CommPass

MATINEE CiM 2019

OOH

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President Strategic Committee OOH

OOH AUDIENCE DATA: BIGGER AND BETTER

TO INNOVATE OR NOT TO INNOVATE

CIM OOH – THE MOST INNOVATIVE CIM STUDY

An ecosystem fitted for extensions and refinement

- Virtual database of 9,6 mio Belgians and their 180 mio weekly trips OSM
- Model combining
  - Survey data (traffic mode, traffic motives, profiles)
  - Big data: detailed traffic speed & traffic volume data per day/hour/road segment
- Sophisticated inventory classification on OSM to obtain performances per panel
- Launch of a new currency: viewed contacts thanks to Route algorithm: VAC / VRP
- Potential to publish more granular data: seasonality, day of weeks, hours...
- Potential to integrate other OOH environments & new and/or better data

CIM OOH – THE 2019 CHALLENGES

1.

More granular data & flexibility in reporting for Digital OOH

2.

New travel data with optimization of origin-destination data for 'other' trips

3.

Integration of train stations

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DIGITAL VAC & DIGITAL REPORTING

Extension of viewability algorithm for digital panels with

COMPLETED

1. Higher visual attraction & longer eye fixation
2. Time & rotation
   - Share of time
   - Exposure depending on dwell time
   - Dwell time depending on speed and distance

$$\left[\left[\frac{\text{Dwell Time}}{\text{Loop Duration x Share \%}}\right] + 1\right] \times \text{Share \%}$$

Based upon European JIC study

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DIGITAL VAC & DIGITAL REPORTING

COMPLETED

New module in IDS reporting tool to analyze digital spot plans - since Feb

Week Day	Mo			Tu			We			Th			Fr			Sa			Su		
Daily hour	Spot duration	Freq/hr	Share %	Spot duration	Freq/hr	Share %	Spot duration	Freq/hr	Share %	Spot duration	Freq/hr	Share %	Spot duration	Freq/hr	Share %	Spot duration	Freq/hr	Share %	Spot duration	Freq/hr	Share %
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NEW TRAVEL DATABASE
A BIG OPERATION WITH BIG IMPACTS

OBJECTIVES

1. Update Virtual Population (CIM Golden Standard = +1,1% Belgians 12+)
2. Improve 'other trips' data by use of observed Telco data
3. Correction of trips repetition: observed repetition & exact destination address

