

DIGITAL OUT-OF-HOME

OTS Trends
DOOH Circuit

THEmedia

ABU
MEDIA

CERTIFICATE SYSTEM DISPLAYS

CERTIFIED MEDIA BY  **blimp**

Our installations are equipped with real-time audience sensors that can provide, for each advertising campaign, the necessary data to quantify the number of billboard views (OTS, Views, Reach, GRP)



PEDESTRIAN TRAFFIC

The system is equipped with real-time audience sensors that can quantify pedestrian traffic



VEHICULAR TRAFFIC

With this technology we will be able to provide for each advertising campaign the daily vehicular traffic



PEDESTRIAN TARGETING

Facial reconciliation will allow at the end of the campaign to report an audience report to the client (age group, gender, etc.)

REAL TIME AUDIENCE



OTS Trends

Ledwall Milano – Corso Matteotti
Total 124 mq

REPORTING PERIOD: 14gg



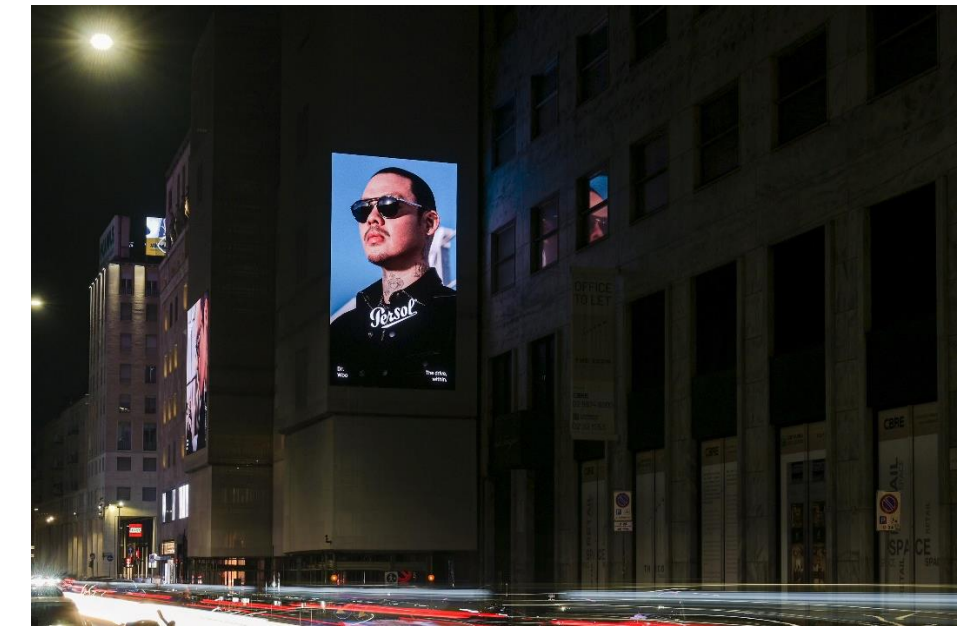
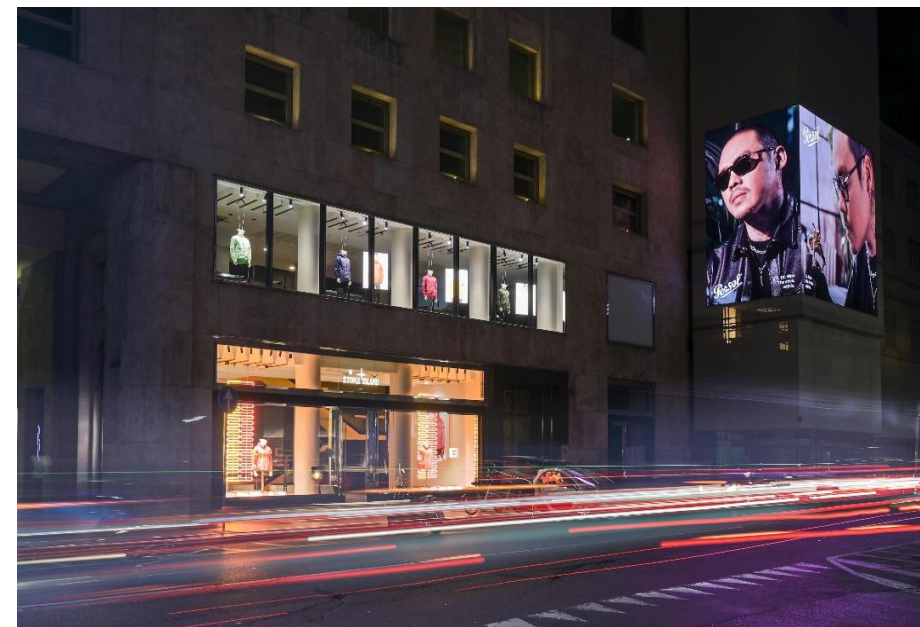
Vehicles info

