30.3385715781 ° Price: 167.901.00 ZAR					Map	Center map		
Site ID: ON 90 SS 6 Type: BBL Pormat (h/w): 15.00 x 40.00 Satus: Illumination: Illuminated Motion: N. Statuc Illumination: Illuminated District Municipality: ethekwini City: Umlazi District Municipality: ethekwini City: Umlazi District Umlazi Strete: Umlazi Mega Clty Mega Dome fcg traffic on Mongusuthu Highway (M30, Umlazi, da98, South Africa) Price: 29.956202356 ° GPS longitude: 30.9385715781 ° Price: 167.901.00 ZAR	Face ID :	6131	Provider :	OUTDOOR NETWORK				
Format (h/w): 15.00 x 40.00 Status: Image: Status: Imag	Site ID :	ON 90 SS 6				MODEN		
Format (h/w): 15.00 × 40.00 Status: Illumination: Illuminated Motion: Notion: N-Statuc Province: Kwazulu-Natal District Municipality: eThekwini City: Umlazi District Municipality: eThekwini District: Umlazi Street: Umlazi Mega City Mega Dome fcg traffic on Mongusuthu Highway (M30, Umlazi, 4089, South Africa) Description:	Type :	BBL			56			
Illumination : Illuminated Motion : N - Static Province : KwaZulu-Natal District Municipality : eThekwini City : Umlazi District : Umlazi Street : Umlazi Mega City Mega Dome fcg traffic on Mongusuthu Highway (M30, Umlazi, 4089, South Africa) Motion : Image Im	Format (h/w) :	15.00 x 40.00	Status :	•				Detail
Province: KwaZulu-Natal District Municipality: eThekwini City: Umlazi District: Umlazi Street: Umlazi Mega City Mega Dome fg traffic on Mongusuthu Highway (M30, Umlazi, 4089, South Africa) Image City Mega Dome fg traffic on Mongusuthu Highway (M30, Umlazi, 4089, South Africa) Description: Image City Mega Dome fg traffic on Mongusuthu Highway (M30, Umlazi, 4089, South Africa) Description: Image City Mega Dome fg traffic on Mongusuthu Highway (M30, Umlazi, 4089, South Africa) Price: 107,905,002,286 At Weeks VAC: 6.184.844.001	Illumination :	Illuminated	Motion :	N - Static				
Street: Umlazi Mega City Mega Dome fcg traffic on Mongusuthu Highway (M30, Umlazi, 4089, South Africa) Description: GPS latitude: -29.956202356.° GPS longitude: 167,901.00 ZAR A Weeks VAC: 6184.844.00 Face image ① Image ① Image ① Image ① Image ① Image ① Image ① Image ① Image ① Image ① Image ① Image ① Image ① Image ① Image ② Image ② Image ② Image ② Image ③ Image ④ Image ④ Image ④ Image ⑤ Image ⑥ Image ⑥ Image ⑥ Image ⑧ Image ⑧ Image ⑧ Image ⑧ <td></td> <td></td> <td></td> <td></td> <td>echnology</td> <td></td> <td>.00</td> <td>Detail</td>					echnology		.00	Detail
Street: Umlazi Mega City Mega Dome fcg traffic on Mongusuthu Highway (M30, Umlazi, 4089, South Africa) Description: GPS latitude: -29.956202356.° GPS longitude: 167,901.00 ZAR A Weeks VAC: 6184.844.00 Face image ① Image ① Image ① Image ① Image ① Image ① Image ① Image ① Image ① Image ① Image ① Image ① Image ① Image ① Image ② Image ② Image ② Image ② Image ③ Image ④ Image ④ Image ④ Image ⑤ Image ⑥ Image ⑥ Image ⑥ Image ⑧ Image ⑧ Image ⑧ Image ⑧ <td>Province :</td> <td>KwaZulu-Natal</td> <td>District Municipality :</td> <td>eThekwini</td> <td>Coople Man Data Terms</td> <td>of Use Report a r Leaflet</td> <td></td> <td></td>	Province :	KwaZulu-Natal	District Municipality :	eThekwini	Coople Man Data Terms	of Use Report a r Leaflet		
Description : 00 Detail GPS latitude : -29.956202356. ° GPS longitude : 30.9385715781 ° Price : 167,901.00 ZAR Detail	City :	Umlazi	District :	Umlazi	O Map Data Terris	or use Report a maplema.	.00	Detail
Description : 00 GPS latitude : -29.956202356 °. GPS longitude : 30.9385715781 °. Price : 167,901.00 ZAR AWeeks VAC : 6184.844.00	Street :		ga Dome fcg traffic on Mongusuthu F	lighway (M30, Umlazi,	Face image 🕕	$ \langle \rangle \rangle$.00	Detail
Description : GPS latitude : -29.956202356. GPS longitude : 30.9385715781. Price : 167,901.00 ZAR 00 Detail 00 Detail 00 Detail 00 Detail 00 Detail 00 Detail 00 Detail 00 Detail 00 Detail 00 Detail 00 Detail 00 Detail 00 Detail 00 Detail 00 Detail 00 Detail 00 Detail 01 Detail		4089, South Africa)			- interior	1 - 1	00	Dotail
Description : .00 Detail GPS latitude : -29.956202356. ° .00 Detail GPS longitude : 30.9385715781 ° .00 Detail Price : 167,901.00 ZAR .00 Detail A Weeks VAC : 6.184.844.00 .01 Detail				4		Switch to SAY	.00	Detan
GPS longitude : 30.9385715781 ° Price : 167,901.00 ZAR A Weeks VAC : 6 184 844 00	Description :				every day		.00	Detail
GPS longitude : 30.9385715781 ° Price : 167,901.00 ZAR A Weeks VAC : 6 184 844 00	GPS latitude :	-29.956202356. °						
Price : 167,901.00 ZAR A Weeks VAC : 6 184 844.00						ALC: NOT THE REAL PROPERTY OF	.00	Detail
Price : 167,901.00 ZAR Default photo Default						00	Detail	
4 Weeks VAC : 6 184 844 00	Price :	167,901.00 ZAR			- Contraction		.00	Detail
4 Weeks VAC : 6 184 844 00					. Store to	Default photo	.01	Detail
	4 Weeks VAC :	6,184,844.00					.00	Detail





