H1 2024
Place Exchange Programmatic OOH Trends Report

August 2024

PLACE EXCHANGE

Overview

The Place Exchange Programmatic OOH Trends report provides a snapshot of select US programmatic OOH spending patterns within the Place Exchange platform, analyzing delivery across billions of programmatic OOH impressions. These results compare data from H1 2024 with data from H2 2023.

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Select Takeaways

Select Takeaways

- From H2 2023 to H1 2024, the distribution of programmatic OOH spend by IAB advertiser category remained broadly consistent, with the top 4 categories remaining Health/Fitness, Personal Finance, Food/Drink, and Home/Garden, collectively accounting for over 40% of spend in H1 2024.
    - The fastest-growing categories were Automotive, Shopping, Home/Garden, Tech/Computing, and Style/Fashion.
- Billboards remained the single largest asset category by spend, at 41%.
- Outdoor (including billboards and street furniture) remained the largest venue category, with 60% of spend, followed by Retail at 13%, Transit at 9%, and Entertainment at 8%.
    - Overall, the number of programmatic OOH screens increased by 17%, driven mainly by deployments at entertainment, retail, transit, and health locations.
- The average CPM across all programmatic OOH inventory was $7.16 in H1 2024, in line with the $7.24 average in H2 2023.
- Video continued to represent a material portion of programmatic OOH spending, comprising 43% of spend on video-enabled screens.
- While programmatic OOH supports a wide variety of creative formats, the majority of spending remained concentrated in a few formats:
    - 71% of programmatic OOH video ads were 15 seconds in length, a slight decrease from the prior period.
    - 82% of programmatic OOH video spend is attributed to the top 2 sizes (WxH): 1920x1080 and 1080x1920.
    - 86% of programmatic OOH display spend on static creatives is attributed to the top 3 ad sizes (WxH): 1400x400, 1920x1080, 1080x1920.
- Programmatic OOH continues to transact predominantly via Private Marketplace (PMP) deals, representing 93% of H2 2023 spend, given the high levels of campaign flexibility, price transparency, and media quality offered to buyers.

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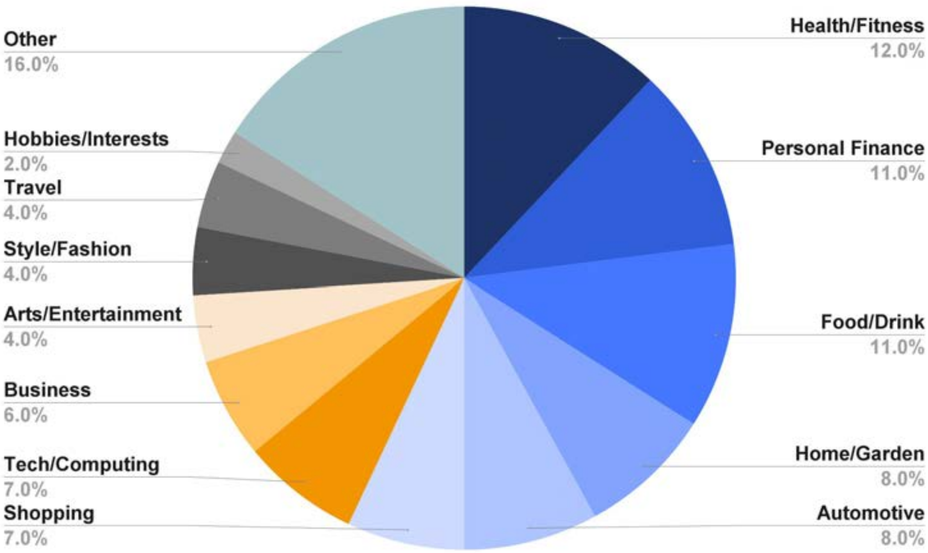
Advertiser Category Trends