Total transitions 574.770
Daily transitions 41.055



Pedestrians info

Total transitions 470.134
Daily transitions 33.581



Total contacts 1.303.551 *
Daily contacts 93.111

* Total contacts = (Vehicles OTS x 1,45) + Pedestrians OTS

1,45 -> average number of people per vehicles calculated from a statistical analysis conducted by Blimp on 10.000 vehicles

REAL TIME AUDIENCE



OTS Trends

Ledwall Milano – Piazza Amendola Total 28 mq

REPORTING PERIOD : 14gg



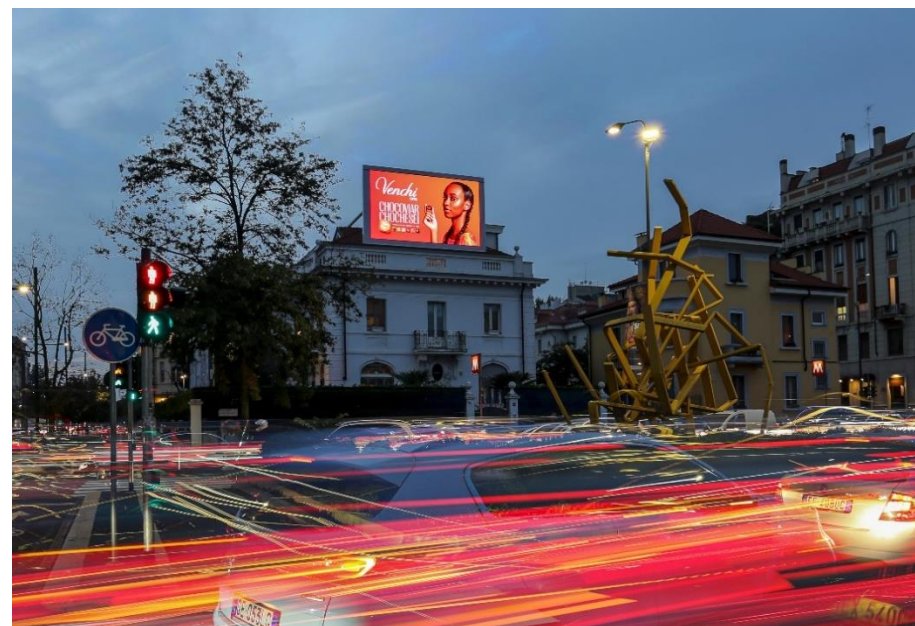
Vehicles info

Total transitions 735.924
Daily transitions 52.566



Pedestrians info

Total transitions 88.928
Daily transitions 6.352



Total contacts 1.156.018 *
Daily contacts 82.573

* Total contacts = (Vehicles OTS x 1,45) + Pedestrians OTS

1,45 -> average number of people per vehicles calculated from a statistical analysis conducted by Blimp on 10.000 vehicles

REAL TIME AUDIENCE



OTS Trends

Ledwall Milano – Piazza Piemonte Total 35 mq

REPORTING PERIOD : 14gg



Vehicles info

Total transitions 943.138
Daily transitions 67.367



Pedestrians info

Total transitions 534.058
Daily transitions 38.147



Total contacts 1.901.608 *
Daily contacts 135.829

* Total contacts = (Vehicles OTS x 1,45) + Pedestrians OTS

1,45 -> average number of people per vehicles calculated from a statistical analysis conducted by Blimp on 10.000 vehicles

REAL TIME AUDIENCE



OTS Trends

Ledwall Milano – Piazza Castello Total 6 mq

REPORTING PERIOD : 14gg



Pedestrians info

Total transitions 143.178

Daily transitions 10.227



Total contacts 143.178

Daily contacts 10.227

REAL TIME AUDIENCE



OTS Trends

Ledwall Milano – P.le Giulio Cesare Total 144 mq

REPORTING PERIOD : 14gg



Vehicles info

Total transitions 758.730
Daily transitions 54.195



Pedestrians info

Total transitions 83.734
Daily transitions 5.981



Total contacts 1.183.893 *
Daily contacts 84.564

* Total contacts = (Vehicles OTS x 1,45) + Pedestrians OTS

1,45 -> average number of people per vehicles calculated from a statistical analysis conducted by Blimp on 10.000 vehicles

