H2 2024 Place Exchange Programmatic OOH Trends Report

February 2025

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 H2 2024 with data from H1 2024.

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Select Takeaways

Select Takeaways

- In H2 2024, the top 3 programmatic OOH advertising categories in our data were Food/Drink, Health/Fitness, and Personal Finance, collectively growing to 42% of spend.
  - The fastest-growing categories overall were Food/Drink, Tech/Computing, Style/Fashion, Personal Finance, and Health/Fitness.
  - The number of unique advertisers on the platform increased by 31%.
- For the first time, Screen/TV tied Billboard for the largest asset category, with both claiming 29% of spend in H2 2024, reflecting the growing weight of video advertising in Digital OOH.
- Outdoor (including billboards and street furniture) remained the largest venue category, with 52% of spend, followed by Retail at 15%, Transit at 11%, and Entertainment at 8%.
  - Overall, the number of programmatic OOH screens increased by 25%, driven mainly by deployments at entertainment, retail, transit, and health locations.
- The average CPM across all programmatic OOH inventory increased to $7.62 in H2 2024.
- Video ads accounted for half of all programmatic OOH 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, underscoring the ease of launching campaigns from a creative standpoint:
  - 15 seconds remained the most common duration for video ads (61%), but other common video ad durations gained in share of spend.
  - 91% of programmatic OOH video spend was attributed to the top 2 sizes (WxH): horizontal 1920x1080 and vertical 1080x1920.
  - 85% of programmatic OOH display spend on static creatives was attributed to the top 3 ad sizes (WxH): 1400x400, 1920x1080, 1080x1920.
- Programmatic OOH continued to transact predominantly via private deals, representing 95% of H2 2024 spend, given the high levels of campaign flexibility, price transparency, and media quality offered to buyers.
  - While Custom PMPs represented the majority of spend (70%), Always-on PMPs made up a significant share (23%) and Programmatic Guaranteed Deals, while small, doubled from 1% to 2% of spend.

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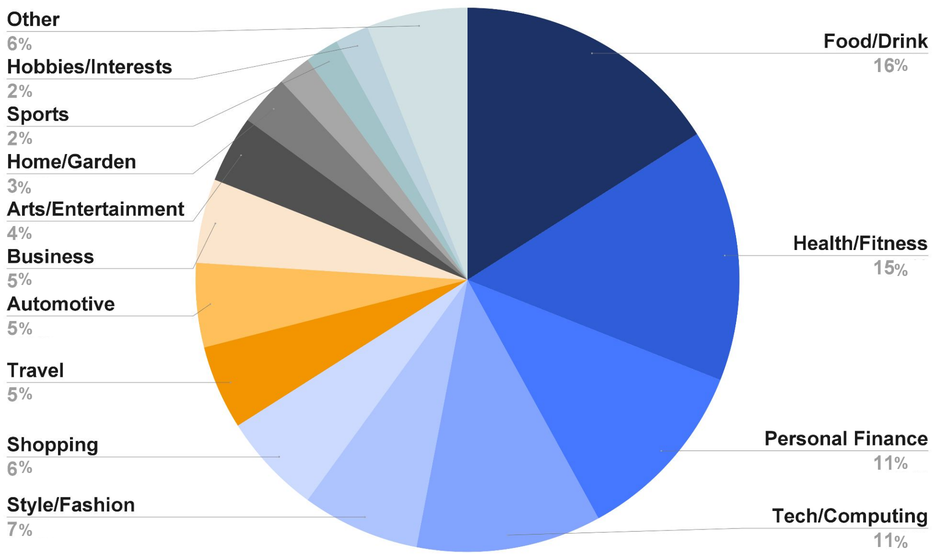
Advertiser Category Trends