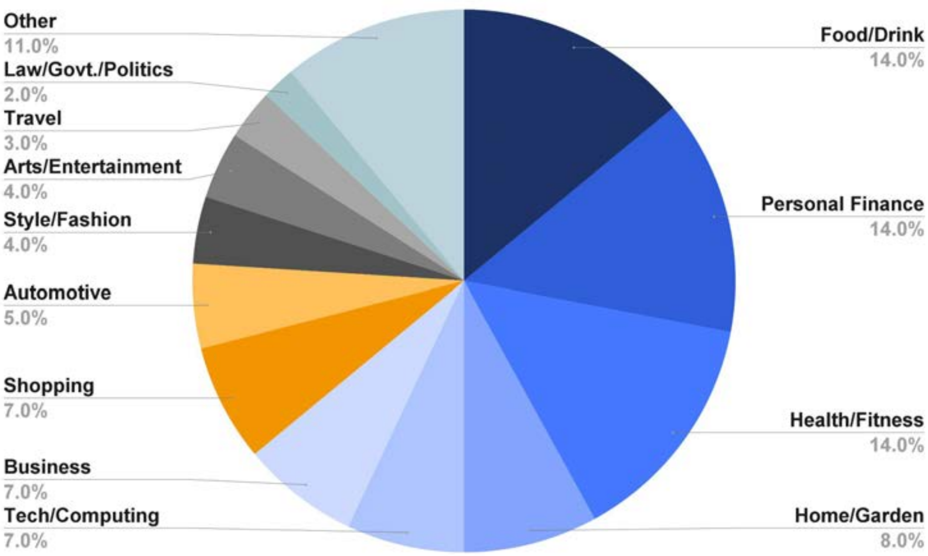
Top Spending Advertiser Categories

By IAB Category

H1 2024 - Top Spending Advertiser Categories



H2 2023 - Top Spending Advertiser Categories



Comparing H2 2023 to H1 2024:

- **The overall distribution of advertiser categories remained broadly consistent** across the two periods.
- **The top 4 categories remained Health/Fitness, Personal Finance, Food/Drink, and Home/Garden**, collectively accounting for over 40% of the spend in H1 2024.
- **The Automotive category gained share,** increasing from 5% of H2 2023 spend to 8% of H1 2024 spend.
- In both periods, the **spend overall was balanced across a broad array of advertiser categories.**

Advertiser Categories with the Highest Growth*

H2 2023 to H1 2024

	Growth Rate
Automotive	160%
Shopping	86%
Home/Garden	84%
Tech/Computing	62%
Style/Fashion	60%

* Includes only IAB categories that represented at least 2% of total spend in H1 2024.

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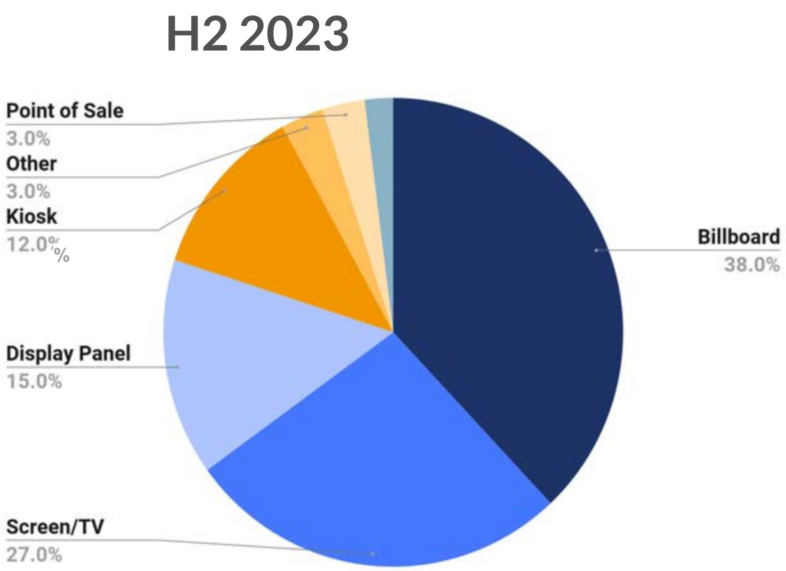
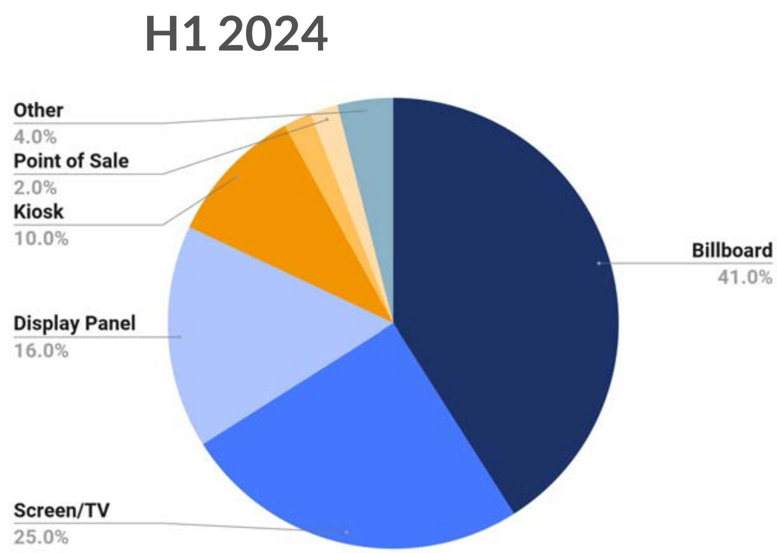
Asset Category and Pricing Trends

Spend Distribution by Asset Category





Asset Category Designations

Billboard
Large format, free standing, elevated digital displays.

Display Panel
Mid-to-large format digital displays mounted at or near eye level.

Kiosk
Interactive displays that are part of an easily-accessible, free-standing structure.