REAL TIME AUDIENCE



OTS Trends

DOOH Total circuit

REPORTING PERIOD: 1 day



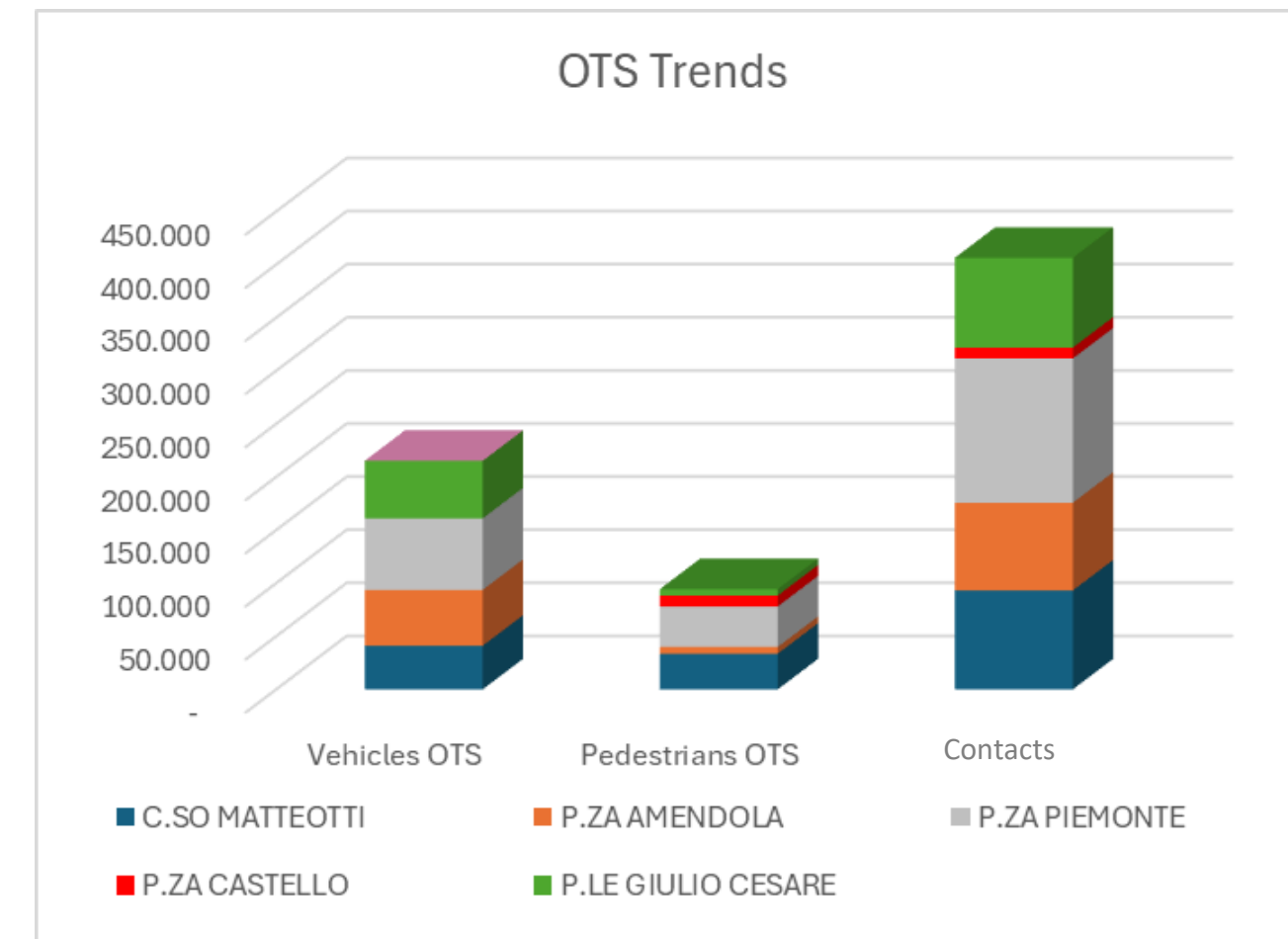
Vehicles info

Daily transitions
215.183



Pedestrians info

Daily transitions
94.288



Daily contacts 406.303 *

* Total contacts = (Vehicles OTS x 1,45) + Pedestrians OTS

1,45 -> average number of people per vehicles calculated from a statistical analysis conducted by Blimp on 10.000 vehicles