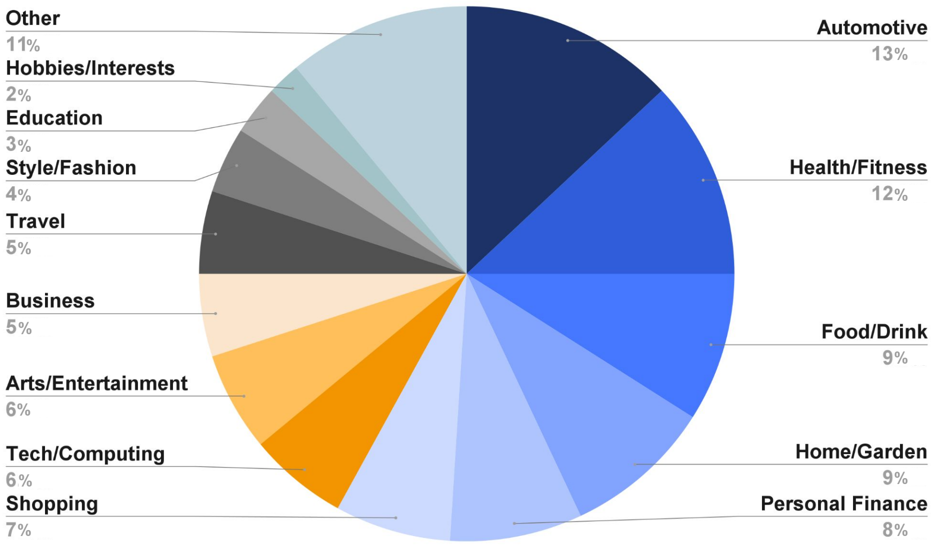
Top Spending Advertiser Categories

By IAB Category

H2 2024 - Top Spending Advertiser Categories



H1 2024 - Top Spending Advertiser Categories



H1 2024 graph updated with additional data.

Comparing H2 2024 to H1 2024:

- In both periods, the **spend overall was balanced across a broad array of advertiser categories.**
- **The top 3 categories in H2 2024 were Food/Drink, Health/Fitness, and Personal Finance**, which all gained in share and collectively accounting for 42% of the spend.
- **Other gainers included the Tech/Computing and Style-/Fashion categories,** while Automotive, Home/Garden, and Arts/Entertainment declined in share.
- **Unique advertisers (not shown) increased 31%** from H1 2024 to H2 2024.

Top 5 Advertiser Categories with the Highest Growth in Spend*

H1 2024 to H2 2024

	Growth Rate
Food/Drink	145%
Tech/Computing	134%
Style/Fashion	95%
Personal Finance	76%
Health/Fitness	66%

* Includes only IAB categories that represented at least 2% of total spend in H2 2024.

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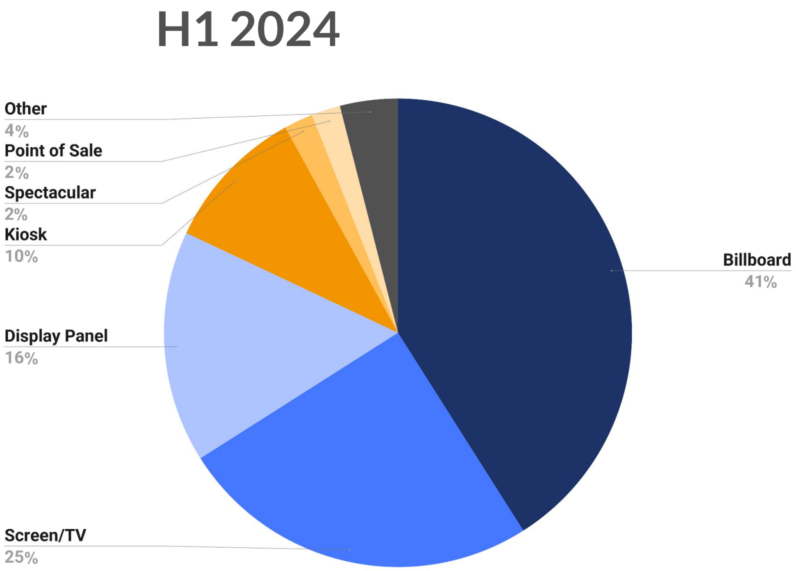
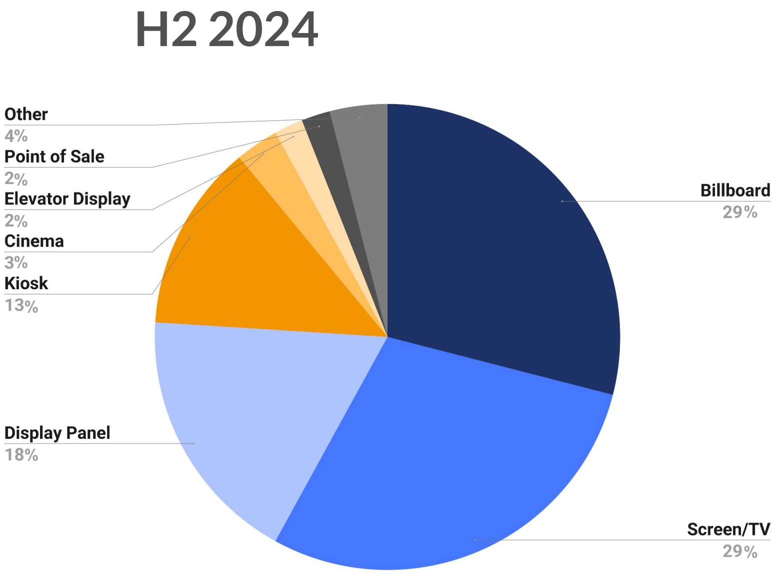
Asset Category and Pricing Trends

Spend Distribution by Asset Category





Asset Category Designations

Billboard
Large format, free standing, elevated digital displays.