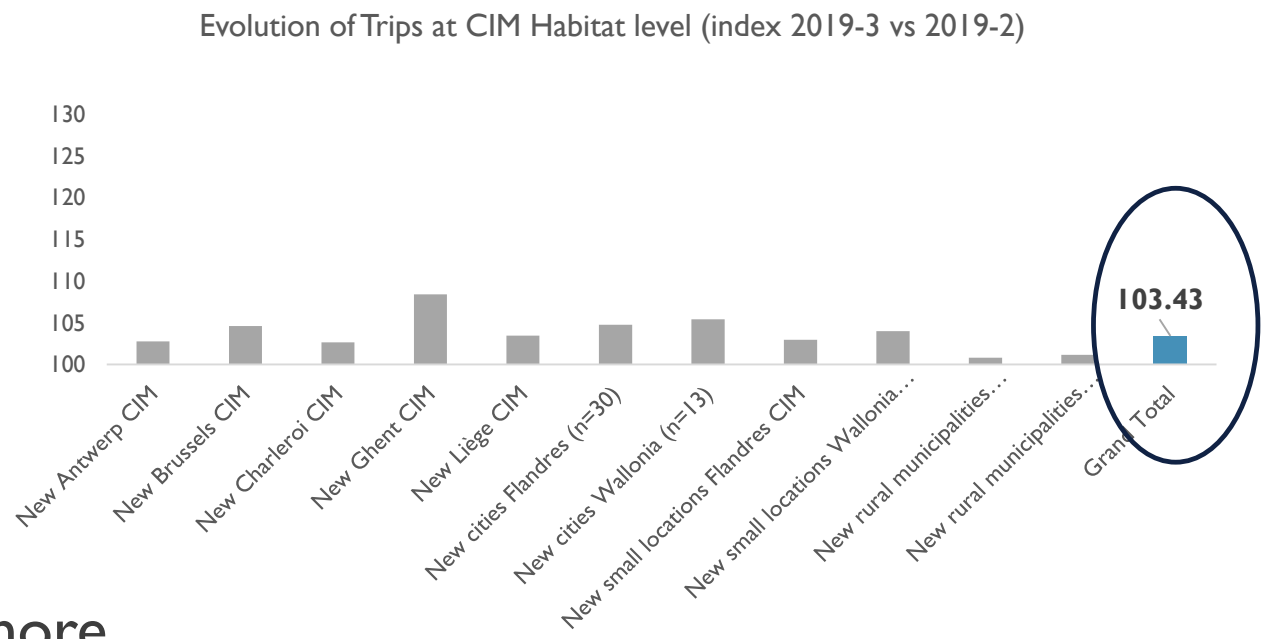
INTEGRATION OF TELCO DATA IN O-D MATRIX

- Biggest weakness: attraction model defining origin - destination of other trips (70%)
- The solution: integrate Proximus Telco data in the model
  - 3 billion transaction/day geolocalized representing 40% Telco market share
  - Basis: data 3 months in 2018 – average week, days, dayparts
  - Aggregated at NIS6 (postcode) level

- The good news: no further calibration of the data needed, almost 1/1 relation with benchmark

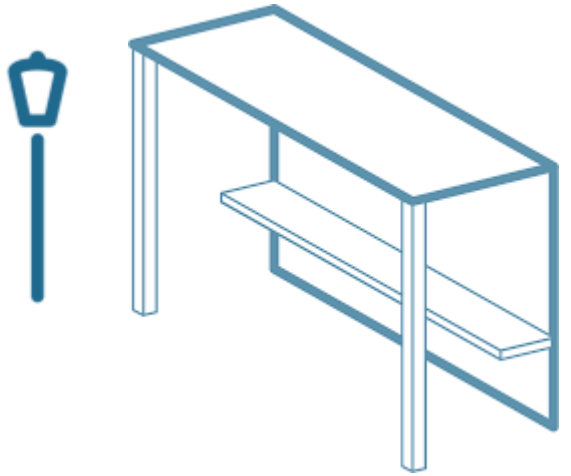
NEW TRAVEL DATABASE: IMPACT ON RESULTS

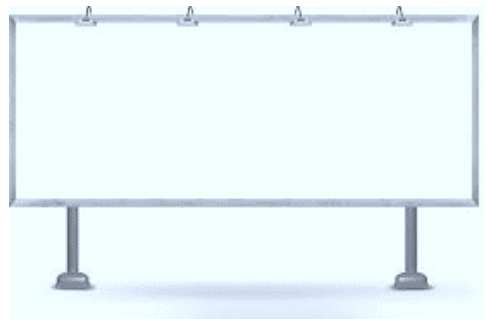
- Higher number of trips
- Shorter distances
- Less combinations from-to (daily travel habits)
- More concentration on local level
- Pedestrian and bike trip increasing more



EXPECTED IMPACT NEW TRAVEL DATABASE ON VAC RESULTS STREET PANELS

- Global VAC evolution: +13,6%
- Big variations per panel
- Net reach is stable
- Increase of frequency across all networks
- Evolutions transport mode & CIM Habitat comparable to evolutions trips