Faces: 0/10/0/10

Price: 0/175000/0/175000 ZAR

VAC: -/3,126,872/-/3,126,872 GRP: 0.00/5.17/0.00/5.17 % C

4 Weeks Face Format Batch Site ID Status Type Illumination Motion Spotplan Provider City Street Price Detail ID (h/w) VAC Corner of Jan Smuts & Bolton 7 - 15 x 10% operations 7446 0 OTH 3.84 x 12.00 Illuminated G - Digital Bool Media Randburg 1,218,948 50,000.00 Detail Drive, Rosebank (Situated... 7 - 15 x 10% Cnr R44 & R304, Stellenbosch, 0 Illuminated G - Digital 7438 BBL 5.00 x 7.00 La Colline 755,276 35,000.00 Adlogic Detail Western Cape (Captures... 7 - 15 x 10% Alive Smit Street opp M1 N & S off G - Digital 0 8241 BBS 3.00 x 4.00 Illuminated Johannesburg 364,076 Detail Advertising Ramps, Johannesburg,... Face legend 7 - 15 x 10% Van Buuren Road - Bedfordview 0 7474 BBS 3.00 x 6.00 G - Digital 224,732 25,000.00 Illuminated SB Outdoor Germiston Detail (This P6 high-definition... 7 - 15 x 10% Somerset Mall Digital - Somerset 0 G - Digital 187,712 25,000.00 7479 BBS 3.00 x 6.00 Illuminated SB Outdoor Somerset West Detail West (This... 7 - 15 x 10% Tractor 0 G - Digital 125,372 7336 WCD018 DG 3.00 x 6.00 Illuminated Athlone Detail Outdoor 7 - 15 x 10% 0 G - Digital Ballito 7900 UDN024 ULED 3.00 x 4.00 None PRIMEDIA 114,840 Detail 00165529-7 - 15 x 10% ۲ 4.00 x 10.00 Illuminated G - Digital 8023 BB **ICDECAUX** Matroosfontein 74,668 Detail D015 ON 48 55 7 - 15 x 10% OUTDOOR 7835 123 - PM ۲ BB PM 3.00 x 6.00 Illuminated G - Digital Ballito 37,152 Detail NETWORK DIGITAL LOCATED ON THE M65 7 - 15 x 10% RELATIV REL439 BBL 4.50 x 8.00 Illuminated G - Digital 24,096 40,000.00 Detail 896 La Mercy ENTERING THE AIRPORT FROM MEDIA