Cinema
Mid-to-large format digital displays mounted in-lobby or on-screen in movie theaters.

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 where purchase transactions take place between a merchant and a customer.

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

Other
Elevator Display: Displays located within elevators.

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

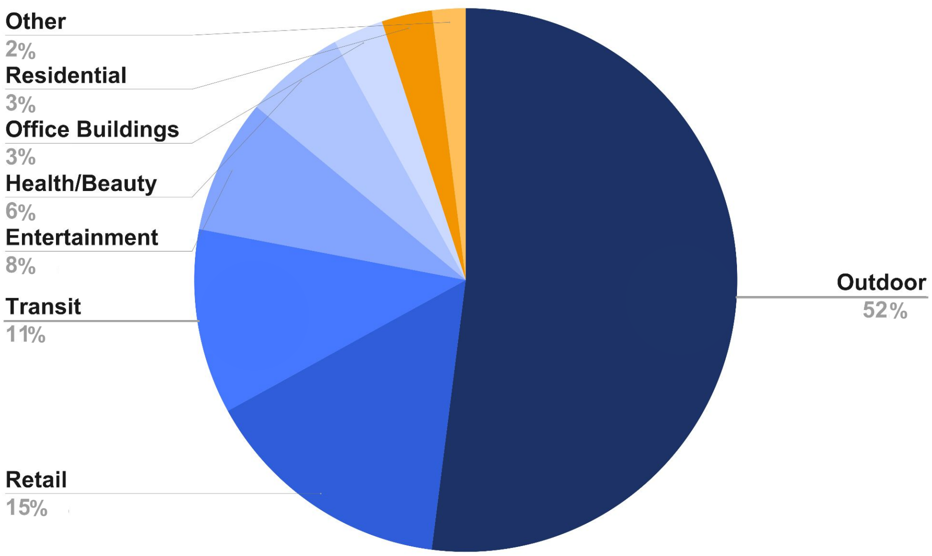
Spectacular: A large, non-standard display located in high impact areas.

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

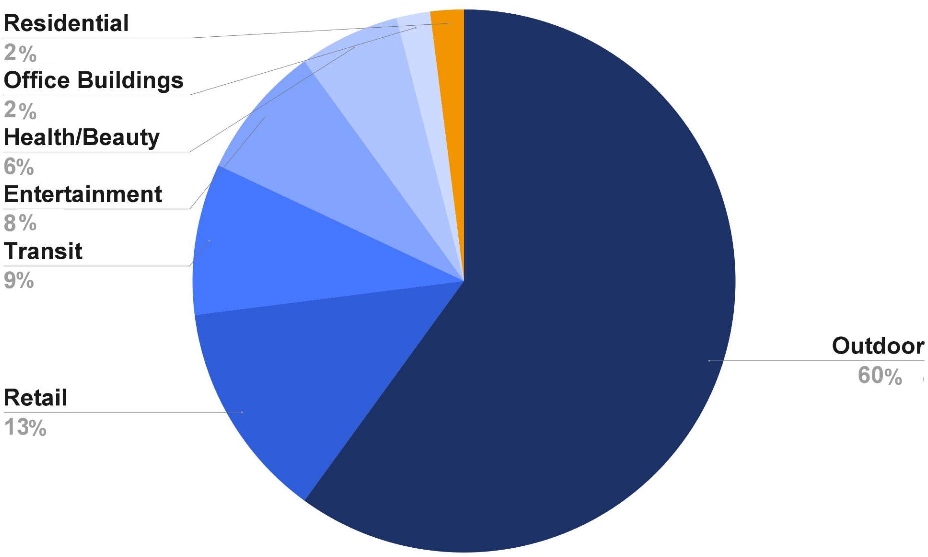
For the first time, Screen/TV tied Billboard for the largest asset category, with both claiming 29% of spend in H2 2024. This shift reflects the growing weight of video advertising in Digital Out of Home.

