



What's New at PX & 2025 Planning Guide



Table of Contents

1. Introduction	3
2. PX Platform Updates	6
3. Inventory Networks and Targeting Highlights	14
4. 2025 Tentpole Spotlights	22
5. Appendix	43



A blue-tinted photograph of a busy airport terminal. In the foreground, several people are walking, some pushing shopping carts. In the background, there are airport signs, including one that says "Control / Wegwijzer" with an upward arrow and a person icon. The overall scene is a busy, public space.

Place Exchange remains the only independent and agnostic OOH SSP.



Marketers are shifting more spend to this powerful one-to-many medium

OOH is the only mass reach medium with the power to reach and engage consumers in the physical world through a dynamic array of formats and new technologies.

\$19 billion

projected global spend for DOOH in 2025

\$1 billion

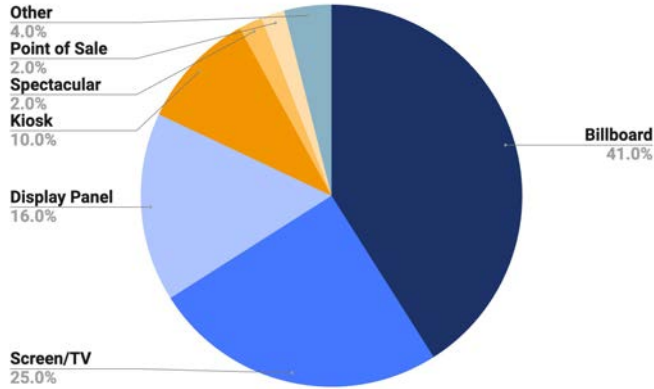
will be spent on Programmatic OOH in 2025

65

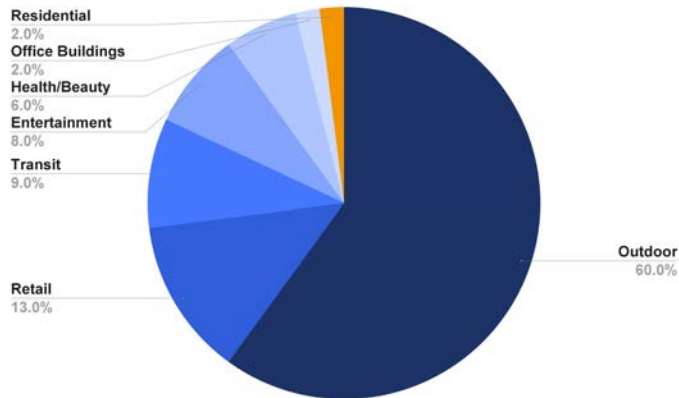
of the top 100 OOH advertisers increased their spend YoY

Source: eMarketer, 2024, OAAA 2024, Statista, 2024

Spend Distribution by Asset Category



Spend Distribution by Venue Category



Programmatic OOH on the rise - driven by video, new screens & more

Insights from the latest [PX Programmatic OOH Trends Report](#), analyzing spending patterns in H2 2023 compared with H1 2024 on the PX platform.

41%

Billboards remain the largest single asset category by spend due to their unmatched reach and effectiveness

43%

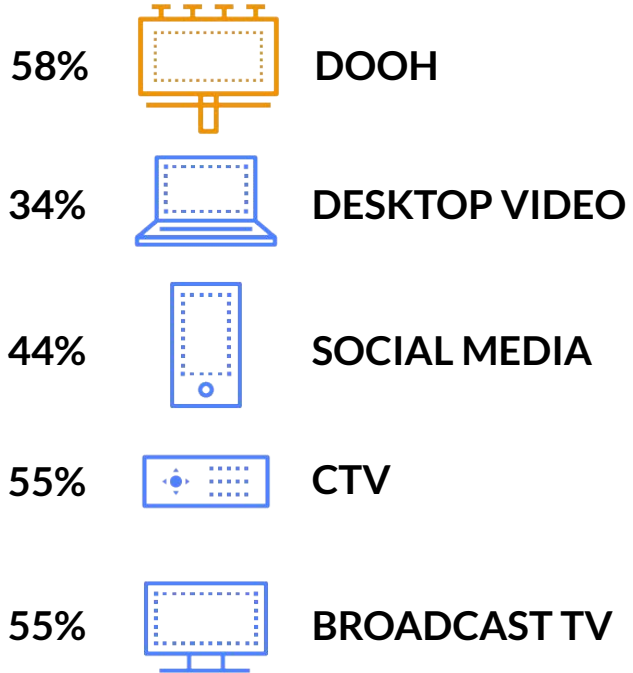
Video OOH comprises nearly half of all spend on video-enabled screens, especially as advertisers have started to leverage short-form video content from social campaigns and the abundance of OOH CTV screens available