omc

er template : New template	Car	mpaign : 0.0 - No campaign	Save template	🔳 Templates li
l categories		Мар		
earch tree	✓ Q × E ①	13-30 A		
ime	Filtration method	Value Status +		Polokwane
 POI categories (635,029) 		- ariental		Gaborone
Official (635,029)		1		
O Automotive, Autoservic			Kgalagadi	Mb
 Auto Service & Maint 			Tränsfrontier	Pretoria
 Automobile Dealersh. 				Midrand N
Motorcycle Dealershi.		Keetmansh	hoop	
 Petrol/Gasoline Stati 				The states and the
 Truck Dealership (169 	0			
Border Crossing (48)				
iii 💿 Business (66,903)		~ ~ ~	Upington	
Commercial and Civic S		2	Kakamaa Kimberl	
Education Institutions (lolloth	Pofadder	Bloemfontein
💷 💿 Enterteinment, Sport, L		Springbok	yao -	Maseru ()
③ ● Financial Institutions (2)	•	opringuos		Lesotho J D
iii 💿 Hospitals (89,839)			You want the second sec	he I - Si - 1
🗉 💿 Miscellaneous Categori			South Afric	a
Image: Barbon Market (20,986)		Vrede	endal	Mthatha
😐 💿 Parking (1,170)				Queenstown
③ ② Parks and Recreation (1.	**		Beaufort West	
iii 💿 Restaurants (26,404)				A CALL MI CALL
Shopping centres (202,			ALL ALL	East London Makhanda
🎟 💿 Transport Hubs (971)			Oudtahoorn	
⊕ ③ Travel Destinations (33,		Cape	Town ^{oWorcester} ^o Swellendam Hermanus Mossel Bay	iqeberha

omc

III.

01 categories			Map
earch tree	✓ Q × E ①		
ame	Filtration method	Value Status	+ Polokwane
POI categories (635,029)			- ariental Gaborone 234
Official (635,029)			
😑 💿 Automotive, Autoservic			Kgalagadi Trànsfrontier Park 20 Pretoria
Auto Service & Maint			Park 20 Pretoria
 Automobile Dealersh 			64 2452
 Motorcycle Dealershi 			Keetmanshoop
 Petrol/Gasoline Stati 	1 - Absolute distance up	500	155
 Truck Dealership (169) 			
Border Crossing (48)			
Business (66,903)			Upington 85
Ommercial and Civic S			Kimberley 258
Education Institutions (Sviooisant Batadder Bloemfontein
🕀 💿 Enterteinment, Sport, L			Angeneys 3 Maseruge
③ ⑤ Financial Institutions (2			17 gbok
🖪 💿 Hamlet (12,320)			68
💷 💿 Hospitals (89,839)			6 16 129
Image: Miscellaneous Categori			South Africa
🖪 💿 Named Places (20,986)			Vredendal Mthatha
			10 Queenstown 108
③ ③ Parks and Recreation (1			Beaufort West 34
③ ③ Restaurants (26,404)			55
iii 🐵 Shopping centres (202,			Makhanda 170 London
Transport Hubs (971)			Outphoorn
			Cape Town ^o Worcester 44 orge 6751 • Swellendam Oswellendam Bay Hormanus Mossel Bay
			Google Bredasdorp Map data @2023 AfriGIS (Pty) Ltd Term Li