Spend Distribution by Venue Category

H2 2024



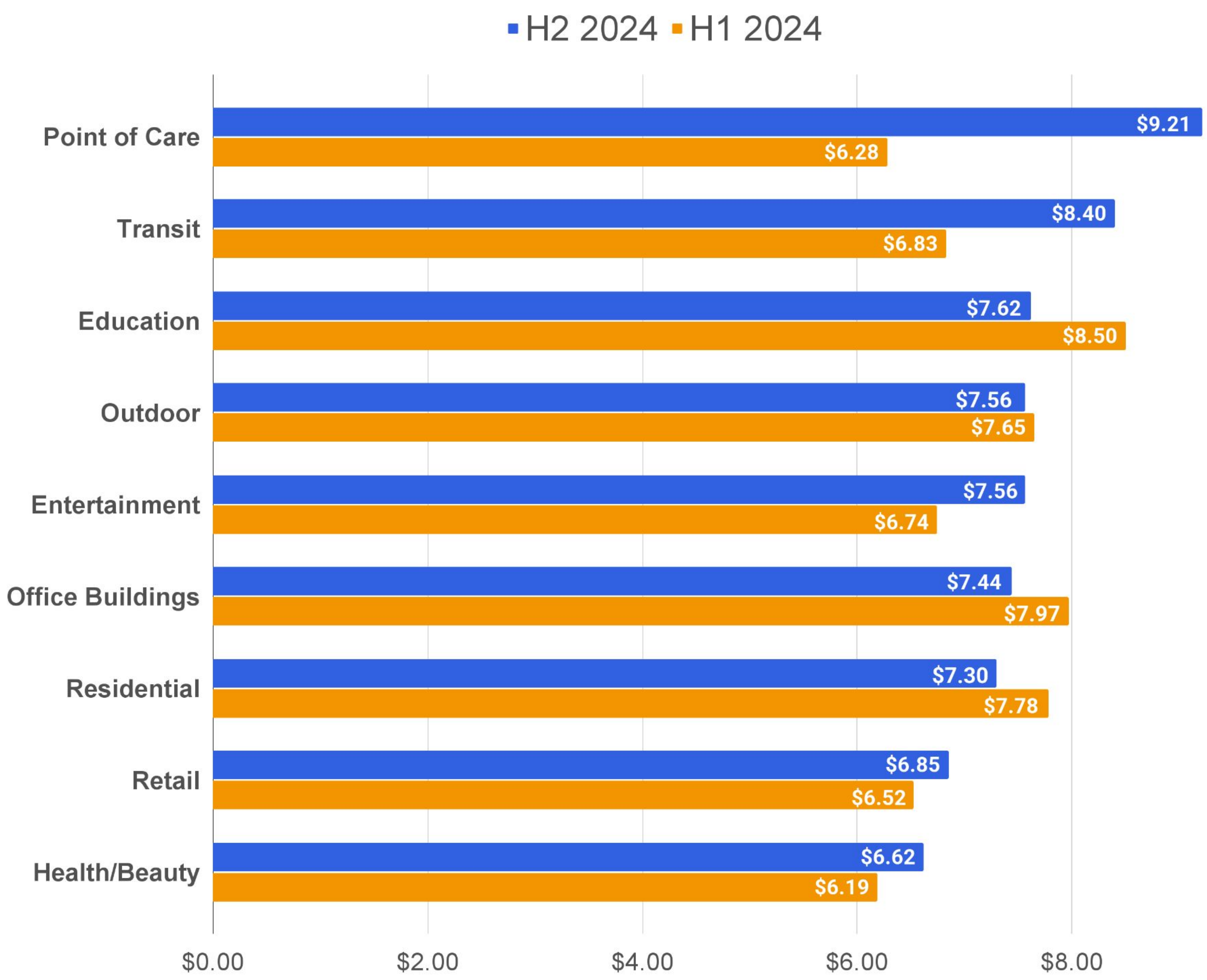
H1 2024



Comparing H2 2024 to H1 2024:

- **Outdoor (including billboards and street furniture) remained the largest venue category,** with 52% of spend, down from 60% in H1 2024.
- **Retail was once again again the second largest venue category** by spend, followed by Transit and Entertainment.
- **Programmatic screen count (not shown) grew by 25%,** driven mainly by new screens in entertainment, retail, transit, and health locations.

Average CPMs by Venue Category



Overall, the **average programmatic OOH CPM for H2 2024 was $7.62**, nearly 50 cents higher than the $7.16 average in H1 2024.

Point of Care, Transit, and Entertainment CPMs saw significant increases, while Retail and Healthy/Beauty venues also saw higher CPMs. The most notable decline in CPM was for the Education category.

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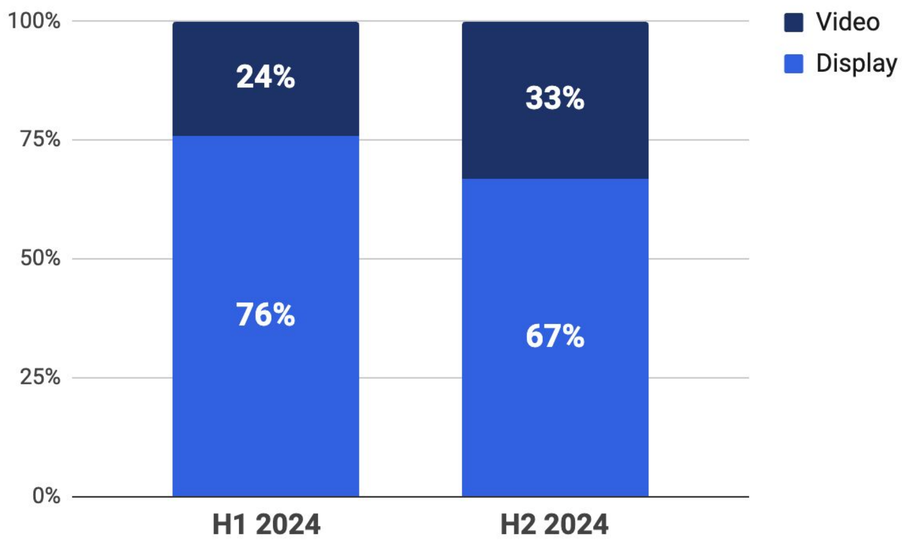
Creative Format and Transaction Type Trends