Point of Sale
Screens on a terminal or interface at which purchase transactions take place between a merchant and a customer.

Screen/TV
Small-to-mid size digital displays delivering information to a captive audience.

Shelter
A ground level, free standing enclosure such as newsstand or a bus shelter.

Other
Elevator Display: Displays located within elevators.

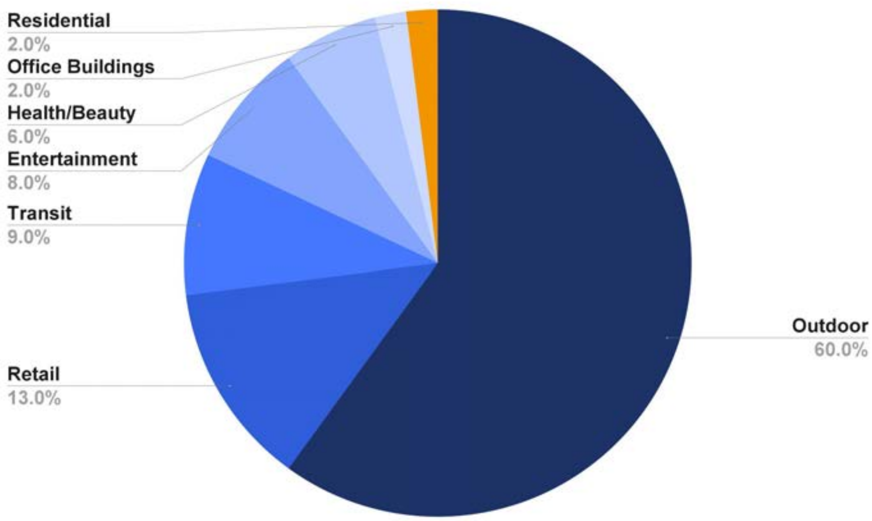
Spectacular: A large, non-standard display located in high impact areas.

Vending Machine: An automated machine through which various goods may be purchased.

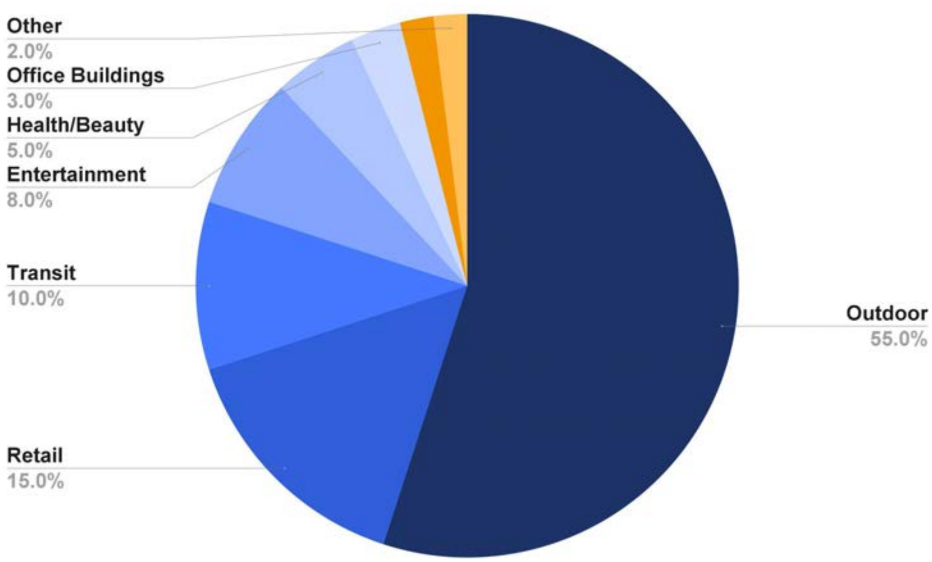
Billboards continued to represent the largest single asset category, growing from 38% of spend in H2 2023 to 41% in H1 2024. Overall, the distribution of spend by asset category remained relatively consistent between the two time periods.

