Media Frankfurt

Airport Audience Metrix

Reach data

Airport Audience Metrix
By JCDecaux

Media currency AAM
(Airport Audience Metrix)

INCLUDED AIRPORTS: FRA, HAM, CGN, STR, HAJ

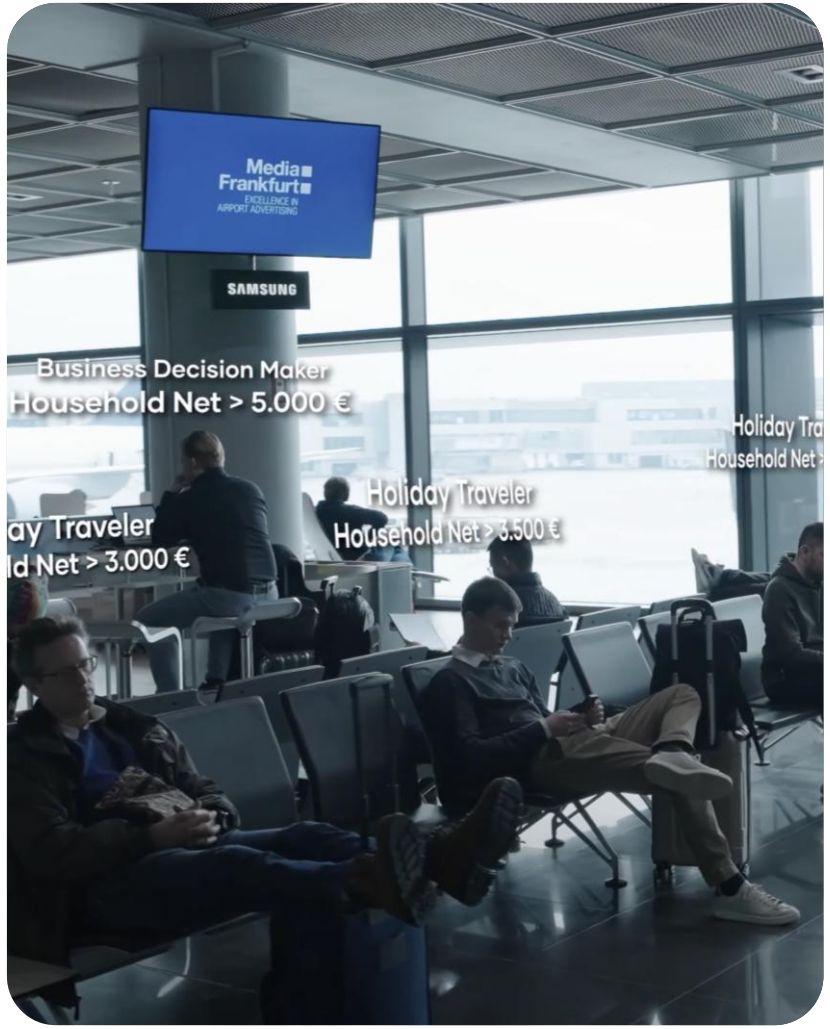
Media Frankfurt takes part in AAM: the first global standard for measuring airport audience reach for the advertising industry, provided by JCDecaux.

Aim:

More audience & data-driven media planning in OOH environments: **delivery of Viewed Impressions!**

More flexibility in DOOH media buying & selling

Establish a **common airport standard**

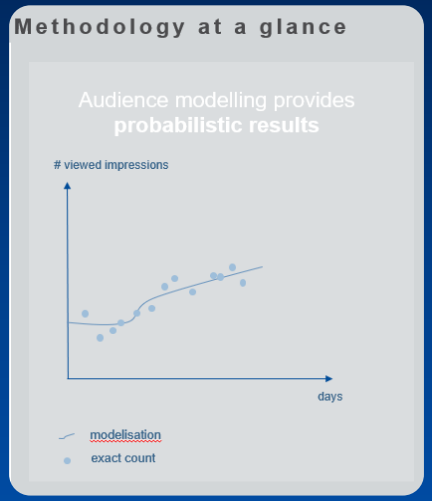


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AAM – Powered by Industry Experts

- **Veltys:** consulting expertise in **Data Science**
- **JCDecaux:** extensive knowledge in Airport Advertising
- **Cirium:** leading company in aviation data and analytics with **97% coverage of scheduled flights worldwide**

Certification:
Certified by **CESP**, a **non-profit audit organization for advertising and media measurement.**



AUDIENCE BASED KPI's unique to Airports.

Delivery at campaign level

Campaign reach
is the number of unique passengers who sees an ad.
# of viewed impressions
is the total number of time an ad is seen.

Nearly 50 airports worldwide already take part!