Display & Video Spending

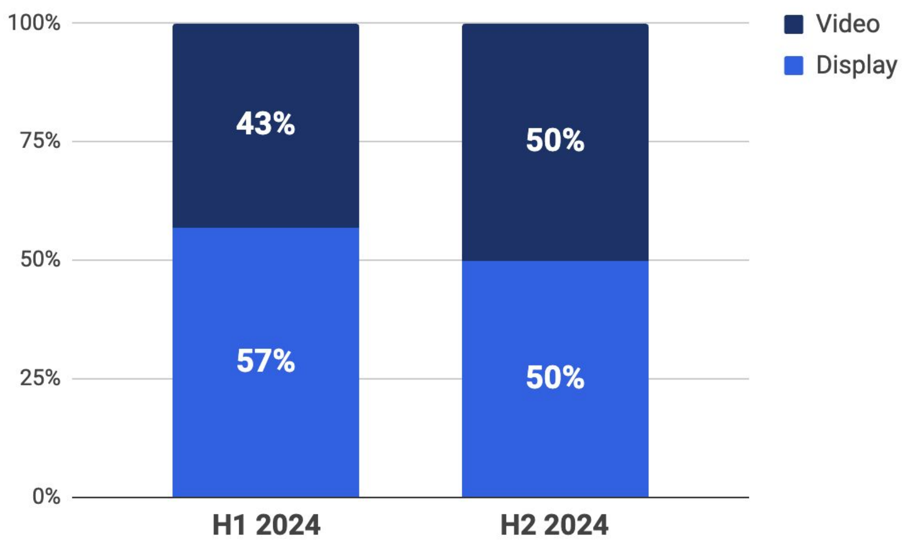
All Display & Video Spend



Programmatic Video OOH increased in share, from just under a quarter of spend across all programmatic OOH screens in H1 2024 to over a third of spend in H2 2024.

