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Media Owner Offering

March 2026

Outdoor Auditors' Media Owner offering

From our bi-annual audits

1

Holding Review



2

Competitor Media Owner Reports



3

Online Planning Tool



4

State of OOH Report



5

DOOH Monitoring



6

Performance Data





With other partners

1 Holding review: provides an up-to-date view of how your sites are looking, giving you data to make accurate decisions

<p>What it is</p>	<p>An independent report on the status of your holding, highlighting areas of potential improvement</p>
<p>Benefits</p>	<ul style="list-style-type: none"> • Provides an impartial, up-to-date review of your billboard holding • Flags any issues identified in-field to be addressed timeously (e.g. broken site structure, deteriorating condition, hampered visibility)
<p>Deliverables</p>	<ul style="list-style-type: none"> • A detailed PowerPoint report of your holding, with an in-depth review and analysis of each site

EXAMPLE OUTPUT

Umlazi, KwaZulu-Natal
Mangosuthu Highway (M30)

Media Owner	Media Owner A	<p>Issue Structure is broken: bottom and right panels</p> <p>Recommendation Media Owner to fix</p>
Site Reference	AB123	
Estimated Size	3 * 6m	

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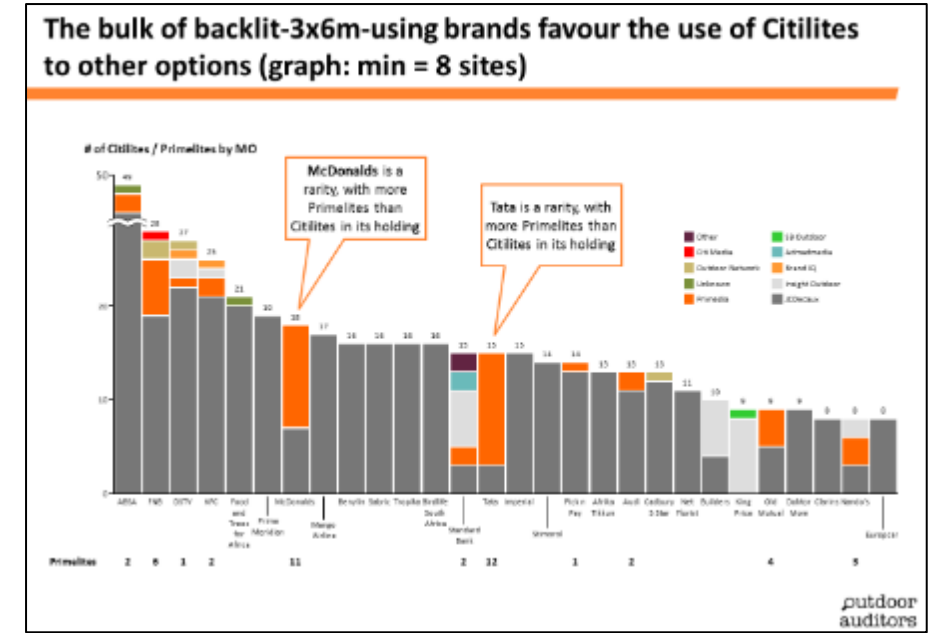
COST

Small holding (<20 sites)	Medium (<50 sites)	Large (50+ sites)
R25K	R36.5K	R45K

2 Competitor media owner reports: identifies which brands are spending on OOH with other media owners

<p>What it is</p>	<p>A tool for targeting brands that are active on OOH but may be spending elsewhere</p>
<p>Benefits</p>	<ul style="list-style-type: none"> • Highlights the most active brands on OOH. This enables specific sales-targeting of brands who are known for spending on OOH (i.e. they have budget) • Additionally, we provide a hit-list of brands that are not using your sites, but are spending elsewhere
<p>Deliverables</p>	<ul style="list-style-type: none"> • A detailed PowerPoint report

