

Averages & Guidelines

omc

OUT OF HOME
MEASUREMENT
COUNCIL.

ROAD 2017-2024

Prepared: 2025



Introduction

This document serves as a basic guide to assist in understanding the scope of Out-of-Home billboards that are loaded on the IDS software.

There are 2 sections:

1. Average data per province by static and Dooh panels
2. A basic media plan guide per province



Averages



Explanation: Average data for static and DooH panels

This data includes averages for key OOH media metrics nationally and per province. There is a separate analysis for static and digital panels that are 36m and larger and panels that are smaller than 36m.

These analyses include the following criteria:

The data is calculated over a 4-week period.

Limited to the billboard type BBL (large billboards - 36m+) and BBS (small billboards - <36m). In order to keep the analysis comparable, all other billboard types have been excluded.

DooH data is based on a spotplan of 5 seconds in a 60 second loop. This too is applied to keep the analysis comparable between different panels.

All panels with no costs have been excluded.

Where the data is blank, this indicates that the province did not have any panels that meet the above criteria.



AVERAGES (4 weeks): National

	BBL (36m² and bigger)		BBS (< 36m²)	
	Static	Dooh (5" in 60")	Static	Dooh (5" in 60")
Number of panels	2 401	60	1 670	142
Average Reach	184 418	147 400	87 829	82 423
CPT Reach	222.60	407.00	236.85	384.59
Average VAC	986 955	406 572	394 083	288 602
CPT VACs	41.59	147.55	52.79	109.84
Average frequency	5.34	2.80	4.46	3.54

Note: excludes sites with zero costs

Source: ROAD 2017-2024

AVERAGES (4 weeks): Eastern Cape

	BBL (36m² and bigger)		BBS (< 36m²)	
	Static	Dooh (5" in 60")	Static	Dooh (5" in 60")
Number of panels	121		97	12
Average Reach	35 672		37 289	37 307
CPT Reach	595.47		360.95	648.43
Average VAC	287 938		233 334	189 279
CPT VACs	73.77		57.68	127.81
Average frequency	8.07		6.25	5.18

Note: excludes sites with zero costs

Source: ROAD 2017-2024

AVERAGES (4 weeks): Free State

	BBL (36m ² and bigger)		BBS (< 36m ²)	
	Static	Dooh (5" in 60")	Static	Dooh (5" in 60")
Number of panels	49		16	
Average Reach	71 279		28 542	
CPT Reach	426.88		351.38	
Average VAC	589 873		243 067	
CPT VACs	51.58		41.26	
Average frequency	8.16		8.52	

Note: excludes sites with zero costs

Source: ROAD 2017-2024

AVERAGES (4 weeks): Gauteng

	BBL (36m² and bigger)		BBS (< 36m²)	
	Static	Dooh (5" in 60")	Static	Dooh (5" in 60")
Number of panels	1 571	48	1 011	86
Average Reach	238 121	164 509	109 358	110 111
CPT Reach	193.92	374.03	221.77	304
Average VAC	1 222 010	440 363	452 914	368 613
CPT VACs	37.79	139.73	53.55	91
Average frequency	5.12	2.72	4.12	3.38

Note: excludes sites with zero costs

Source: ROAD 2017-2024

AVERAGES (4 weeks): KwaZulu-Natal

	BBL (36m² and bigger)		BBS (< 36m²)	
	Static	Dooh (5" in 60")	Static	Dooh (5" in 60")
Number of panels	204	7	169	6
Average Reach	115 130	132 663	67 502	36 597
CPT Reach	333.25	97 857.58	167.58	964.39
Average VAC	767 502	244 323	365 680	125 915
CPT VACs	49.99	273.93	30.93	280.30
Average frequency	6.62	2.53	5.37	3.43

Note: excludes sites with zero costs

Source: ROAD 2017-2024

AVERAGES (4 weeks): Limpopo

	BBL (36m ² and bigger)		BBS (< 36m ²)	
	Static	Dooh (5" in 60")	Static	Dooh (5" in 60")
Number of panels	136		69	17
Average Reach	20 493		17 762	13 084
CPT Reach	1 348.38		749.82	1 351.52
Average VAC	266 750		169 688	123 335
CPT VACs	103.59		78.48	143.38
Average frequency	12.83		9.54	9.35