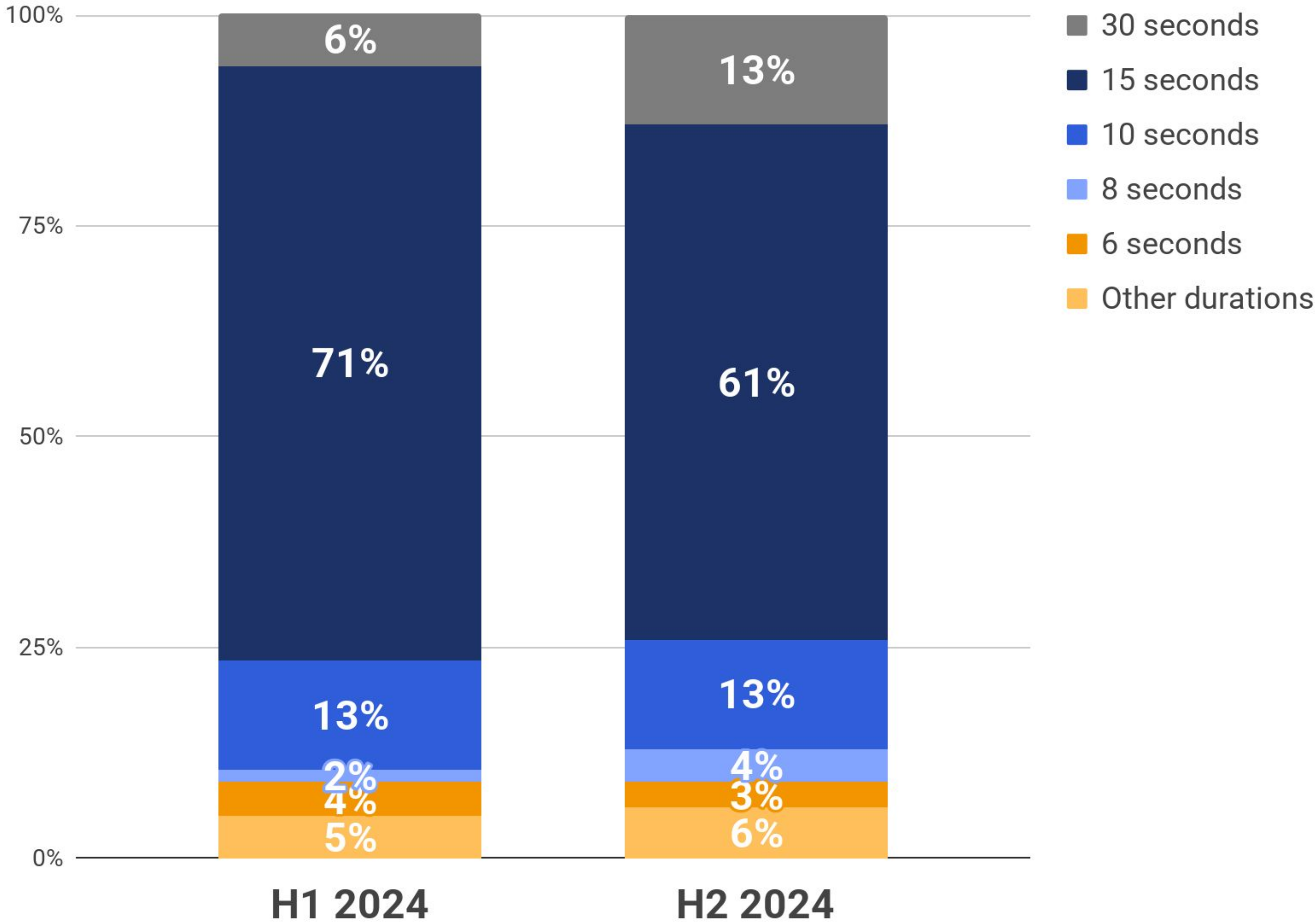
Display & Video Spend, ex-Billboards

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



Filtering the analysis to include only OOH screens that are video-enabled, **Video accounted for half of H2 2024 spend.**

Video Spend by Video Ad Duration

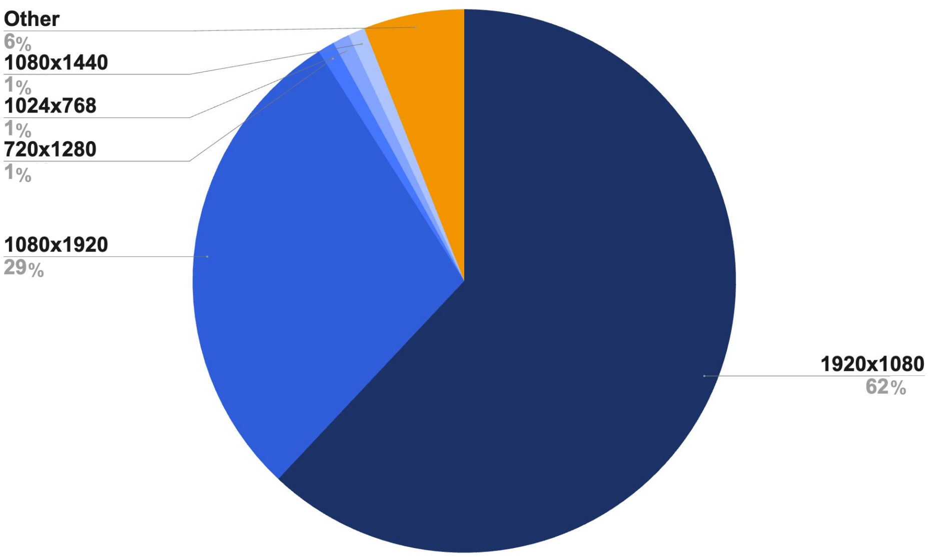


While 15 seconds continued to be the most common video ad duration, it declined from 71% of video spend in H1 2024 to 61% in H2 2024, as **other common video ad durations saw increases in spend**, notably 30 seconds and 8 seconds.

