




# Outdoor Audience Panel





# OUR MISSION:



Provide to the  
Portuguese advertising  
market solid and  
continues **information**  
**on OOH audience**, as  
*media currency.*

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A partnership between PSE and Marktest is delivering the PSE audience information to the Marktest **Media Planning** software, available for the **media ad agencies** in Portugal.

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# Methodology Summary

Today,  
one smartphone  
and one person  
are **ONE**.

**75,1%**

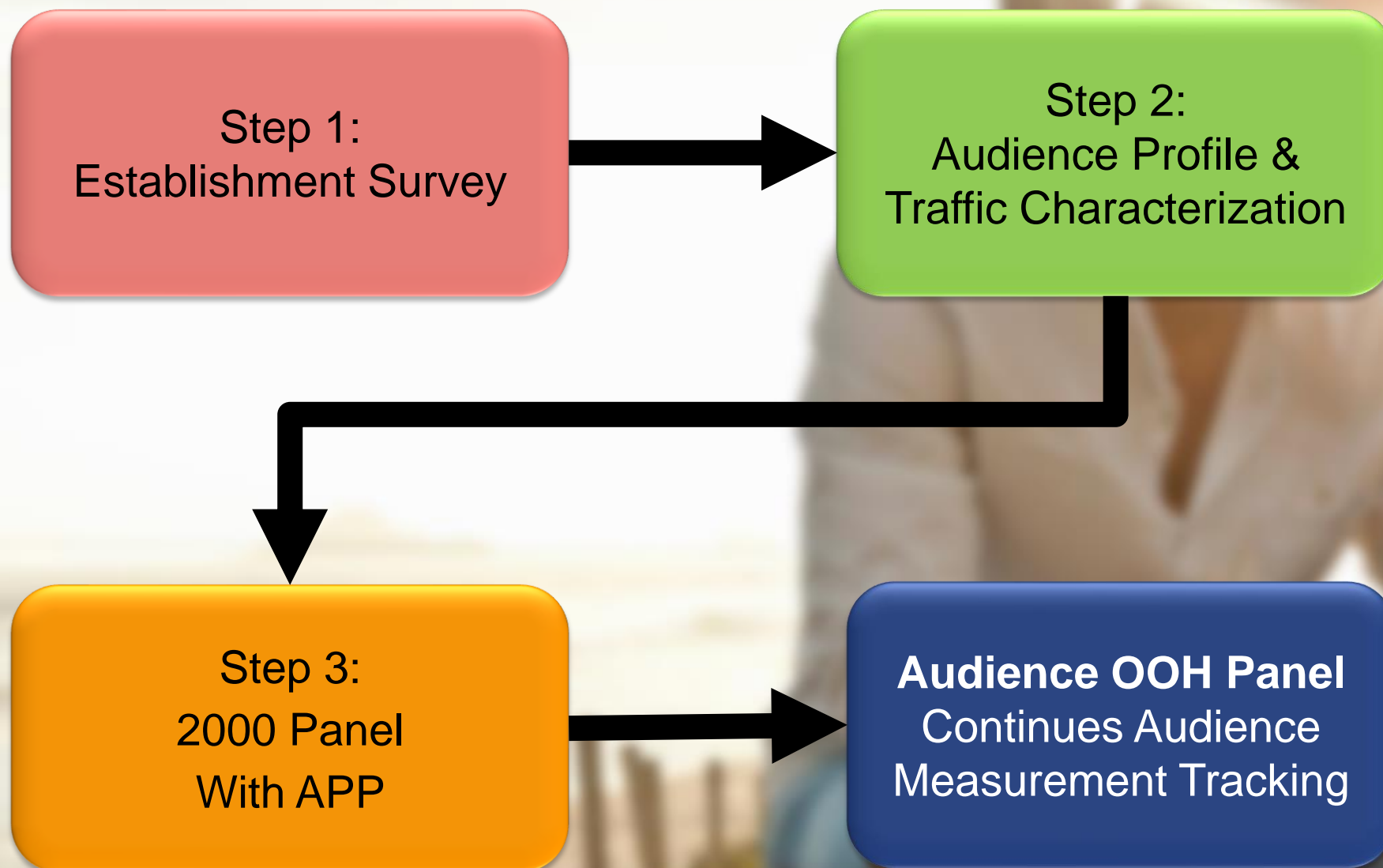
Smartphone penetration  
in Portugal  
(Marktest, 2018)

At two major  
metropolitan areas  
and also in some  
targets the  
smartphone  
ownership rate is  
now **>95%**.  
(Marktest, 2018)



Population living in Great Oporto, Great Lisbon, Litoral Nort & Centrer and Faro Distrit **with ages from 15 and more yo with smartphone\***.

\* 3 yo, max.





