

Case Study: Clear Channel Belgium

Digital & Innovation Project Management

Client Overview

Clear Channel Belgium is a leading outdoor advertising company operating a national network of digital displays across Belgium. The company required a Digital & Innovation Project Manager to modernize their digital infrastructure and improve operational reliability.

Challenge

Clear Channel's national digital network was experiencing significant reliability issues with only **75% availability**, leading to lost revenue from unfulfilled advertising contracts and reduced client confidence. The digital infrastructure lacked structured documentation, making troubleshooting slow and handovers ineffective.

Solution

- **Systematic issue identification** — Mapped all failure points across the national digital display network
- **Vendor coordination** — Aligned technical partners around clear SLAs and escalation procedures
- **Operational process redesign** — Implemented structured monitoring, documentation, and handover protocols
- **Innovation pipeline** — Evaluated and introduced new digital display technologies

Results

75% → 99%

National digital network availability improvement

Structured documentation

Complete handover system created, enabling knowledge transfer and operational continuity

Revenue protection

Near-elimination of availability-related revenue losses from advertising contracts

Technologies & Methods

Digital signage infrastructure, Network monitoring, Vendor management, ITIL-inspired processes, Documentation systems, Stakeholder alignment

Client Testimonial

"Matthieu is the kid in a playground of technology; he's 24/7 passionate and curious about tech and innovation. With a golden heart and a relentless focus on the customer, Matthieu is an asset in any team."

— **Jan De Moor**, General Manager, Clear Channel Belgium

Duration & Role

Period: July 2016 – January 2019 (2.5 years)

Role: Digital & Innovation Project Manager

Industry: Digital Advertisement / Marketing

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