

LMX and Primedia Outdoor launch study to measure audiences across 7 African markets

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LMX, a subsidiary of the Moving Walls Group and a leading provider of ad-tech in Out-of-Home (OOH), and Primedia Outdoor, a leading provider of OOH media solutions in South Africa and other African markets, have launched an initiative to enable detailed audience measurement across Primedia Outdoor's Digital Out-of-Home (DOOH) inventories in seven markets across Africa which includes Zimbabwe, Lesotho, Namibia, Nigeria, Botswana, Eswatini, and Zambia.



The initiative uses LMX's audience measurement platform to provide Primedia Outdoor DOOH with location intelligence capabilities that deliver better transparency, accountability, and attribution to Primedia Outdoor's advertisers and agency clients. The audience measurement that wraps Primedia's 23 DOOH screens will deduce reach, frequency, and impressions.

The audience measurement platform is powered by a patented multi-signal audience measurement platform that uses a combination of data sources to build near real-time audience insights. The platform has been designed to profile locations based on the types of audiences around OOH locations and digital billboards and is currently deployed in multiple locations across SE Asia, India, and LATAM.

Africa's Digital OOH (DOOH) ad-spends are expected to [grow](#) and reach 40% of OOH spend by 2023, where digital development and migration will be a key area for media owners.

Currently, DOOH media is largely fragmented and advertisers don't have access to a single automated platform to access all available inventory for their campaigns. LMX is able to connect media owner inventories and profile the audiences around them to automate and simplify the sales process.

Tamara van Eeckhoven, COO of Primedia Outdoor Africa states "We are highly driven by innovation and are constantly finding new ways of thinking to go above and beyond customer expectations. We are pleased to be working with LMX to accelerate the adoption of audience measurement across Primedia Outdoor's DOOH networks to bring effective brand exposure and accountability to all our clients."

Srikanth Ramachandran, Group CEO of Moving Walls shares “Primedia Outdoor has some of the best premium digital sites of the highest quality in Sub-Saharan Africa. We are delighted to power Primedia Outdoor assets with technology and data to drive audience measurement and connect to global advertising demand.

For any queries on the press release, please contact quinn@movingwalls.com or jorja@primeoutdoor.co.za

About LMX (lmx.ai)

Location Media Xchange (LMX), a newly formed company under the Moving Walls group, is the world’s first independent advertising technology company that is powered by a multi-sensor location media viewership measurement approach. LMX has been designed for brands and marketers to be able to reach moving audiences where they spend most of their time. LMX provides a platform for marketers to profile locations based on the types of audiences around there and activate mobile and physical place-based media like digital billboards to reach them during this offline journey.

About Primedia Outdoor

Primedia Outdoor is the premier provider of OOH media solutions within South Africa and the Rest of Africa. A Level 1 BBBEE contributor, Primedia Outdoor is currently the largest wholly South-African-owned outdoor advertising media specialist offering national outdoor exposure throughout South Africa and high reach in key markets in the Rest of Africa. We own over 15,000 advertising panels across South Africa, with a further 4 000+ panels across the Rest of Africa, offering national and international outdoor exposure to our valued clients. Primedia Outdoor offers flexible coverage of the entire LSM/SEM spectrum, targeting cosmopolitan consumers in major urban areas through to those living in rural communities.

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Primedia Outdoor



Primedia Outdoor is a national outdoor advertising media specialist. Part of the Out-of- Home division of Primedia (Pty) Ltd, Primedia Outdoor focuses primarily on the marketing and selling of outdoor advertising signage.

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