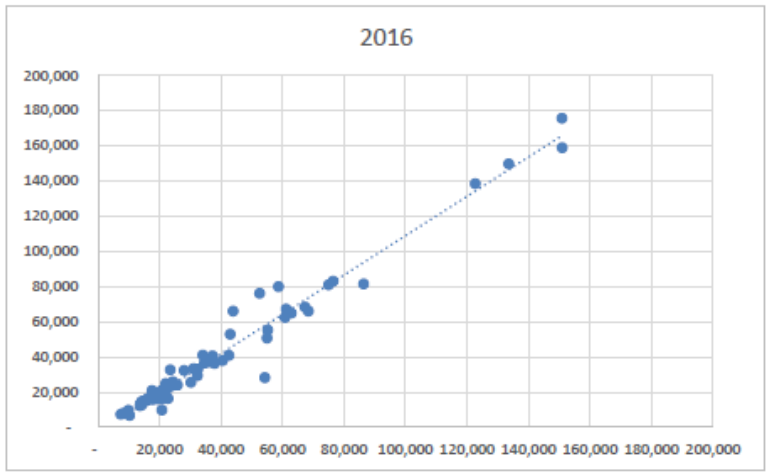


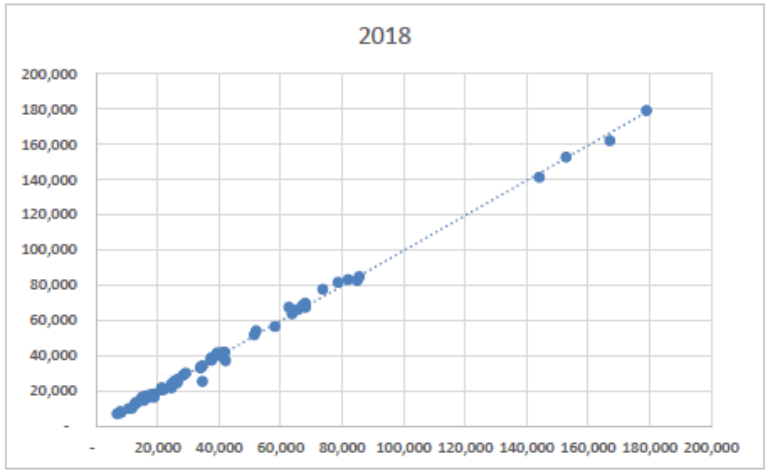


EXPECTED IMPACT NEW TRAVEL DATABASE ON VAC RESULTS METRO PANELS

- Significant evolutions at station level
- Obtained volumes more consistent with STIB benchmarks

Volumes entries per station (Be-Mobile) vs benchmarks (STIB)





Better correlation between model and benchmarks in 2018
In line with BeMobile presentation.