REAL TIME AUDIENCE



OTS Trends

DOOH Total circuit

REPORTING PERIOD: 14 days



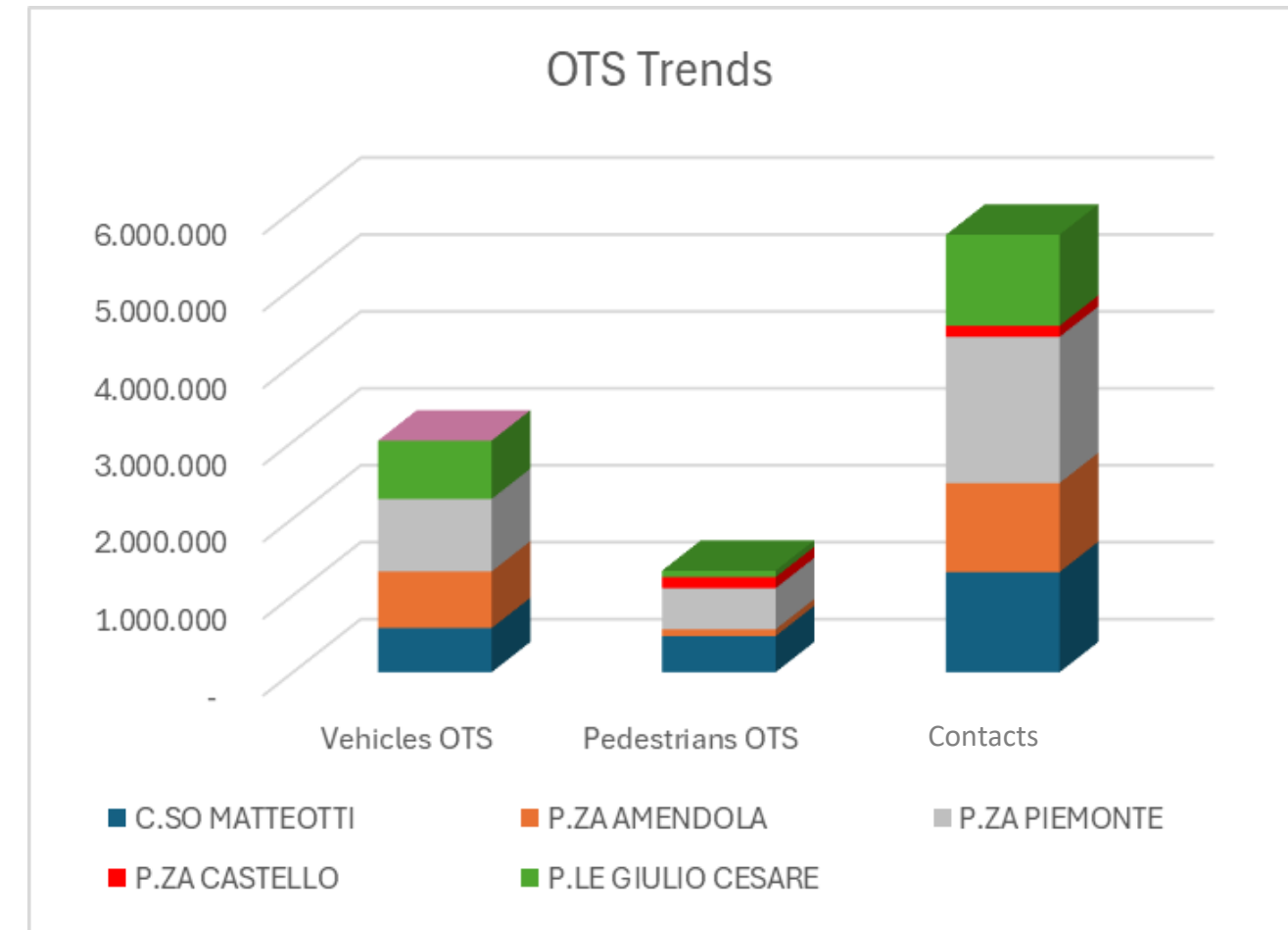
Vehicles info

Total transitions
3.012.562



Pedestrians info

Total transitions
1.320.032



Total contacts 5.688.247 *

* Total contacts = (Vehicles OTS x 1,45) + Pedestrians OTS

1,45 -> average number of people per vehicles calculated from a statistical analysis conducted by Blimp on 10.000 vehicles

CONTACT US

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