



OOH 2026-1

Openbare resultaten
Résultats publics

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

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	Paper & digital 8-10-20m²	13,3%	14	500	661	67,2 %	65.318.959	766	71,7 %	41.801.010
Belgium 600	Belgian Posters	Paper & digital 8-10-20m²	13,3%	14	600	739	73,9 %	73.033.851	852	77,9 %	46.506.270
Belgium 700	Belgian Posters	Paper & digital 8-10-20m²	13,3%	14	700	841	80,6 %	83.096.347	969	83,8 %	52.879.952
Belgium 800	Belgian Posters	Paper & digital 8-10-20m²	13,3%	14	800	894	81,9 %	88.407.717	1027	84,9 %	56.082.730
Grand Slam 800	Belgian Posters	Paper & digital 8-10-20m²	13,3%	14	800	857	83,0 %	84.723.987	985	85,9 %	53.773.384
Grand Slam 900	Belgian Posters	Paper & digital 8-10-20m²	13,3%	14	900	913	83,8 %	90.208.828	1046	86,6 %	57.087.108
Roadside & Train stations	Media owner	Size (m²)	SOV	Duration	# Faces	VRP	VA Reach %	VA Contacts	VRP	VA Reach %	VA Contacts
MOF	Bauer Media Outdoor	36m² + Panoramix + digital 3-4-7-13-35-87m²	10%	14	105	274	41,9 %	27.105.755	325	46,8 %	17.752.994
Maxi MOF	Bauer Media Outdoor	16-36m² + Panoramix + digital 3-4-7-13-35-87m²	10%	14	575	765	69,6 %	75.613.676	885	74,0 %	48.327.366
Paper networks											
Roadside	Media owner	Size (m²)		Duration	# Faces	VRP	VA Reach %	VA Contacts	VRP	VA Reach %	VA Contacts
Prestige	JCDecaux	8-21-38m²		14	160	355	44,9 %	35.131.607	424	50,0 %	23.160.348
SuperStar	JCDecaux	8-20m²		14	785	726	76,7 %	71.798.774	849	80,4 %	46.349.630
Super Prestige	JCDecaux	8-20-21-38m²		14	915	1017	77,5 %	100.488.377	1193	81,2 %	65.123.439

Urban Furniture

Mix Paper & digital networks											
Roadside	Media owner	Size (m²)	SOV	Duration	# Faces	VRP	VA Reach %	VA Contacts	VRP	VA Reach %	VA Contacts
Route	JCDecaux	Paper & digital 2m²	10%	7	2150	718	64,0 %	70.959.715	845	68,3 %	46.114.746
Roadside & Retail	Media owner	Size (m²)	SOV	Duration	# Faces	VRP	VA Reach %	VA Contacts	VRP	VA Reach %	VA Contacts
Route FMCG	JCDecaux	2m² + digital 55"-65"-70"-72"-75"-2m²	10%	7	2225	654	65,5 %	64.604.001	747	68,8 %	40.794.940
Full Monty	JCDecaux	Inserts 0,5m² + digital 2m²	10%	7	8711	617	62,9 %	60.958.180	728	67,3 %	39.718.960
Roadside & Train stations	Media owner	Size (m²)	SOV	Duration	# Faces	VRP	VA Reach %	VA Contacts	VRP	VA Reach %	VA Contacts
Adshel Mix 1700 & Station network	Bauer Media Outdoor	2m² + digital 55"-2m²	10%	7	2043	525	60,3 %	51.944.495	628	64,5 %	34.299.102
Adshel Mix 1700 & Live Elite	Bauer Media Outdoor	2m² + digital 55"-2m²-8m²	10%	7	2141	517	61,7 %	51.060.457	611	66,0 %	33.339.038
gOOH	Bauer Media Outdoor	2m² + digital 55"-2m²	10%	7	2799	721	65,2 %	71.309.338	858	69,3 %	46.848.701
Roadside, Metro stations & Retail	Media owner	Size (m²)	SOV	Duration	# Faces	VRP	VA Reach %	VA Contacts	VRP	VA Reach %	VA Contacts
Cover	JCDecaux	Inserts 0,5m² + 2m² + digital 70"-72"-75"-2m²	10%	7	2524	691	71,3 %	68.306.356	805	75,1 %	43.975.334
Digital networks											
Metro stations	Media owner	Size (m²)	SOV	Duration	# Faces	VRP	VA Reach %	VA Contacts	VRP	VA Reach %	VA Contacts
Digital Metro	JCDecaux	Digital 2m²	15%	7	160	138	8,3 %	13.598.304	164	9,8 %	8.960.224
Retail	Media owner	Size (m²)	SOV	Duration	# Faces	VRP	VA Reach %	VA Contacts	VRP	VA Reach %	VA Contacts
Retail	JCDecaux	Digital 55"-72"	10%	7	227	45	17,1 %	4.447.935	43	16,5 %	2.329.342
Malls	JCDecaux	Digital 65"-70"-72"-75"	10%	7	176	42	10,0 %	4.135.855	40	9,8 %	2.195.072

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