17%

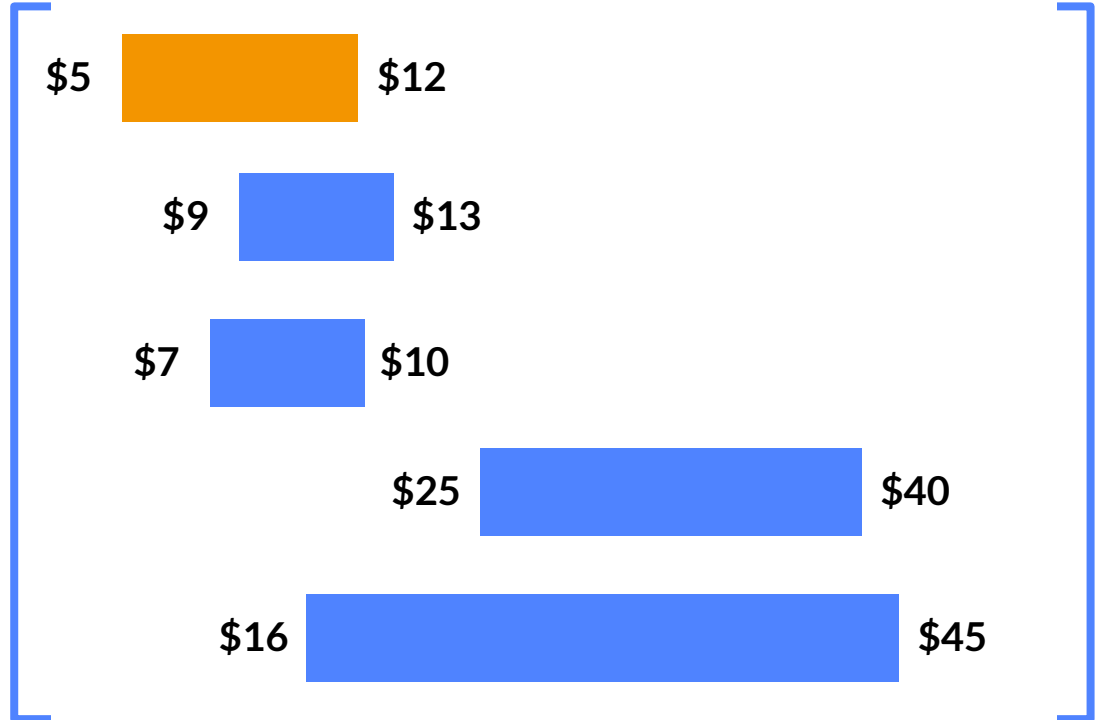
Number of programmatic OOH screens increased, driven mainly by new screens in entertainment, retail, transit, and health locations

Leverage the most trusted medium with the lowest avg. CPM

Consumer trust



CPM



PX Platform Updates



2024 YTD: 40 new media owners & networks and 315,000 new premium DOOH screens



Canada

available only on PX SSP

Brookfield Properties



first Qatari publisher on PX SSP



available only on PX SSP



available only on PX SSP



Inventory Networks & Targeting Highlights



The moment for DOOH retail media

85%

of all retail sales take place in-store,
where DOOH is front and center

#1

unlock the largest DOOH retail media
network with Place Exchange

**ADVANCED
CONSUMER TARGETING**

combine the power of online and
DOOH retail media data in your DSP

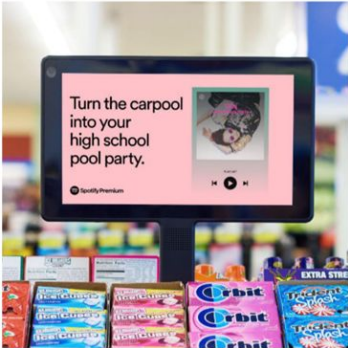
62%

increase in DOOH screens in retail
locations on Place Exchange YoY



580,000+ screens, 437+ billion monthly impressions across a broad array of retail media environments

GROCERY



BIG BOX



PHARMACY



C-STORE



MALL



SHOPPING DISTRICT



AIRPORT



TRANSIT HUB



GAS STATION



Access the largest movie theater network in the US

84%

of consumers say they noticed advertisements before, during or after a movie at the cinema¹

#1

unlock the largest DOOH cinema media network with Place Exchange

Premium On-screen Inventory

engage consumers who are energized, attentive, and receptive to brand messaging

\$10 billion

total spend projected to hit the box office by the end of 2024²

Source: ¹DISQ, ²Statista



Leverage 43,700+ screens delivering 13+ billion monthly impressions across the entire cinema experience

On Screen



In-Lobby



Theater Entry



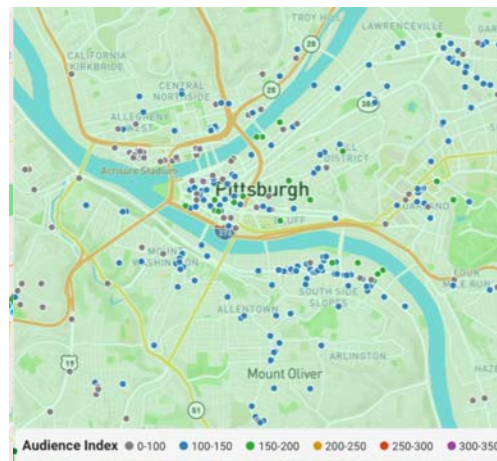
Theater Dining



Audience Targeting Capabilities

Audiences

PX can match **1st and 3rd party audiences** to individual screens and deliver ads to those that index highest for the target audience.



