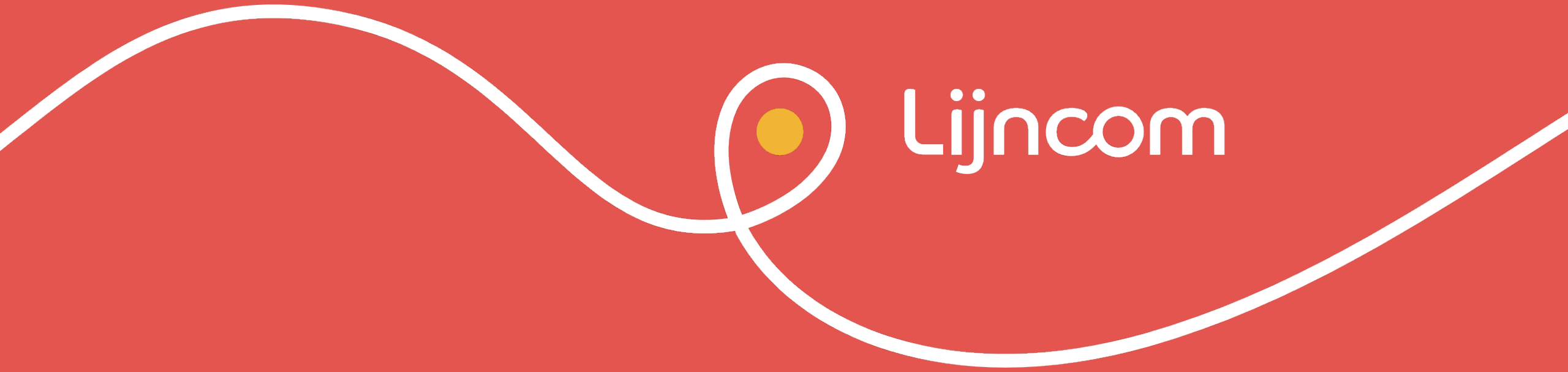
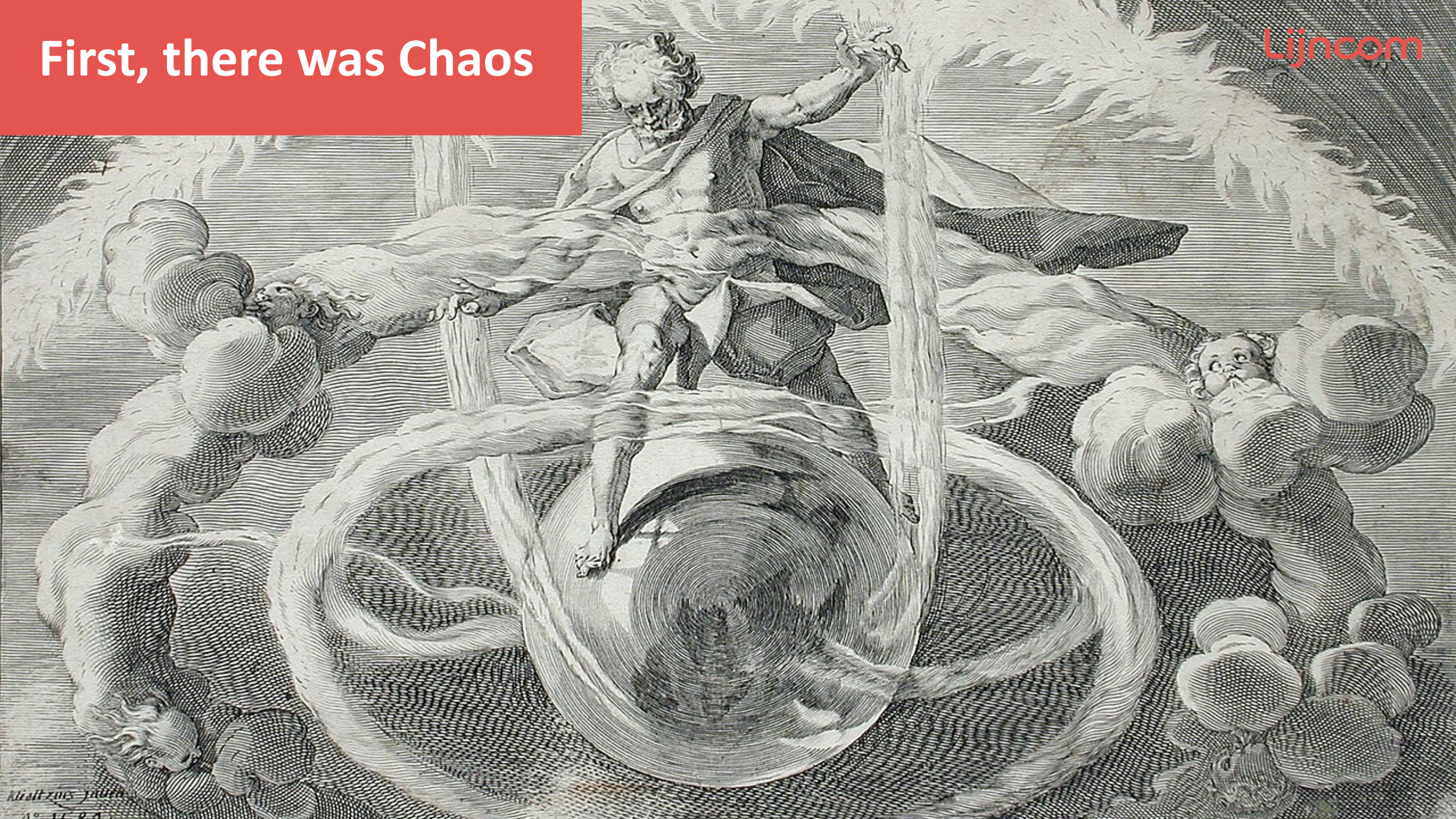
MAIA
Audience measurement for transit media



