








Global Audience Measurement Systems

Countries covered	Name of measurement system	Launch Date / Date of Update	Research suppliers	Governing body	Formats measured					
					Billboards / large format	Street furniture	Buses / Trams	Metro / rail stations	Shopping malls / supermarkets	Airports
 Australia	MOVE www.moveoutdoor.com.au	2010	TVLCView Measurement, Cuende Infometrics, Simon Cooper Associates, TNS	MOVE Pty Ltd	●	●	●	●	●	●
 Belgium	CIM Affichage www.cim.be/fr/media/Affichage	1999/2012	Ipsos, TNS Media, Pointlogic	CIM	●	●	●	●		
 Estonia	Outdoor Impact www.outdoorimpact.ee	2013	Simon Cooper Associates, Beacon Dodsworth, Factum	Joint Venture (CC and JCD)	●	●				
 Finland	Outdoor Impact www.outdoorimpact.fi	2006	Simon Cooper Associates, TNS	Joint Venture (CC and JCD)	●	●	●	●	●	
 France	Affimétrie www.affimétrie.fr	2000/2011	BVA	Affimétrie SAS	●	●	●			
 Ireland	JNOR www.jnor.ie	2005/2011	Simon Cooper Associates	Joint Venture (OMA and Poster Specialists)	●	●	●	●		
 Italy	AudiOutdoor www.audioutdoor.it	2004/2012	GfK Eurisko	UPA/ APPI/ ASSAP	●	●	●			
 Latvia	Outdoor Impact www.outdoorimpact.lv	2013	Simon Cooper Associates, Beacon Dodsworth, Factum	Joint Venture (CC and JCD)	●	●				
 Lithuania	Outdoor Impact www.outdoorimpact.lt	2013	Simon Cooper Associates, Beacon Dodsworth, Rait	Joint Venture (CC and JCD)	●	●				
 Mexico	CIM Outdoor www.cim.mx	2006	Nielsen IBOPE	CIM (Consejo de Investigación de Medios)	●	●	●			
 Netherlands	Buitenreclame Onderzoek www.buitenreclame-onderzoek.nl	2011	Simon Cooper Associates	JIC with BVA, PMA and PBE	●	●		●	●	
 Norway	Outdoor Impact www.outdoorimpact.no	2010	Simon Cooper Associates, TNS Gallup	Joint Venture (CC and JCD)	●	●		●	●	
 Singapore	SOAR	2013	Nielsen	Committee with CC, SMRT, Moove Media and Mediacorp OOH	●	●	●	●		
 Spain	Geomex / Geotrans www.cuende.com	1999/2013	Cuende Infometrics, TNS	Geomex Committee	●	●	●	●		
 Sweden	Outdoor Impact www.outdoor-impact.se	2005	Simon Cooper Associates	Joint Venture (CC and JCD)	●	●	●	●	●	
 Switzerland	SPR+ www.sprplus.ch	2014	Fraunhofer, Link, Geosat and GfK	SPR+	●	●		●		
 UK	ROUTE www.route.org.uk	1996/2013	Ipsos MediaCT, MGE Data	Route Research Ltd	●	●	●	●	●	●
 USA	Traffic Audit Bureau Out of Home Ratings - www.tabonline.com	2011	Telmar, Peoplecount, MRI, GfK	Traffic Audit Bureau	●	●	●	●		

Footnote: The following countries have audience measurement currently under development or planned: Chile, Poland and Turkey.