Spend Distribution by Venue Category

H1 2024



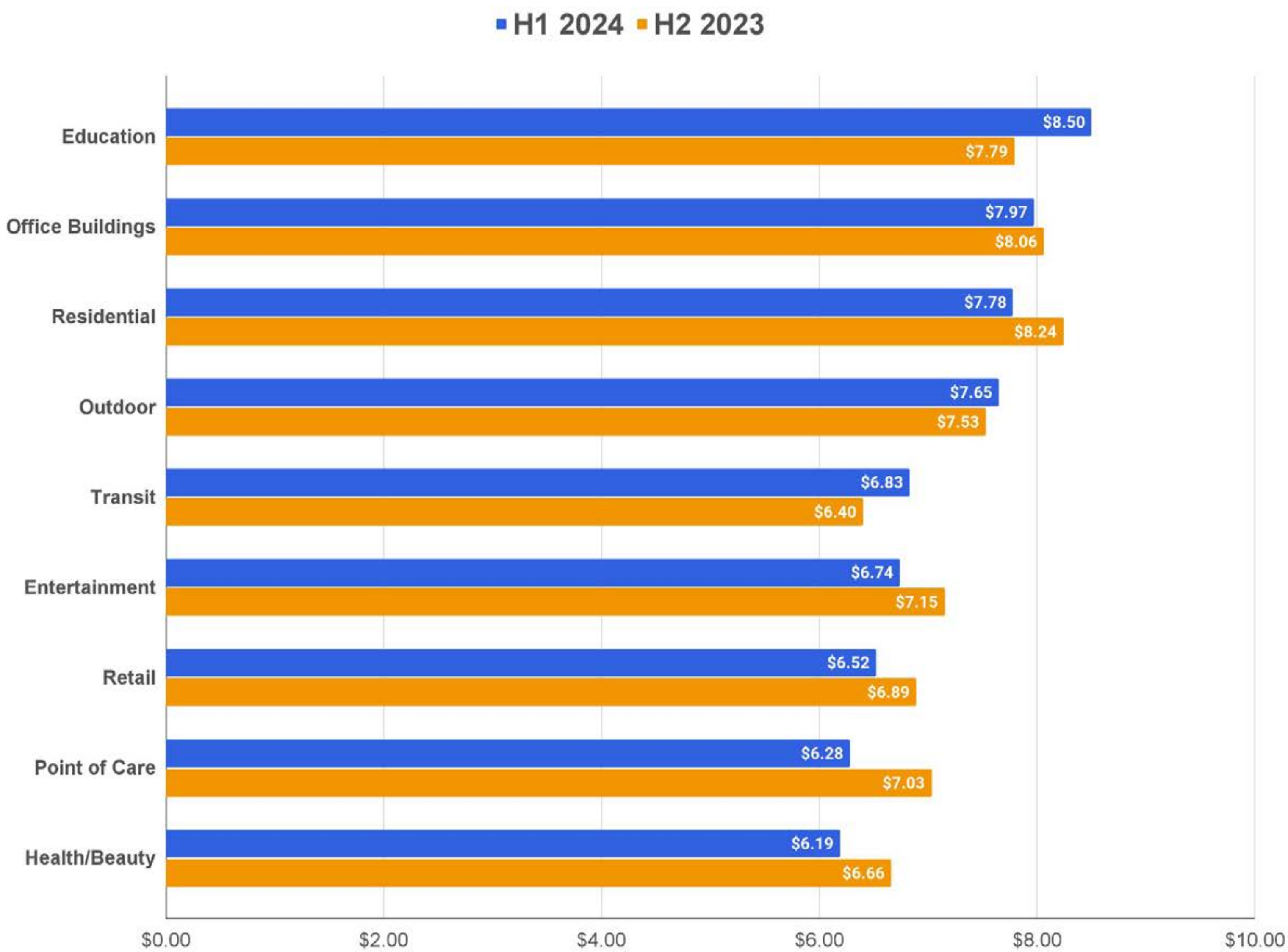
H2 2023



Comparing H1 2024 to H2 2023:

- **Outdoor (including billboards and street furniture) remained the largest venue category,** with 60% of spend, up slightly from 55% in H2 2023.
- **Retail was once again again the second largest venue category** by spend, followed by Transit and Entertainment.
- Overall**, the distribution of spend by venue category remained relatively consistent** between the two time periods.
- **Programmatic screen count grew by 17%,** driven mainly by new screens in entertainment, retail, transit, and health locations.

Average CPMs by Venue Category



Overall, the **average programmatic OOH CPM for H1 2024 was $7.16**, closely in line with the $7.24 average in H2 2023.

Education, Transit, and Outdoor CPMs saw slight increases, while most other venue categories saw slight decreases, with Point of Care and Health/Beauty displaying the largest relative decreases.

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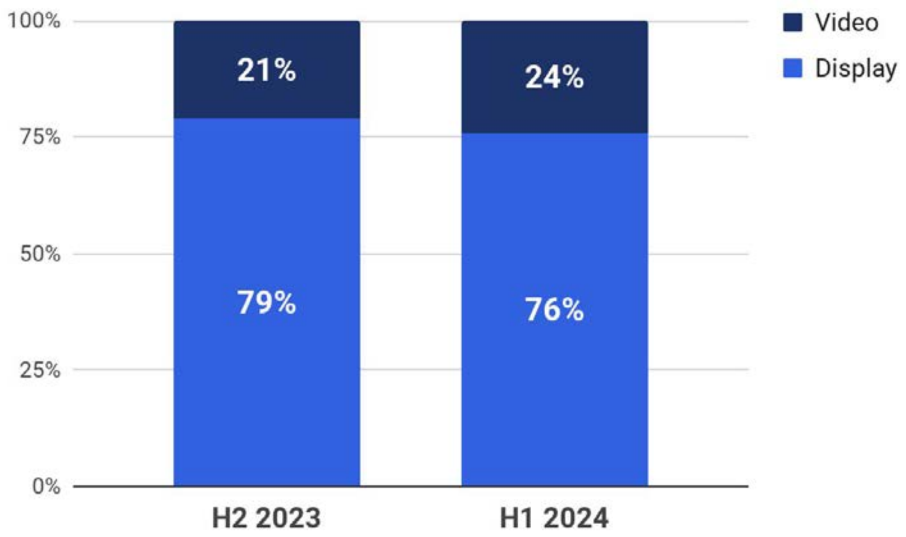
Creative Format and Transaction Type Trends