First, there was Chaos



Market needs

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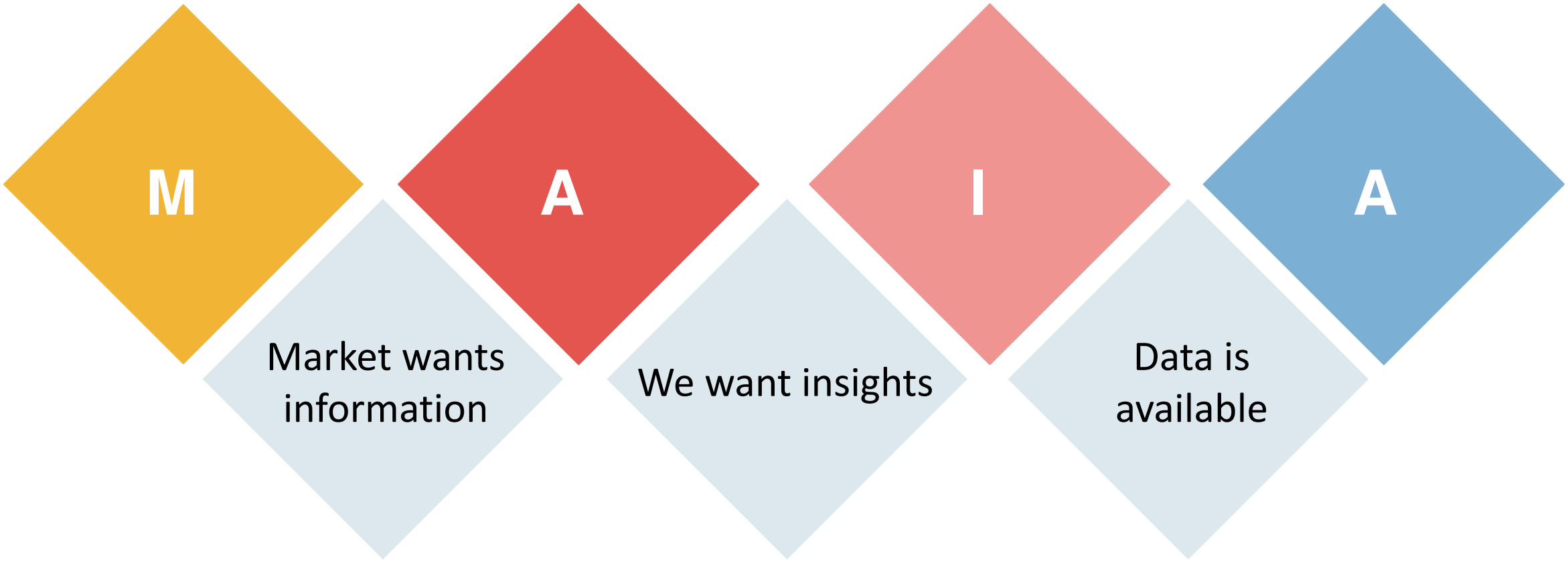
How many vehicles do I need?

How can we measure transit media?

How many contacts for my campaign?

Then came MAIA

Lijncom



Mobile Advertising Insight Analysis

MAIA – turning data into insights

Lijncom

Data public transport	Data ad campaigns	Data on people
De Lijn	Lijncom	accurat
GPS locations	Period Size Tram or bus	Panel of 300.000 Belgian residents Access to their locations (via mobile applications) Statistically extrapolated