T T T

omc

III-

Search tree	📉 q 🗙 🖽 🕕				The sea of		1 mm - C	25
Name	Filtration method	Value	Status	+	- 10		Poloky	Nout S
 POI categories (635,029) 			-	- ariental		Gabo	rone 19	
Official (635,029)								
Automotive, Autoservic				60.	Kgalagadi Transfrontier Park	ma		66 Ab
Auto Service & Maint				1 1 2	Park	S Quanda	Protoria 2079	
Automobile Dealersh				1 TUS			NI 427	N
Omega Motorcycle Dealershi				Keetmanshoop			421	
😑 💿 Petrol/Gasoline Stati					2 Juny		50	
AFRICOIL (8)					12 I	TA		
BP (763)				A A	28	R		
BRENT OIL (23)				n l	Upington	Charles the	41	63
CALTEX (1,128)				Vicolsdrif_	Kakan 4	Kimberley	e in the main	1.
- (C) ENER-GI (29)				Pofadde		Bloen	ofontein	
ENGEN (1,480)	1 - Absolute distance up	400		5 dgeneyse spingbok	1	4	Lesotho	his
EXEL (212) APT PETPOLEUM					- 20	Non Y	Lesouro	- / 19
MBT PETROLEUM DUMA ENERGY (12)					+ 1	NI INT	4 5	1
PUMA ENERGY (12				2	Alter Va	South Africa	9	
QUEST PETROLEU					N/ 8 18 18	South All 2	25	
 SASOL (382) SHELL (899) 				Vredendal	AT A ST	1 KU	Queenstown O	
				7	An Article		duce intown	
					Beau	Vest And	and the second second	
@ TOTAL (1,076)						9	33 London	
Ø TOTAL (1,070) Ø ZENEX (46)				A STATE			Makhanda	
O Truck Dealership (169)				Cape 147 Wn OW	orcester Oudtshoon	n		
O Border Crossing (48)					an ellendam O	e Plettenberg 48 ober Bay		
				Google	Mossel Bay	203		
Commercial and Civic S			-	Bre	dasdorp		Map data @2023 AfriGIS (Pty) Ltd	Term Leaf
		1			1//		~ N V	

7

omc

III.



