



New media currency AAM

AVAILABLE SINCE 10/2021 AT FRA

- Media Frankfurt takes part in AAM: the first global airport audience measurement standard for the airport industry provided by JCDecaux SA
- Goals:
 - More audience & data-driven media planning in OOH environments: delivery of viewed impressions!
 - More flexibility in DOOH media buying & selling
 - Establish a common standard

AAM = Airport Audience Measurement



- **Veltys's** consulting expertise in Data Science also in AI, founded in 2013
- JCDecaux's **extensive knowledge in Airport Advertising**
- **Cirium**, the leading company in aviation data and analytics with **97% coverage of scheduled flights worldwide.**

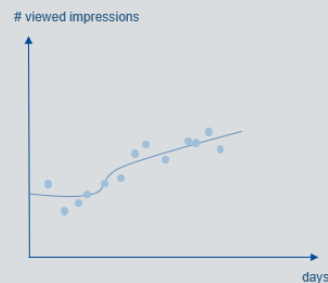


Certification took more than 6 month:

CESP, a non-profit auditing company for advertising & media measurement

Methodology at a glance

Audience modelling provides probabilistic results



— modélisation
• exact count

AUDIENCE BASED KPI's unique to Airports.

Delivering at airport / terminal / campaign level

Campaign unique pax

is the **number of unique passengers** who sees an ad.

of viewed impressions

is the **total number of time an ad is seen.**

Over 40 airports world-wide already take part!