EXAMPLE OUTPUT



COST

Dependent on requirements

3 Online Planning Tool: shows where SA's ~15K billboards are, associated photos + key data

What it is

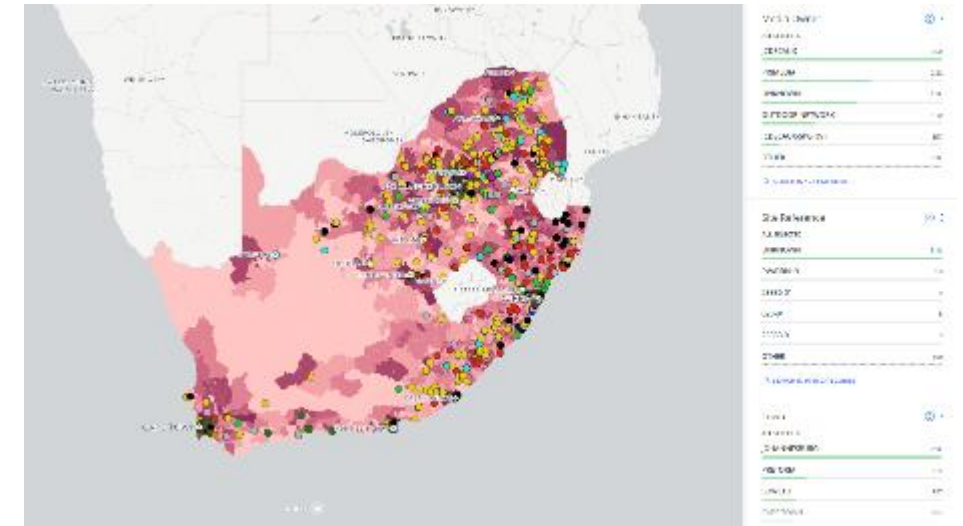
An **online planning tool** showing where SA's ~14K billboards are positioned. Shows, per site:

- **Media Owner + site ref number** (where known)
- **Size estimate**
- **Road and town name**
- **Photos** (run up and close up)

Benefits

- Provides media owners with **valuable data** on what they are competing against
- Can be used **site development / digital conversion**

WHAT THE TOOL LOOKS LIKE



COST

R3.15K per user per month

4 State of OOH Report: gives you the most accurate view and insights on the health of the OOH industry

What it is

A **bi-annual report** that looks at the health of the industry. The report has 5 sections to it:

- **General overview** of the market
- **Occupancy rates** review
- **Advertiser review**
- **Top 5 campaigns**
- **Focus Piece**