Display & Video Spending

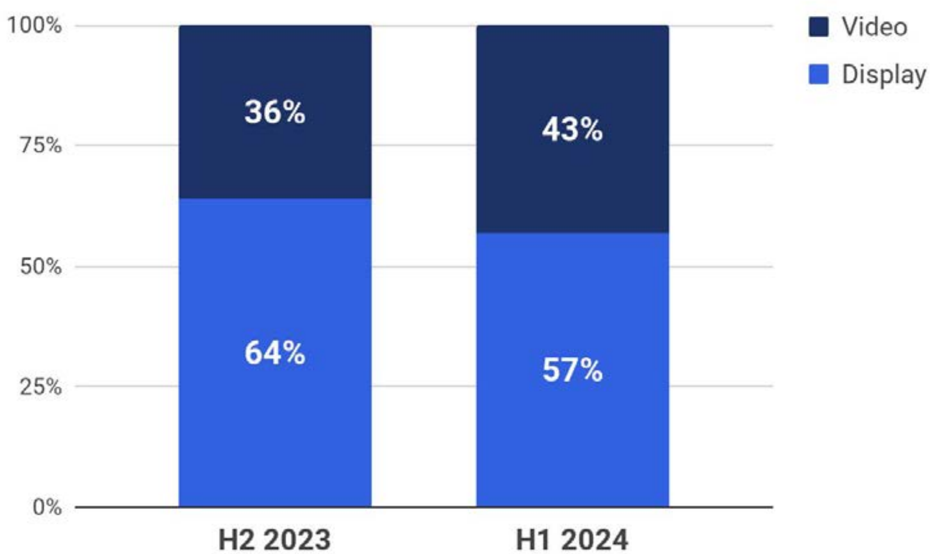
All Display & Video Spend



Programmatic Video OOH increased in share, going from 21% of spend across all programmatic OOH screens in H2 2023 to 24% in H1 2024.