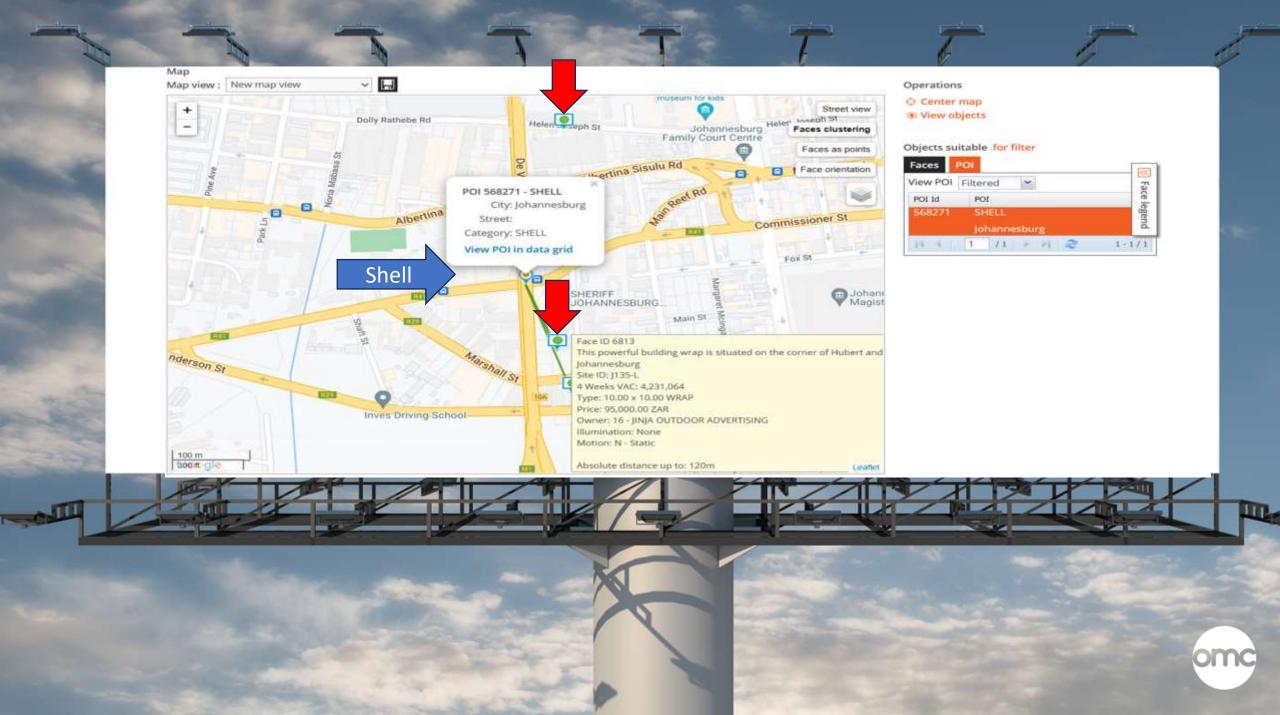
Operations

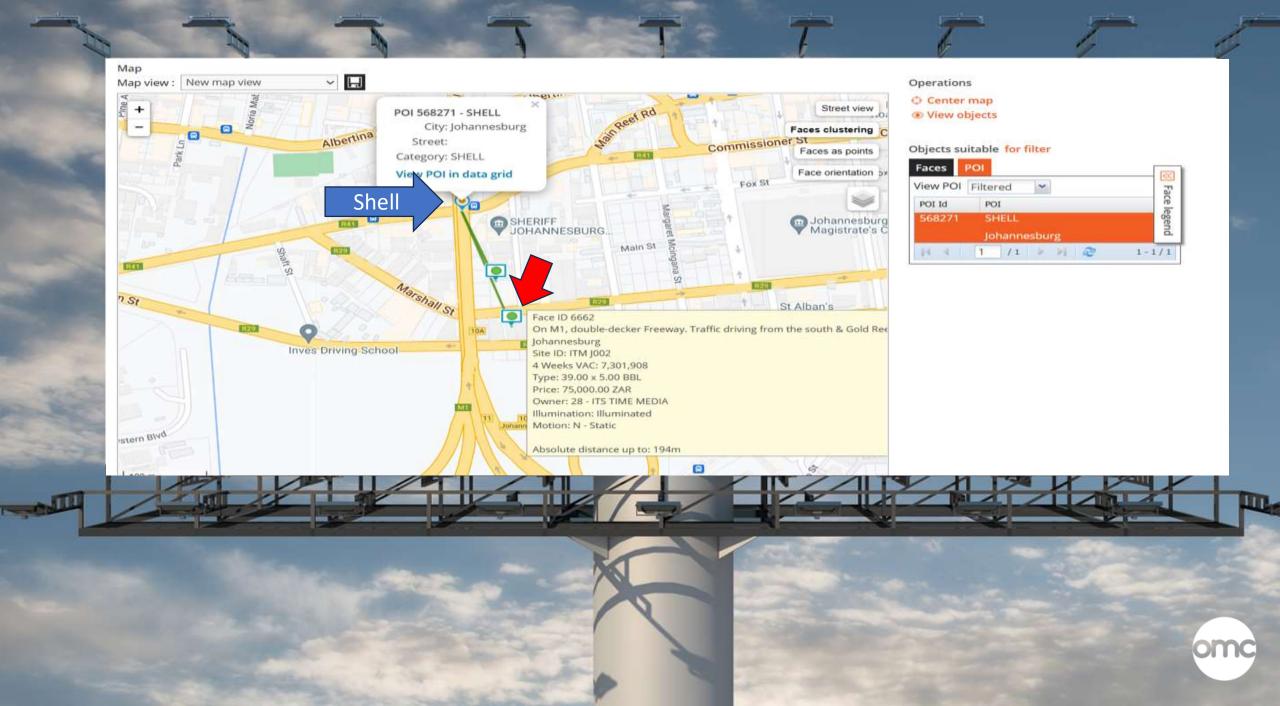
Center map
 View objects

Objects suitable for filter

Faces P	01	1001
View faces	All	Fa
Face ID	Face	ce le
6813	This powerful building wrap is s Johannesburg	egen
6662	On M1, double-decker Freeway. Johannesburg	-
6618	Largest free-standing billboard o Johannesburg	D
14 .4	1 /1 2 2 1-3	3/3

III





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	1
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	5
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	

PDF XLS

And

OM

```
11 100 - 101110 1 11 11 011 000 - 100 - 10 10
1000 1010 101 010 0.00 100 101 01.11 11 1 10101 01.00. 1010 0010.00
What is pDOOH?
10 101111111.00 10 10 00 01 01110 011 111
                                         11001 0
0 1
Confusion / misunderstanding in general.
10110
00.00
    How do I make this work for my client?
                                                         1 1 1
    Client only wants to advertise at this time on this day – but am I correct?
                                                         100
0 1 0
                                                         010
   Durations – Loops – Share of loop – Average Frequency – VACs
1 1 1 1 • • 0 • 0 • 0 0 0 • • 0 0 0 1 0 1 • • • 1 1 1 • • 0 • • 0 • • 0 1
         0 001-10 10-1-1-1 01-0101 0001-101-100-01-00-01-101
11 1 010
```





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 countries50 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

ome

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.



THANK YOU!



OUT OF HOME MEASUREMENT COUNCIL •