Note: excludes sites with zero costs

Source: ROAD 2017-2024

AVERAGES (4 weeks): Mpumalanga

	BBL (36m ² and bigger)		BBS (< 36m ²)	
	Static	Dooh (5" in 60")	Static	Dooh (5" in 60")
Number of panels	82		62	
Average Reach	45 872		36 243	
CPT Reach	619.07		407.04	
Average VAC	461 682		301 701	
CPT VACs	61.51		48.90	
Average frequency	10.04		8.32	

Note: excludes sites with zero costs

Source: ROAD 2017-2024

AVERAGES (4 weeks): North West

	BBL (36m² and bigger)		BBS (< 36m²)	
	Static	Dooh (5" in 60")	Static	Dooh (5" in 60")
Number of panels	40		52	
Average Reach	68 873		38 859	
CPT Reach	356.67		372.49	
Average VAC	567 356		280 819	
CPT VACs	43.30		51.54	
Average frequency	8.18		7.22	

Note: excludes sites with zero costs

Source: ROAD 2017-2024

AVERAGES (4 weeks): Northern Cape

	BBL (36m² and bigger)		BBS (< 36m²)	
	Static	Dooh (5" in 60")	Static	Dooh (5" in 60")
Number of panels	15		4	
Average Reach	52 731		26 205	
CPT Reach	268.50		219.42	
Average VAC	403 120		158 824	
CPT VACs	35.12		36.20	
Average frequency	7.65		6.06	