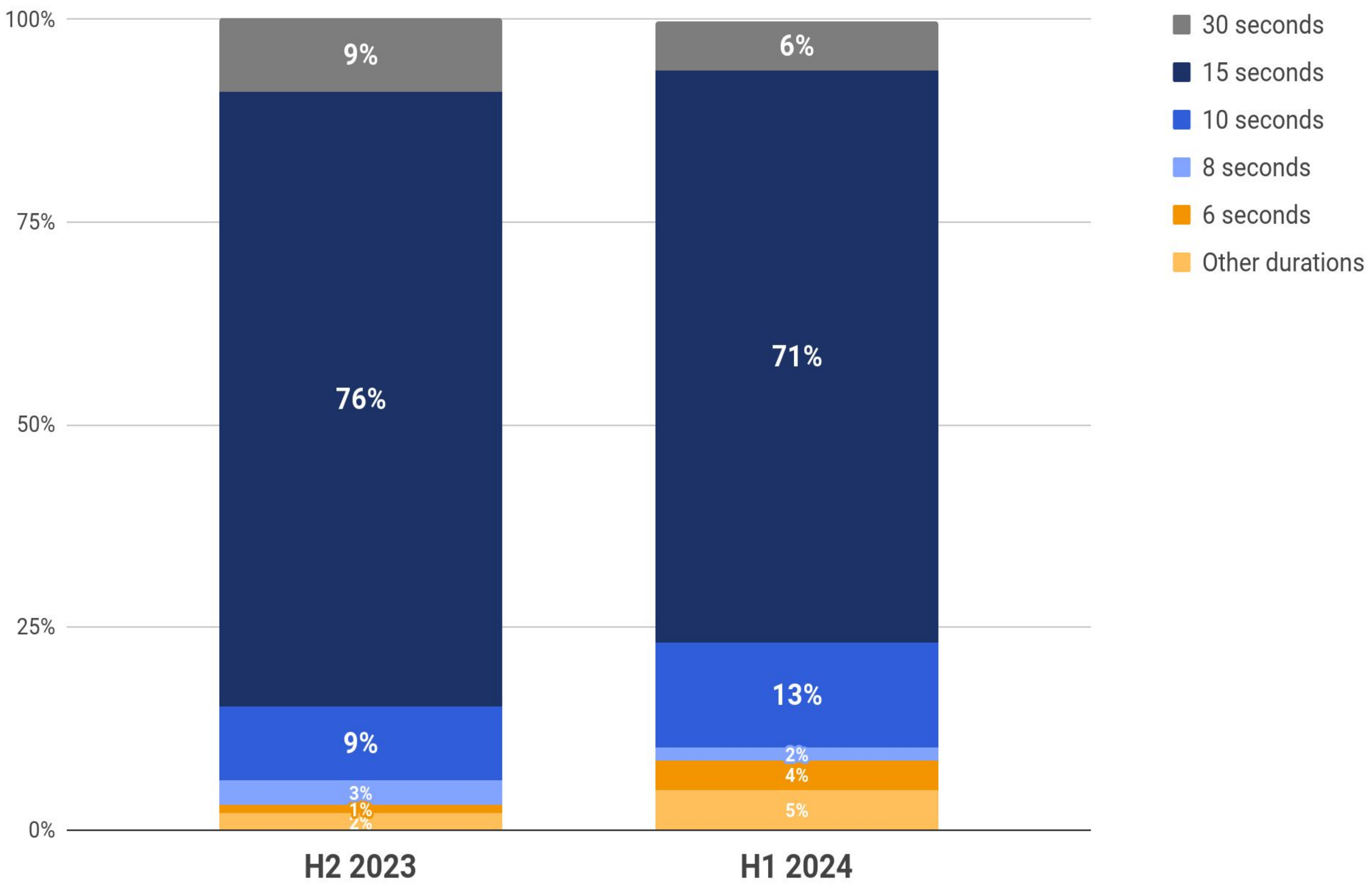
Display & Video Spend, ex-Billboards

(i.e., video-enabled screens only)



Filtering the analysis to include only OOH screens that are video-enabled, **Video accounted for over 40% of H1 2024 spend.**

Spend by Video Ad Duration



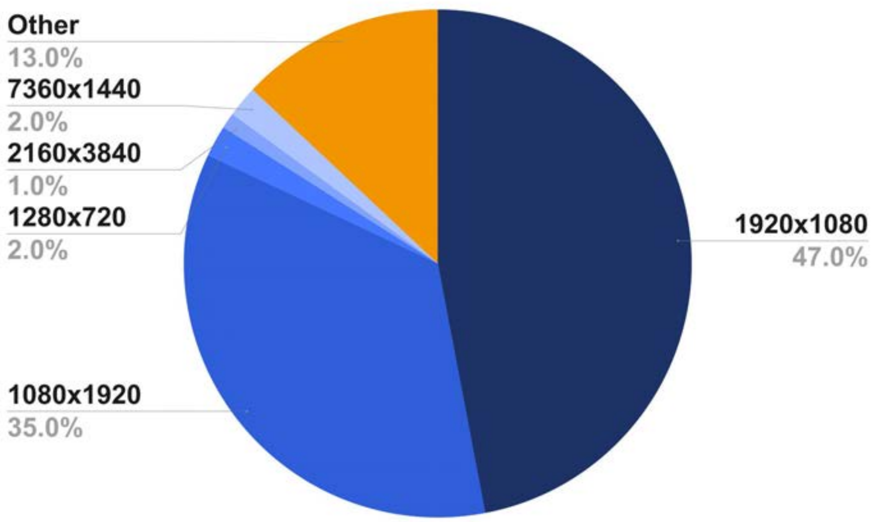
15 seconds continued to be the most common video ad duration, representing 71% of all video spend.

Comparing to H2 2023, 10-second and 6-second duration video ads increased in share, while 30-second and 8-second durations declined in share.