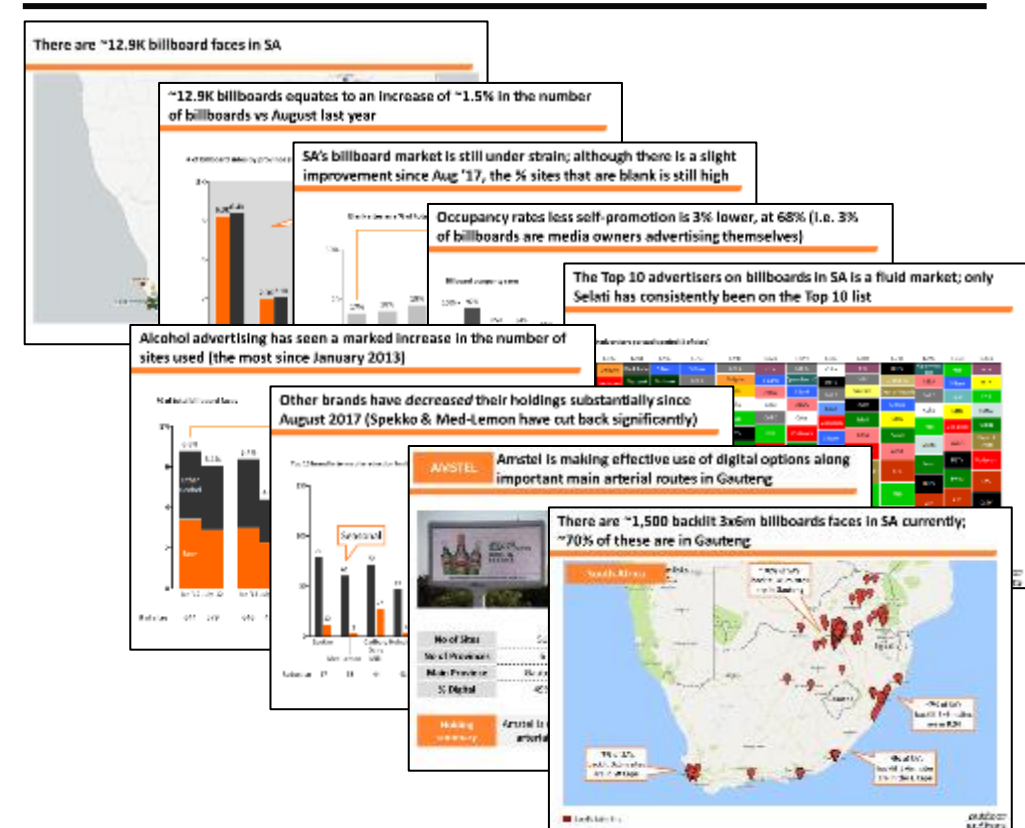
Benefits

- Helps you **better understand the market you are playing in**
- It will **provide you with data and insights** that will help guide your strategy
- It will help you **better focus your sales efforts** on the brands and sub-categories that matter

Deliverables

A Ppt Report

SECTIONS TO THE REPORT



COST

R14.5K ex. VAT

5 Digital OOH Monitoring (with Seedooh): we can help you monitor your digital assets in real time, in granular detail

What it is		An online platform that shows what is being played on each of your DOOH assets, in real time
Benefits	Professional	<ul style="list-style-type: none"> • Efficiencies: reporting is automated and accurate • You get 100% network visibility • Real time performance monitoring
	Seedooh Verified Network	<ul style="list-style-type: none"> • Verified DOOH reporting builds buyer confidence; buyer confidence creates greater demand for DOOH
Deliverables	Professional	<ul style="list-style-type: none"> • Real-time online visibility of all your digital assets • Click-of-a-button reporting



COST

- Dependent on **size of holding** for internal use

The list of Seedooh Verified Networks is growing – more than 30 media owners are now connected to Seedooh



			In negotiations / onboarding
12 Star	Frontseat	Primedia Outdoor	Ad Outpost
Alive Advertising	Full Moon	Relativ	Esona
Aura Outdoor	Go Big Media	Ripple Media	Gresham Media
Blue Label	Gutterlamp	RL Media	Innovocan
BrandIQ	Indaba	ROHM Media	JCDecaux
District	Insight Outdoor	SB Outdoor	Media Reign
Eclectic	Kena Media	Summit	Reveel
Epic	Kwame Media	The Brand Pot	Rook
Evolv	Nalesa Media	The Media Factory	Street Swift Media
Face First Media	Outdoor Network / PMG	The Medium	The Grid
Fagimvubu	Outsmart	Tractor	Vortex Media

Polygon

*First programmatic platform

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6 Performance data (with Lightstone): sell your assets more effectively with accurate traffic data

What it is	<ul style="list-style-type: none">• Accurate, detailed traffic data for your roadside billboards• Includes traffic counts, impacts, reach and frequency per site• Data is provided by Lightstone
Benefits	<ul style="list-style-type: none">• Helps to sell sites• Assists in pricing sites
Deliverables	<ul style="list-style-type: none">• A spreadsheet of your sites and their performance metrics

Additional information is also available per site, including **income breakdowns, vehicle types and time of day data**, as well as **area analyses**

EXAMPLE OUTPUT

Site ID	Latitude	Longitude	Trip Count	Impact	Frequency	Reach
WCCT869A	-33.8216	18.5327	244264	472567	6.3	74445
WCCT869B	-33.8213	18.5331	244264	472567	6.3	74445
WCCT248	-33.9037	18.5967	80654	131250	2.9	46029
WCCT539A	-34.0472	18.6154	239430	566256	5.5	102504
WCCT382B	-33.8452	18.5233	173292	251520	3.5	72606
WCCT176B	-33.8649	18.6846	764415	1213069	3.6	336616
WCCT417A1	-33.9968	18.5825	8538	17707	4.0	4417
WCCT361	-34.0188	18.5701	273934	563340	4.5	124188
WCCT712A	-34.0212	18.662	4625	9486	6.5	1454
WCCT712B	-34.0217	18.662	4625	9486	6.5	1454