INTEGRATION OF TRAIN STATIONS

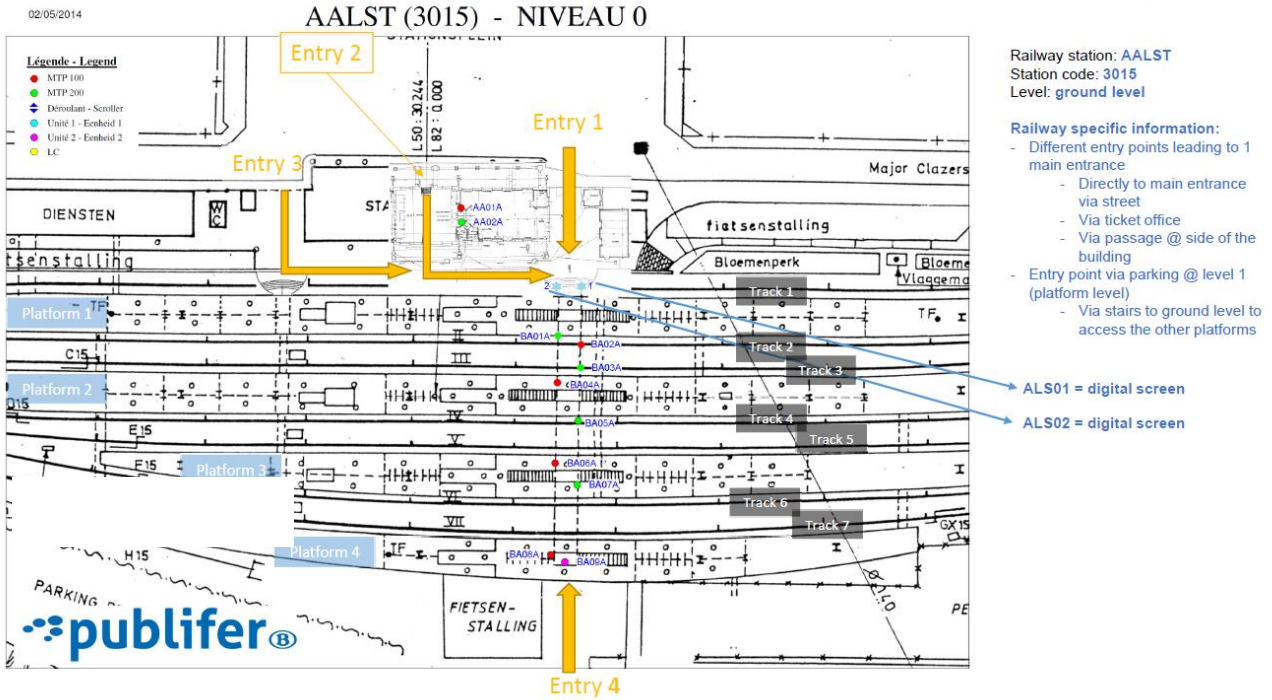
OBJECTIVE

Provide & evaluate audiences of frames inside train stations & on platforms

The data of train trips were already in the travel database

TRAIN STATION: APPLICATION OF THE INDOOR MODEL CONNECTING TRAVEL DATA TO STATIONS

- What had to be done:
  - Distribution of travelers from specific entry inside the station to specific platforms
  - Base: official train timetable information
  - Digitization of detailed station maps
  - Connection entrees/exits to OSM (roadside environment)
  - Implantation of panels (IMS)
  - Simulation of traffic flows inside stations & passenger distribution on platforms (cfr. Route model)



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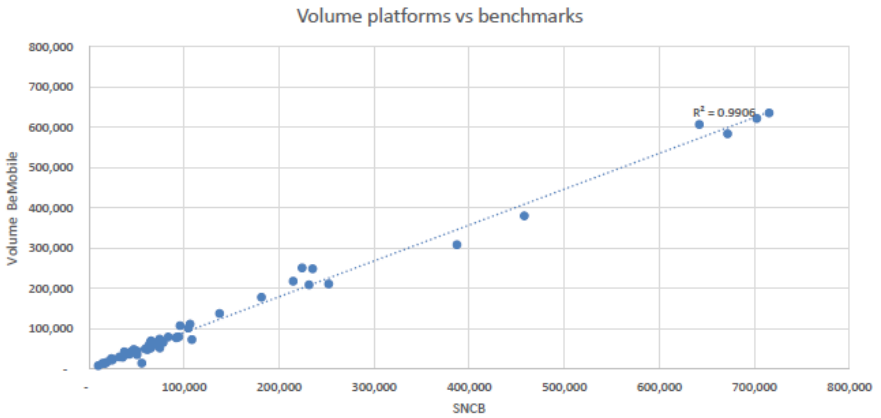
STATIONS - EVOLUTIONS

- Traffic volumes in line with SNCB benchmark
- Consistent patterns with panel contacts

Volumes station (BeMobile) vs Benchmarks



Volumes by stations consistent with benchmarks.

First publication with new travel database expected end November

CIM OOH – THE 2020 CHALLENGES

Update OSM maps & route planner

Important variations on panel level expected
Due to variations in maps & route planner & circulation

Integrate MALLS universe

Connect existing wifi sensor data to current travel data

Speed up calculations in output tool

Will AI learning bring a solution (reach & frequency approximation)?
'Lite' calculation mode?

Integration of seasonality

Impact of lightning
Impact of traffic volumes

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INNOVATING – WHAT DID WE LEARN?

1. It's the first time for everything, an ongoing learning process
2. It's time consuming to understand, to verify, to pitch, to discuss, which is important to understand what causes changes and to refrain from surprises
3. Be prepared to undergo significant changes

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