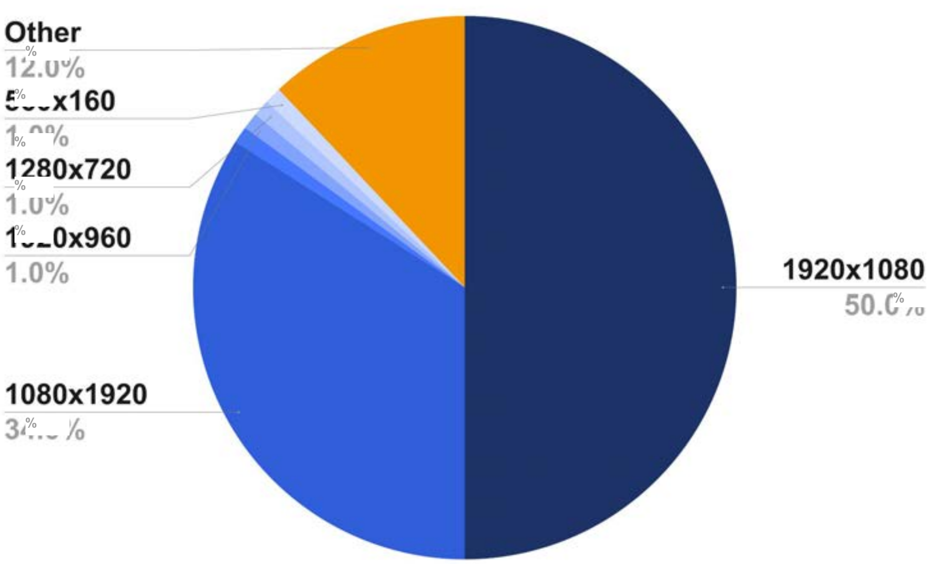
Spend by Video Size

Width x Height for Video creatives

H1 2024



H2 2023

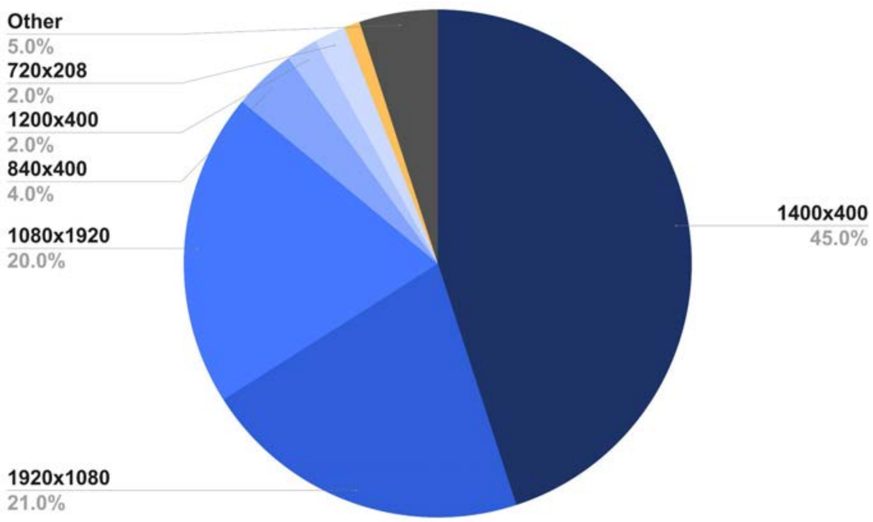


The distribution of spend by video creative size remained roughly consistent, with **the leading horizontal video size (1920x1080) declining slightly from 50% to 47% of spend, and the leading vertical video size (1080x1920) increasing slightly from 34% to 35%.**