COST

Dependent on size of holding

Back-up

7 Competitor brand reports: provide a current view for a specific sub-category of advertiser

What it is	A comprehensive analysis of competitor activity
Benefits	<ul style="list-style-type: none">• Enables media owners to better understand the OOH activity in each sub-categories• Media owners can use these reports to grow their clients' spend on their sites
Deliverables	<ul style="list-style-type: none">• Graphs of important sub-category fields• Maps of all sites• Artwork in use by all brands• A detailed PowerPoint report on the relevant sub-category

EXAMPLE OUTPUT



COST

1 sub-category

R26.75K

2 sub-categories

~R49K

8 Acquisition information: we can offer valuable advice if you are looking to expand your holding

What it is

- A **recommendation** of which sites / media owners to **acquire**

Benefits

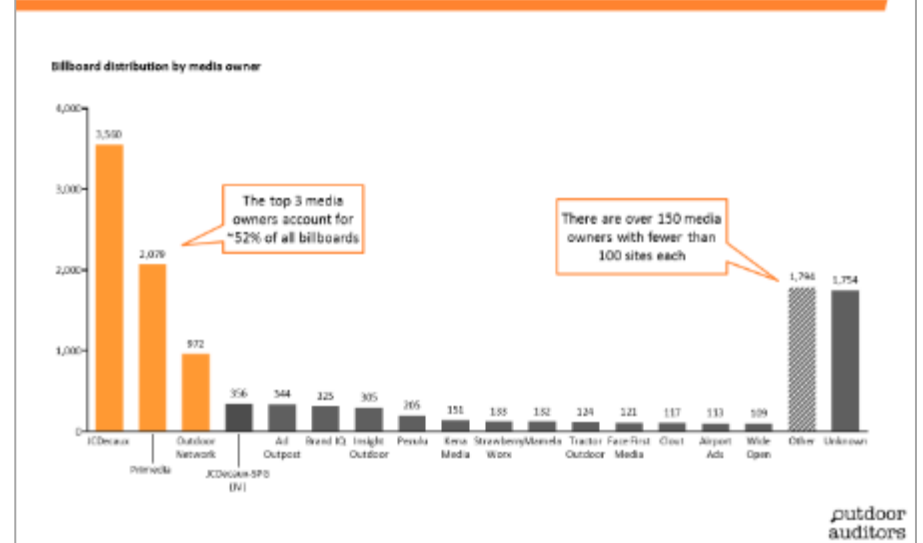
- Outdoor Auditors' **extensive database** of sites provides **powerful data** on potential holding acquisitions
- Knowing the **size and composition** of a holding from a 3rd party eliminates potential seller's bias

Deliverables

- A **recommendation** on relevant holdings to acquire based on criteria provided by client
- Delivered in **PowerPoint** format

EXAMPLE OUTPUT

With over 160 media owners to choose from, clients are spoiled for choice



COST

Dependent on requirements

9 Site bible packaging: we can help you present your sites in a clearer, logical way that can help boost sales

What it is

A revised, user-friendly site bible of your holding, in a format that media planners and buyers prefer using

Benefits

- Clients, media planners and buyers prefer dealing with media owners who have **logical, easy-to-use site bibles**
- Media owners are often overlooked due to **poor quality photos and inaccurate GPS coordinates**
- A revised, up-to-date site bible can **promote sales**

Deliverables

Format: a PowerPoint presentation including each site in the holding, including: key details, updated photos and an accurate GPS-plotted map

EXAMPLE OUTPUT

Site ABC, Chris Hani Road, Durban

Province: KZN
City / Town: Durban
Road: R102, Chris Hani Road
GPS coordinates: -29.78031, 31.02316
Site number: ABC
Size: 306m
Illumination: No
Material type: Vinyl
Structure: Free-standing
Angle: Road-on
Ratecard: R9,999 nett

COST

Dependent on requirements

Photographic updates: we provide current photos of your sites when you need them

What it is	Outdoor Auditors takes high-res, high quality photos of your sites so that you don't have to
Benefits	<ul style="list-style-type: none"> • Instead of taking poor, unreliable photos, Outdoor Auditors' trained teams collect high quality photos for you instead • Data can be used for multiple reasons, e.g.: monthly client validation, updating of site bibles, monitoring the state of your assets, etc.
Deliverables	<ul style="list-style-type: none"> • A PowerPoint presentation of all relevant sites

EXAMPLE OUTPUT



COST

Dependent on size of holding, location of holding and timing requirements

Contact details

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