Note: excludes sites with zero costs

Source: ROAD 2017-2024

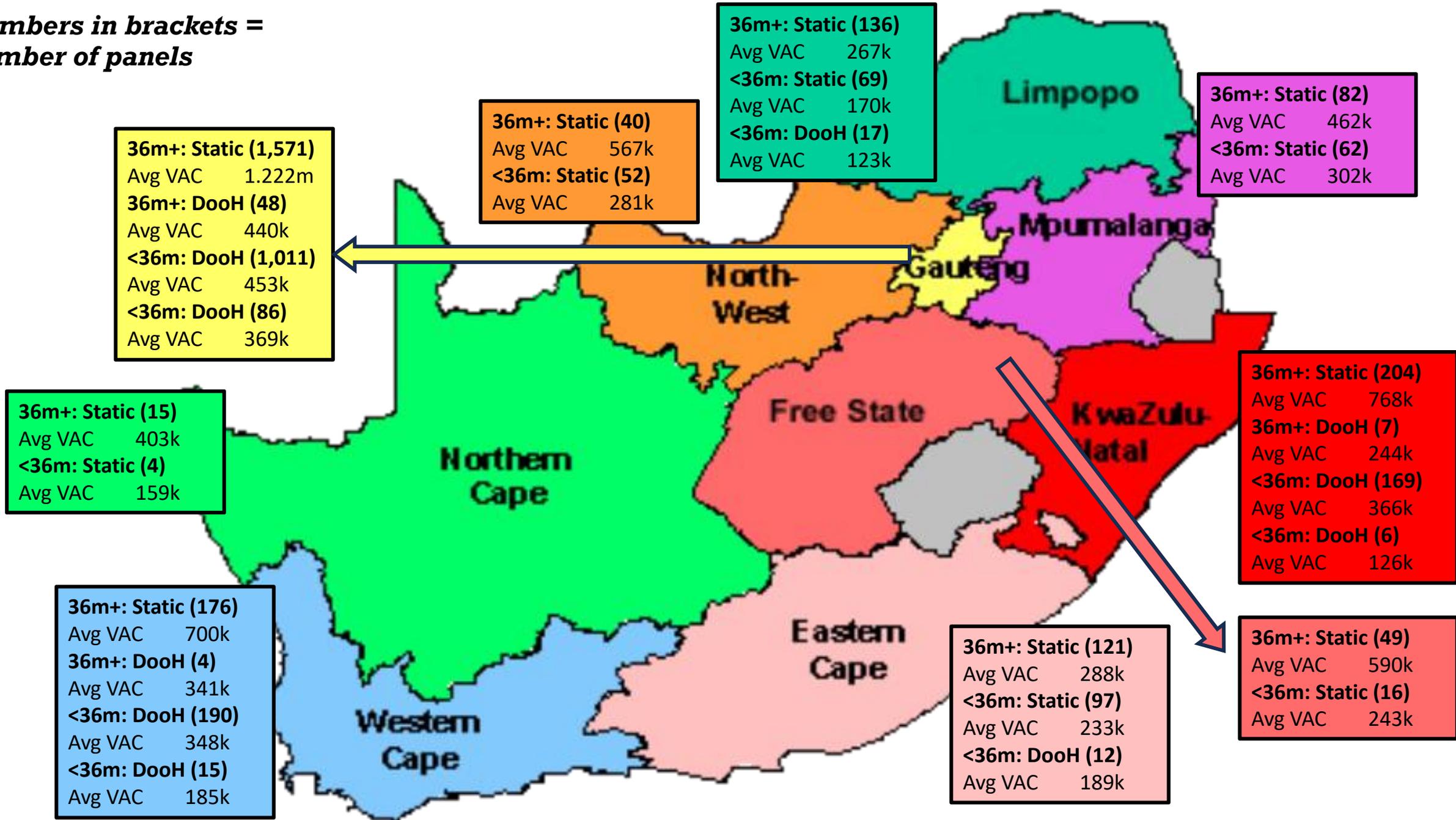
AVERAGES (4 weeks): Western Cape

	BBL (36m² and bigger)		BBS (< 36m²)	
	Static	Dooh (5" in 60")	Static	Dooh (5" in 60")
Number of panels	176	4	190	15
Average Reach	152 525	56 546	79 021	68 698
CPT Reach	231.47	674.23	279.98	671.63
Average VAC	700 109	340 830	347 718	185 306
CPT VACs	50.43	111.86	63.63	248.99
Average frequency	4.58	6.20	4.35	2.80

Note: excludes sites with zero costs

Source: ROAD 2017-2024

**Numbers in brackets =
number of panels**



Media Plan Guidelines



Explanation: Random campaign guidelines

This data shows possible media plan results based on a selection of panels.

These analyses include the following criteria:

The bases for panel selection is BUDGET. The following budgets were applied:

GP	R500,000
WC	R250,000
KZN	R150,000
EC, FS, LP, MP, NW, NC	R100,000

The data is calculated over a 4-week period.

Most panel types have been included, both static and digital, except for the very large wrap type panels.

DooH data is based on a spotplan of 5 seconds in a 60 second loop.

All panels with no costs have been excluded.

Note: possible plans can be calculated against any media metrics, e.g. VACs, reach, and so on.

Media Plan Random Guides: Budget (4 week campaign)

	Total	EC	FS	GP	KZN	LP	MP	NW	NC	WC
Budget	R1.5m	R100k	R100k	R500k	R150k	R100k	R100k	R100k	R100k	R250k
Actual cost	R1.512m	R101.9k	R103.1k	R500.4k	R150.5k	R101.1k	R101.7k	R101.2k	R102.2k	R250.4k
# Panels	66	5	6	12	8	5	7	6	8	9
Universe	28.7m	1.74m	1.64m	12.18m	3.78m	539k	1.85m	1.54m	456.2k	4.95m
Reach %	13.4%	7.64 %	17.25 %	9.70%	15.35 %	6.05 %	15.73 %	8.97 %	39.37 %	16.64 %
Reach 000's	3.8m	133k	283k	1.18m	581k	33k	290k	138k	180k	824k
GRPs	99.65	39.16	186.04	75.53	69.65	113.94	149.01	76.23	317.51	94.93
VACs	28.579m	681k	3.054m	9.2m	2.635m	614k	2.750m	1.177m	1.449m	4.701m
Frequency	7,45	5.13	10.79	7.78	4.54	18.83	9.47	8.50	8.06	5.71
CPT (VACs)	R53	R150	R34	R54	R57	R165	R37	R86	R71	R53
CPT (reach)	R394	R767	R364	R423	R259	R3,102	R350	R731	R569	R304

