

First Pan-African OOH measurement product

Kantar Media, GeoPoll and Cuende have announced the first Pan-African Out of Home measurement product. The global leaders in audience research will be using satellite imagery and mobile survey data to measure OOH reach in Africa.



Kantar Media World Measurement Summit
in Cape Town

GeoPoll, Kantar Media, and Cuende launched 'Pan-African OOH', the first data product to regularly measure consumption of Out of Home mediums across Africa, yesterday, 1 June 2016.

The Kantar Media World Audiences Summit is currently taking place in Cape Town, South Africa, to discuss the latest trends in audience measurement, as well as Kantar's latest research and innovation in this critical media field.

Through a cutting-edge combination of satellite imagery and mobile survey data, Pan-African OOH measures traffic patterns and reach of billboards, urban furniture, and other OOH media, and allowing brands, agencies, and media owners to accurately gauge the reach and effectiveness of their OOH advertisements.

This new joint product uses a consistent methodology to bring robust Out of Home measurement data to 15 countries. The first set of Pan-African OOH data will be available at the beginning of Q3 2016 for Kenya and will expand to: Nigeria, Tanzania, Uganda, Ghana, Mozambique, Cameroon, Zambia, Zimbabwe, Ethiopia, Angola, Ivory Coast, DRC, Malawi and Rwanda.

Fills a critical gap

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Part of Kantar GeoPoll Media Measurement, the largest provider of overnight media ratings for TV, radio, and print in Africa, Pan-African OOH fills a critical gap in one of the largest segments of advertising research in Africa by supplying the first-ever comprehensive dataset on OOH advertising in the continent.

Together, GeoPoll, a provider of media research in Africa; Kantar Media, experts in worldwide audience research; with Cuende, the global leader in OOH measurement - have combined their methodologies to produce a consistent, reliable source of OOH data that is easily scalable to the entire African continent. The product uses Cuende's satellite imagery and GeoPoll mobile survey data to create a comprehensive dataset that demonstrates traffic patterns, reach and frequency of specific OOH media, and audience profiles.

GeoPoll CEO James Eberhard explains: "Out of Home data in Africa has been an unknown quantity throughout Africa due to the difficulty and costs associated with data collection. As mobile phone penetration has expanded and satellite imagery has become more readily available, it has become possible to create a reliable, multi-modal OOH measurement solution for the first time.

New measurement currency

"We are excited to bring together the global leaders in the space to bring a new currency in OOH measurement to the African Market. Media owners and advertisers can use this tool to assess advertising campaigns and create media plans based on actual data, bringing unprecedented clarity to the Out of Home sector".

Features of the product include:

- Reach and GRP data for billboards and other OOH advertisements in major metropolitan areas throughout Africa.
- Information on trip habits of different demographic groups on weekends and weekdays.
- Popular transport methods (foot, car, taxi, bus) broken down by demographics.
- Data integrated into OOH planning software Telmar so agencies and brands can easily calculate the ROI of different OOH advertisements.

Interested customers can get more information and pre-order the product from GeoPoll's [website](#).

For more, visit: <https://www.bizcommunity.com>