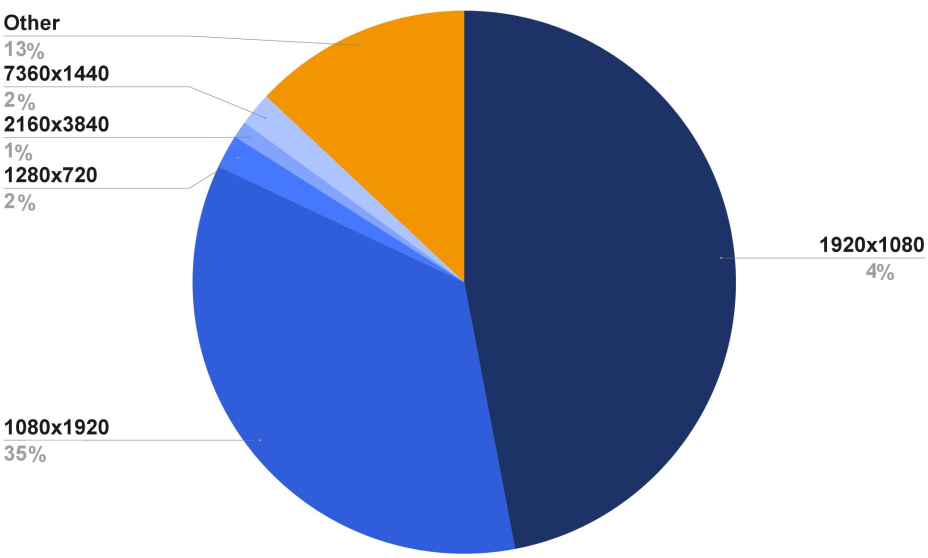
Video Spend by Video Ad Size

Width x Height for Video creatives

H2 2024



H1 2024



The distribution of video spend by video creative size continued to be dominated by two sizes, which accounted for 91% of video spend.

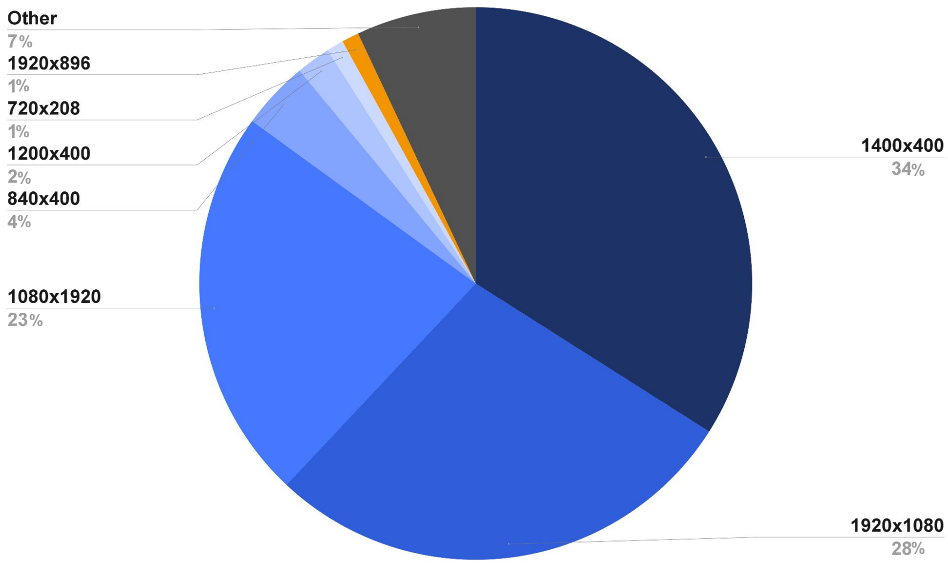
This further highlights the ease of running video creatives on programmatic OOH inventory.

The leading horizontal video size (1920x1080) increased from 47% to 62% of video spend, while the leading vertical video size (1080x1920) decreased from 35% to 29%.