# Visibility Area definition for each Ad frame

# Inventory Mapping

## VAC Simulator

Impacts simulator MGEDATA BR ver. 1.2.6 (Parameters IMS BR 06.1 12.10.2016)

Type (w x h): BB 3.45 x 1.94 3.45 x 1.94 [m]  
Transport: Cars No. of Faces: 1  
Illumination: Illuminated 1.0  
Bearing [°]: 270  
Max visibility [m]: 89  
Setback [m]: 10 Height [m]: 1

	ROTS	VAC
Cars:	2000	320
Peds:	0	0
Public transport:	0	0
Bicycles:	0	0
Total:	2000	320

TF1

Care Speed [km/h]:	45
Distance [m]:	11.55
Angle [°]:	0
Visibility path [m]:	11.55
Contact time [s]:	0.92
VA [%]:	16.0
Distance [m]:	11.55
Angle [°]:	0
Visibility path [m]:	11.55
Contact time [s]:	0.92
VA [%]:	16.0
Care Traffic Int.:	2000

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Search

Viewer's layout



Frame ID	Settlement	PostCode	Addr/Coord	POI	Bus	Navteq
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Queries

Single frame:

Multiple frames:

Frame position:

Found 1 frames

- [123 523 6963](#) 305-01-1 Owner: Clear Channel Outdoor  
 Status: 1 Date: 26.4.2016 8:28:34 Status editor: mge21  
 Grt Titchfield St/Carburton Westminster  
 Settlement: LONDON / 548509723 PostCode: W1W 5 [Mapper >](#)



# Inventory Mapping

Detail - Frame ID 123 523 6963 - Mozilla Firefox

https://www.oohims.com/uk/PnlDetail.aspx?Pid=1235236963&Mid=3470619&WinType=viewer&WinName=66024

Frame ID: 123 523 6963

Version based on coordinates loaded by publisher

**Overview**

Frame ID	123 523 6963	Status (Editor)	1 (init)
Address	Grt Titchfield St/Carburton Westminster	Date	10.0.20
Location description	ZA013301663403 305	PostCode	W1W 5
Owner	Clear Channel Outdoor	Geo PostCode	W1W 5
Frame position	N/A	Geo Settlement	LONDO
		Sheet ID	N/A

**Mapping**

Size code-Env-illum	303-01-1	WGS84 coordinates	-0.14218
Frame width / height [m]	0.68 / 1.72	Angle to map north [°]	357 (LC)
Dimension code	ES (0.85 / 1.76 / 1.14)	Max. visibility distance [m]	65
Navteq / classif. version	14q4 / 3.3	Topographical background	Google E

**Road/pathway visibility:**

- A - 25303445 | N | N | GREAT
- B - 25303445 | O | S | GREAT
- C - 25303151 | N | W | CARBU
- D - 25303151 | C | E | CARBU
- E - 25303119 | N | N | GREAT
- F - 835368445 | N | W | CARB
- G - 835368445 | O | E | CARB
- H - 25303119 | O | S | GREAT
- I - 835368445 | N | W | CARB
- J - 835368445 | O | E | CARB
- K - 25303152 | N | S | BOLSO
- L - 25303152 | O | N | BOLSO

Frame ID: 123 523 6963

Mapa Satelit

Google

10 Carburton St  
Londýn, Anglie  
Zobrazit v Mapách Google

Google

Save new presentation photo

# Inventory Mapping

Detail - Frame ID 123 523 6963 - Mozilla Firefox

https://www.oohims.com/uk/PriDetail.aspx?Pid=1235236963&Mid=3470619&WinType=viewer&WinName=65024

Frame ID: 123 523 6963

Version based on coordinates loaded by publisher

**Overview**

Frame ID	123 523 6963	Status (Editor)	1 (nirfa14q4#init15)
Address	Gri Titchfield St/Carburton Westminster	Date	10.8.2011 1:41:52
Location description	ZAN10361663403 305	PostCode	W1W 5AJ
Owner	Clear Channel Outdoor	Geo PostCode	W1W 5
Frame position	N/A	Geo Settlement	LONDON (546509723)
		Sheet ID	N/A

**Mapping**

Size code-Env-Illum	305-01-1	VIG 584 coordinates	-0.1421800000, 51.5220440000 (NU)
Frame width / height [m]	0.88 / 1.72	Angle to map north [°]	357 (LC)
Dimension code	55 (0.85 / 1.75 / 1.14)	Max. visibility distance [m]	65
Navig / classif. version	14q1 / 3.3	Topographical background	Google Satelits (1)

**Road/pathway visibility:**

A-25303115   N   N   GREAT TITCHFIELD STREET
B-25303445   O   S   GREAT TITCHFIELD STREET
C-25303115   N   W   CARBURTON STREET
D-25303115   O   E   CARBURTON STREET
E-25303119   N   N   GREAT TITCHFIELD STREET
F-835368445   N   W   CARBURTON STREET
G-835368445   O   E   CARBURTON STREET
H-25303115   O   S   GREAT TITCHFIELD STREET
I-835368445   N   W   CARBURTON STREET
J-835368440   O   E   CARBURTON STREET
K-25303152   N   S   BOLSOVER STREET
L-25303152   O   N   BOLSOVER STREET

Velocity [kmh]	50	4	50
Distance to link [m]	3.19	3.19	3.19
Angle [°]	-76	-76	-76
Passagelength [m]	18.67	18.67	18.67
Passagelength corrected [m]	18.67	18.67	18.67
Passagelength VA [m]	N/A	N/A	N/A
Contact time VA [sec]	N/A	N/A	N/A



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Official Results:

July 2019

