

INFOS TRAFIC AUDIO

Offer 2024





Coyote, RTBF's partner, is inspired by techniques that integrate GPS technologies.

- Their computerized cross-checking with all other RTBF information sources allows a very high reliability of the results provided. Thanks to RTBF Mobilinfo-free number 0800/48.400, supportive motorists can report any traffic problems they witness.
- Travel time, queue length and cumulative traffic jam length reported in Mobilinfo flashes in real time.
- Mobilinfo radio bulletins for short- and medium-term traffic forecasting, based on historical, meteorological and construction site data.

Broadcast scheme

	La1ère			VIVACITÉ			CLASSIC 21			TIPiK			NRJ			LN RADIO		
BILLBOARDS	W	SA	SU	W	SA	SU	W	SA	SU	W	SA	SU	W	SA	SU	W	SA	SU
05:30-07:00				2	1	1	3			2			1					
07:00-09:00				3			3	2	2	4			2			4		
09:00-12:00	1			4			6	3	3	2								
12:00-14:00				2	1	1	2	2	2									
14:00-16:00				3			4	2	2							4		
16:00-19:00	6			5	2	2	6	3	3	6			2			4		
19:00-23:00				1			4	2	2									
TOTAL : 446 BB	35 BB/week			108 BB/week			168 BB/week			70 BB/week			25 BB/week			40 BB/week		

Sponsoring Evaluation

1 week- 446 insertions

South	12+	18-54	PRP 18-54	Working
Cov1+	1.763.762	936.085	722.812	867.280
Cov%1+	40,9	38,6	39,5	43,6
Cov%3+	27,8	24,8	25,5	29,5
Cov%5+	21,9	18,8	19,4	23,2
Contacts	21.123.710	8.730.733	6.839.061	9.874.482
OTH	12,0	9,3	9,5	11,4
GRP	490,3	359,6	373,5	496,8
C/000	1,2	3,0	3,8	2,7

4 consecutive weeks- 1784 insertions

South	12+	18-54	PRP 18-54	Working
Cov1+	2.341.823	1.312.827	1.000.868	1.156.519
Cov%1+	54,4	54,1	54,7	58,2
Cov%3+	42,8	41,5	42,1	46,1
Cov%5+	37,4	35,6	36,2	40,2
Contacts	84.494.870	34.922.930	27.356.240	39.497.920
OTH	36,1	26,6	27,3	34,2
GRP	1.961	1.439	1.494	1.987
C/000	1,0	2,4	3,0	2,1

Source : CIM Radio / SOUTH / RAM January-April 2023 May-August 2023 September-December 2023/ basis 5 sec



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