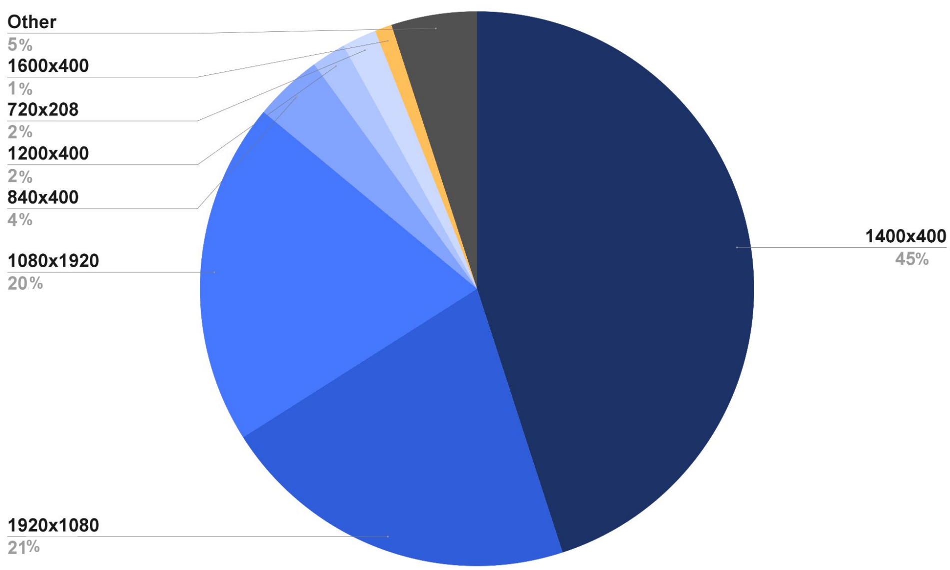
Display Spend by Display Ad Size

Width x Height for Display creatives

H2 2024



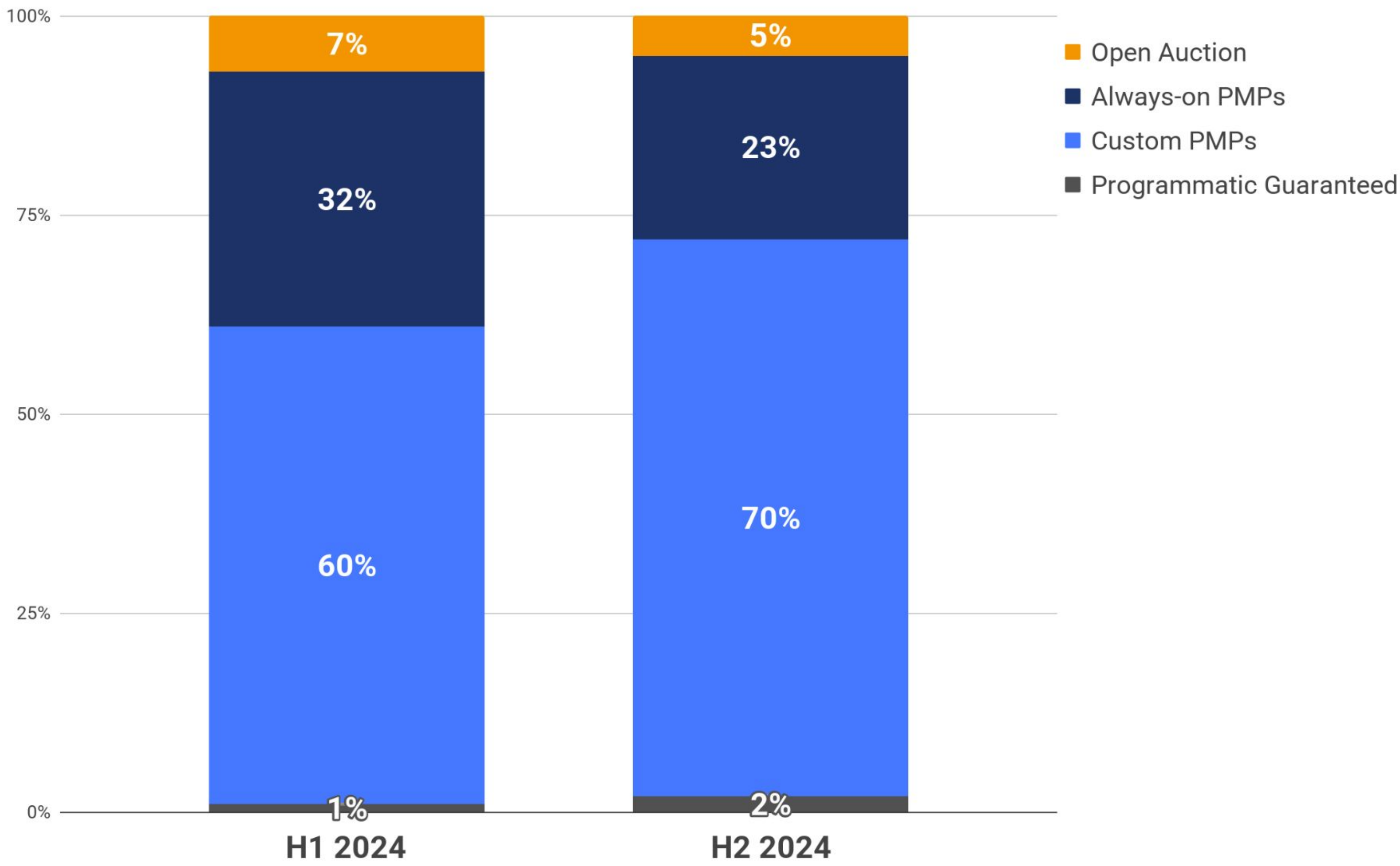
H1 2024



The top three display ad sizes collectively accounted for 85% of display spend in H2 2024, similar to the 86% in H1 2024 and underscoring the ease of launching display campaigns from a creative standpoint.

However, the distribution of spend shifted, with the 1400x400 size declining from 45% of spend in H1 2024 to 34% in H2, 1920x1080 growing from 21% to 28%, and 1080x1920 growing from 20% to 23%.

Spend by Transaction Type



Programmatic OOH buyers continue to overwhelmingly prefer transacting with private marketplace deals (PMPs), predominantly Custom PMPs, along Always-on PMPs and Programmatic Guaranteed deals, collectively representing 95% of spend in H2 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. Programmatic Guaranteed deals, while a small percentage of spend, are growing rapidly on a relative basis.

About Place Exchange

Place Exchange is the leading independent 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 Deloitte Technology Fast 500 company and an AdExchanger Programmatic Power Player.

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

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