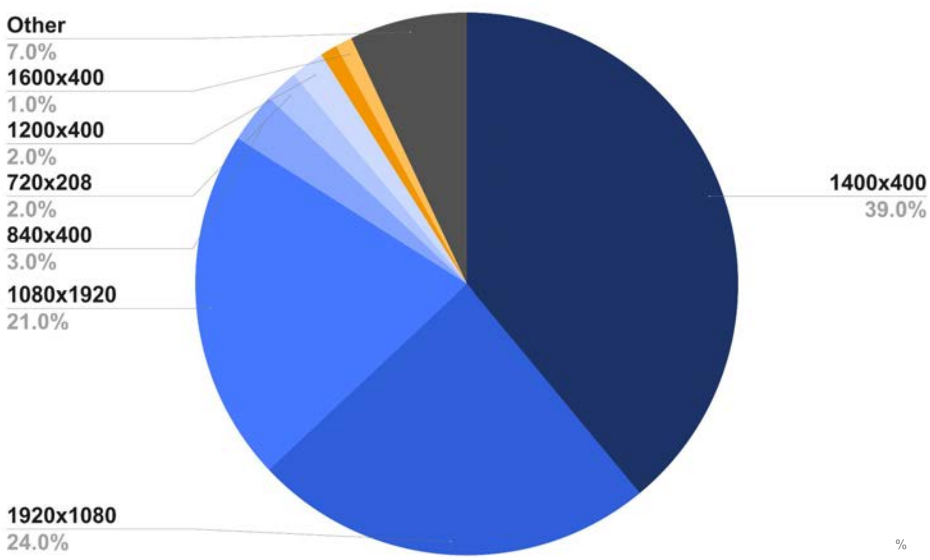
Spend by Display Size

Width x Height for Display creatives

H1 2024



H2 2023

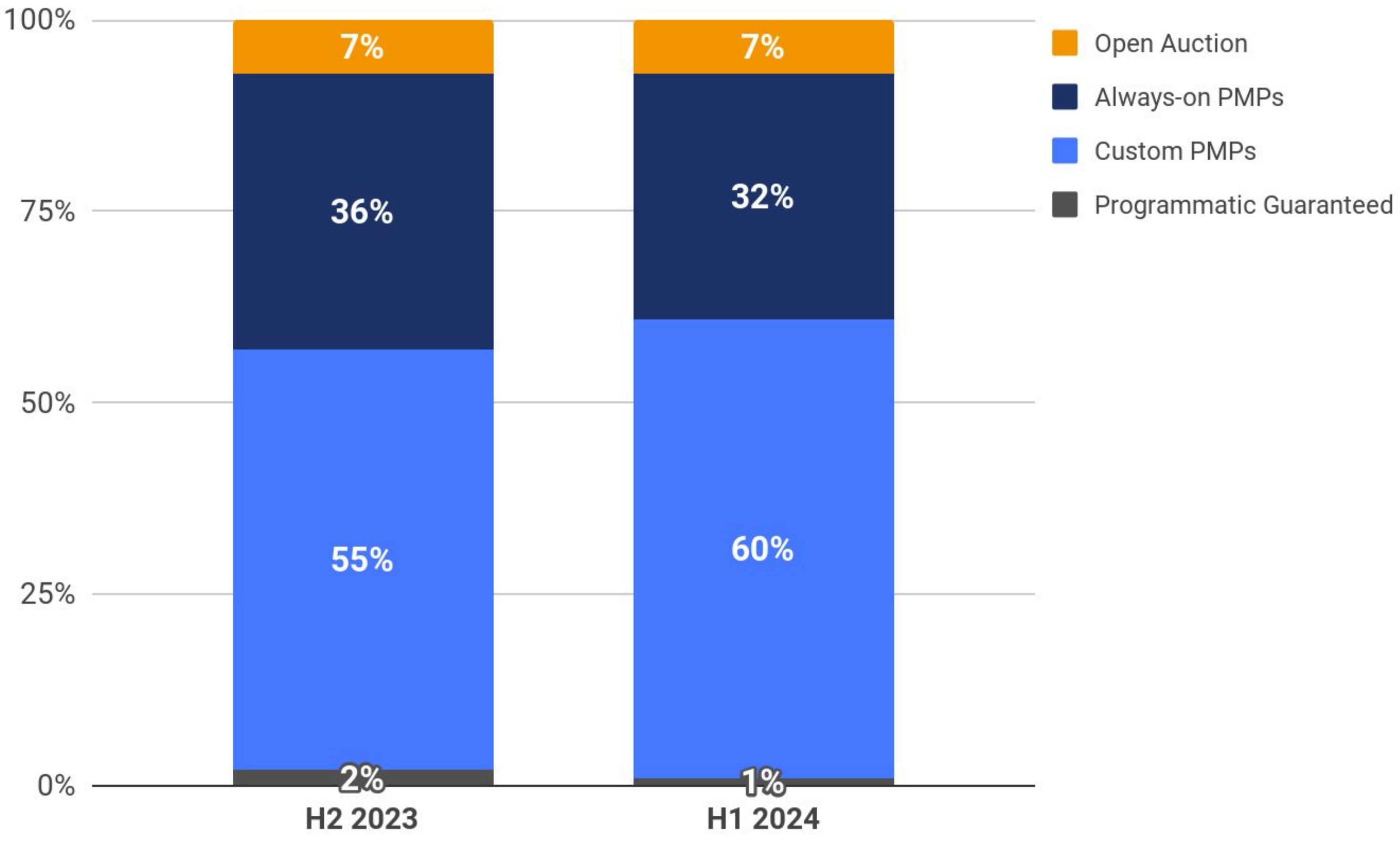


Among the top 3 sizes for static display creatives, the top size of 1400x400 increased in share of spend, and 1920x1080 and 1080x1920 both decreased slightly.

The top display creative sizes overall in H1 2024 were:

- 1400x400
- 1920x1080
- 1080x1920
- 840x400
- 720x208
- 1200x400
- 1600x400
- 1024x768

Spend by Transaction Type



Programmatic OOH buyers continue to overwhelmingly prefer transacting with private marketplace deals (PMPs), including Always-on PMPs, Custom PMPs, and Programmatic Guaranteed deals, collectively representing 93% of spend in H1 2024.

Private deals in general remain strongly preferred over open auction, as they offer highly flexible campaign delivery, transparency around media pricing, and certainty around inventory quality - all factors that are growing in importance to buyers.

About Place Exchange

Place Exchange is the leading SSP for programmatic out-of-home media. Integrated with omnichannel and OOH DSPs, Place Exchange's patented technology uniquely offers agencies and advertisers the opportunity to fully unify buying and measurement of OOH media with other digital channels, leveraging the same workflow, creatives, reporting, and attribution as for online and mobile advertising. Place Exchange's unmatched premium supply ecosystem adheres to its Place Exchange Clear certification program that delivers buyers quality, consistency, transparency, and compliance. For OOH media partners, Place Exchange offers the opportunity to access untapped programmatic ad spend with full transparency and control. Place Exchange is a 2023 Deloitte Technology Fast 500™ company and a 2024 AdExchanger Programmatic Power Player.

For more information about Place Exchange, visit www.placeexchange.com.

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