

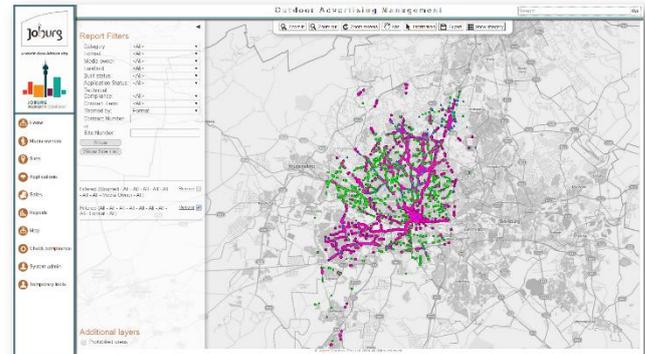
OUTDOOR ADVERTISING MANAGEMENT

City of Johannesburg

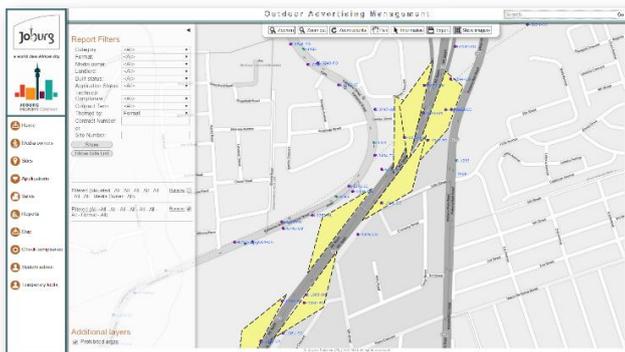
Aspire Solutions, in partnership with PDS, has assisted the City of Johannesburg in conducting an audit of their outdoor advertising assets and has developed, populated and implemented a spatially-based advertising management system (AMS) to assist with the on-going management thereof.

The driving force behind this initiative is the City of Johannesburg's aim to legalise outdoor advertising, reduce advertising clutter and ensure proper collection of revenues.

The first phase of the project included auditing all existing sites and collecting data thereon, including location, sign information and images. This data was collated and included in a geo-spatial database.



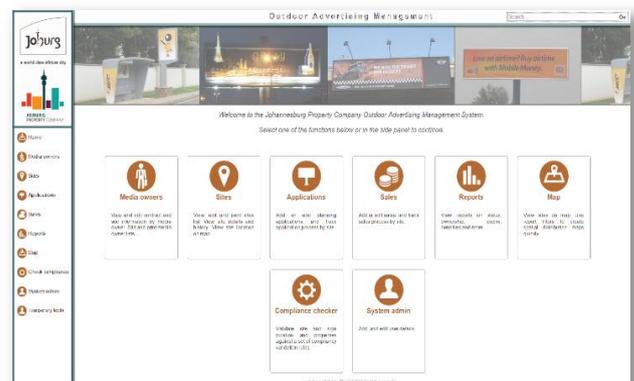
Thereafter, to assist with cleaning up the status-quo allocations to media owners, these sites were evaluated to see whether they were covered by rental contracts and whether they complied with by-laws.



The second phase of the project was the development of a web-based system to store outdoor advertising data and to manage outdoor advertising processes. To this end the city's Advertising Management System (AMS) was developed and implemented, which gives the client the ability to manage outdoor advertising contracts better, project future income based on sales more accurately, to assess site location compliance to by-laws more easily and to produce quick management summary reports.

Functionality of the system includes:

- Managing contracts with media owners.
- Reporting on media owners' sales and incomes.
- Viewing site information, including location and visuals.
- Managing and reporting on new site applications.
- Performing automatic by-law checks via a spatial compliance calculator.
- Interacting with information via an interactive map (GIS) viewer.



In addition to system implementation, handover, skills transfer and support formed part of the project, with a view to ensuring the city could use the system to better manage its outdoor advertising assets.

For more information, please contact us

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