Linking mobility to advertising

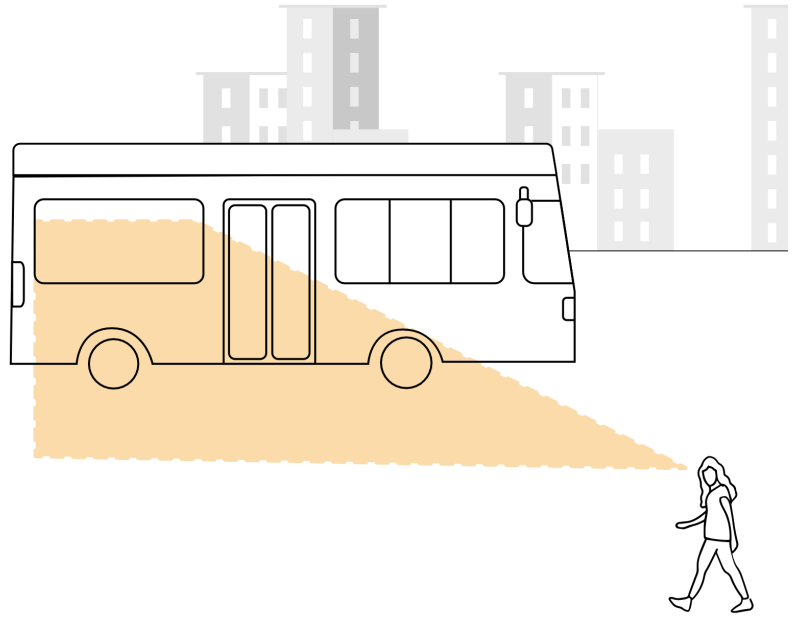
Lijncom

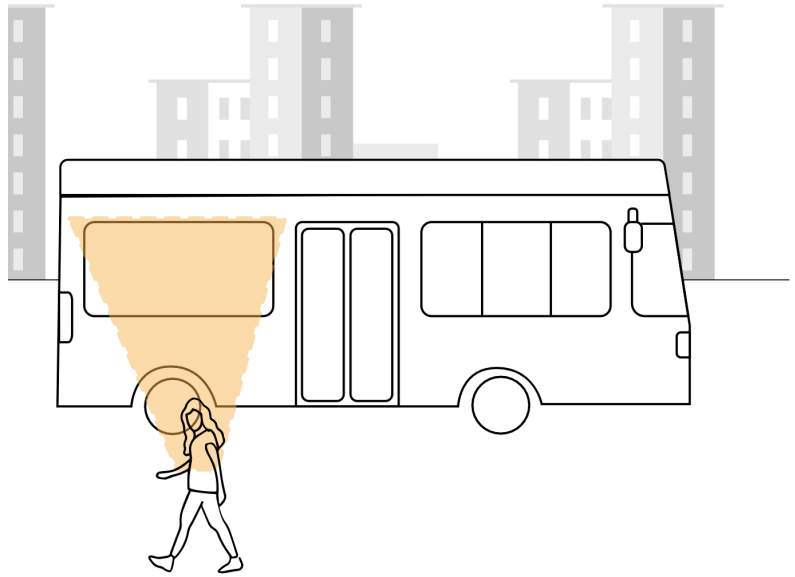
Visibility Adjusted Contacts

Lijncom

Key elements in visibillity

- Distance
- Ad size
- Angle
- Speed
- Time of day





MAIA – today & tomorrow

Lijncom

Data exploration	Available to everyone	Coming soon	Next steps
Insights shared with the market	VAC Reach on demand	Seasonal effects at the coast	Expansion to all of Belgium via CIM?

5 reasons to vote for MAIA

Lijncom

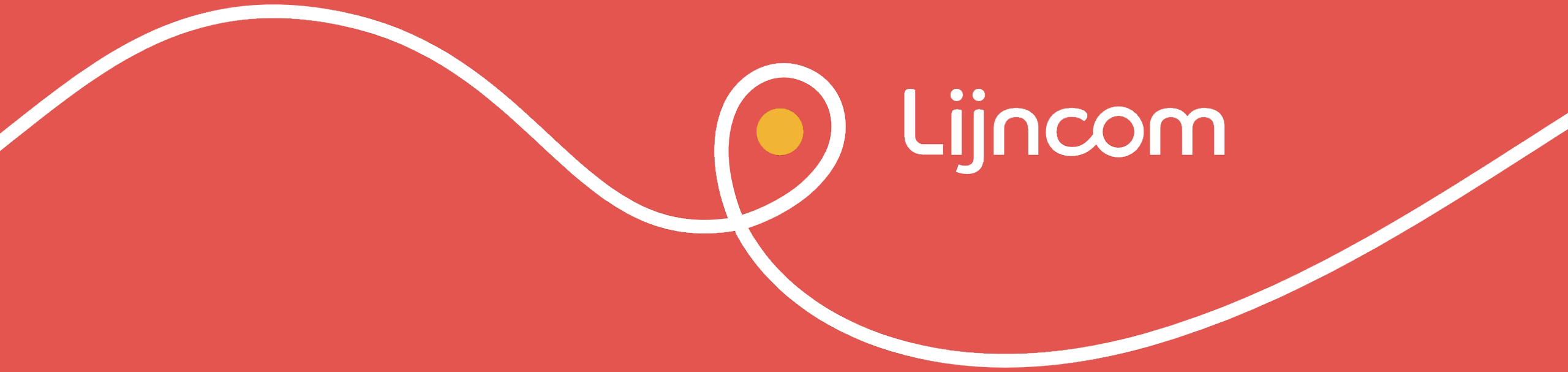
01 **Only** audience measurement research for transit media in Belgium.

02 The research is based on real behavior, which leads to **reliable results**.

03 MAIA is a **dynamic research** project. New vehicles and new audience members can be added.

04 MAIA's set up enables to broaden the research to Wallonia and Brussels, in cooperation with **CIM.**

05 The **future-proof** design enables Lijncom to continue the research over the next years.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