Physical Context

The PX taxonomy of the physical world enables targeting based on the right physical context for any message.



Location

PX enables location targeting at any level of granularity, from distinct points of interest, to custom geofences, zips, or DMAs.



E.g. Target by route

NYC Marathon

Map showing sample street-side, retail, and entertainment inventory along the New York City Marathon route through Manhattan and Bronx.

- Total Screens: 784
- Impressions (4-week): 381M

Legend

Urban Panels



Pharmacies



Casual Dining



Convenience Stores



Subway Platforms



Apartment Buildings



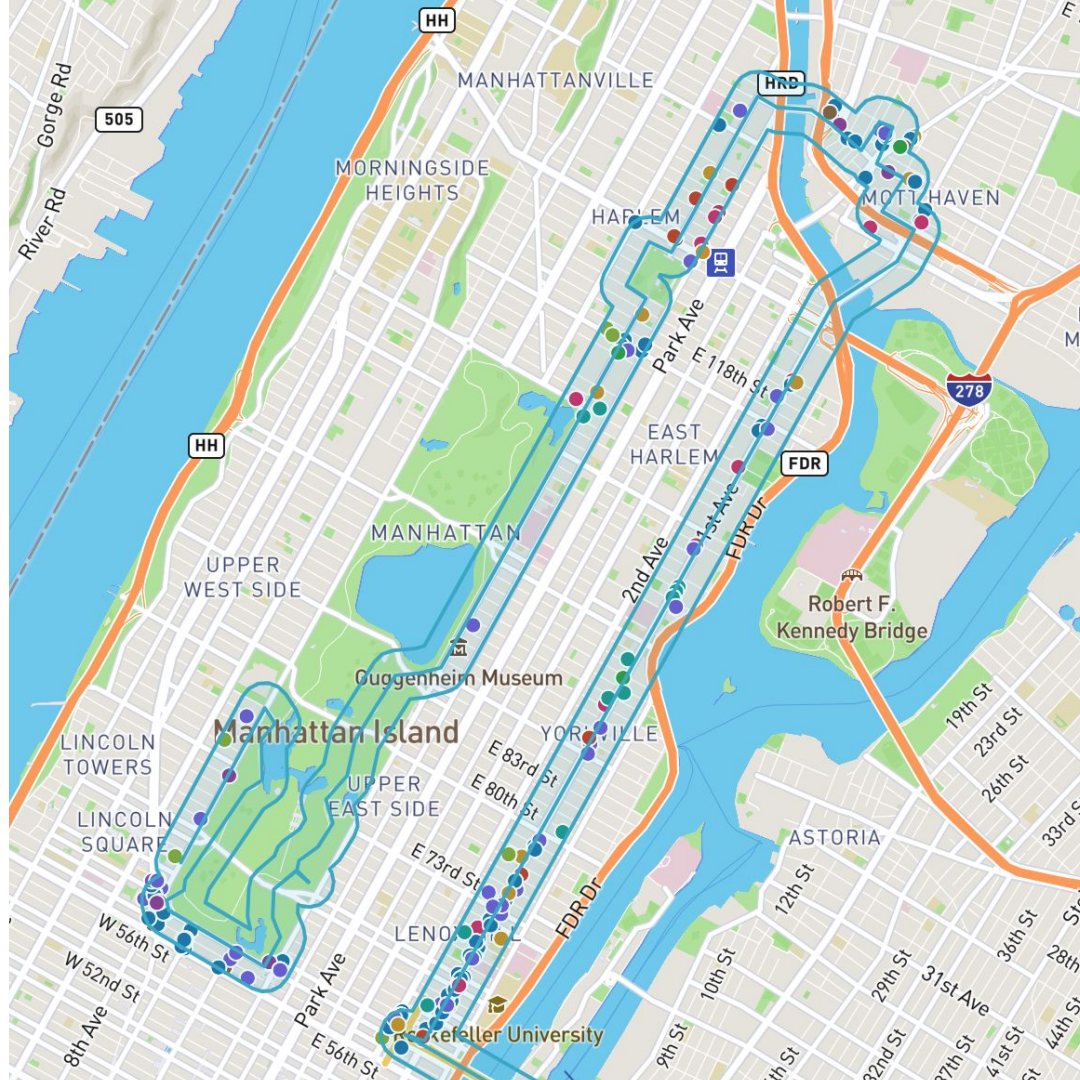
Grocery Stores



Office Buildings



Marathon Route



E.g. Target by POI

Rockefeller Center

Map showing sample inventory within one half mile of Rockefeller Center.

- Total Screens: **641**
- Impressions (4-week): **1.6B**

Venue Type

Malls 

Urban Panels 

Billboards/Spectaculars 

Bus Shelters 

Bars 

Taxi TV 

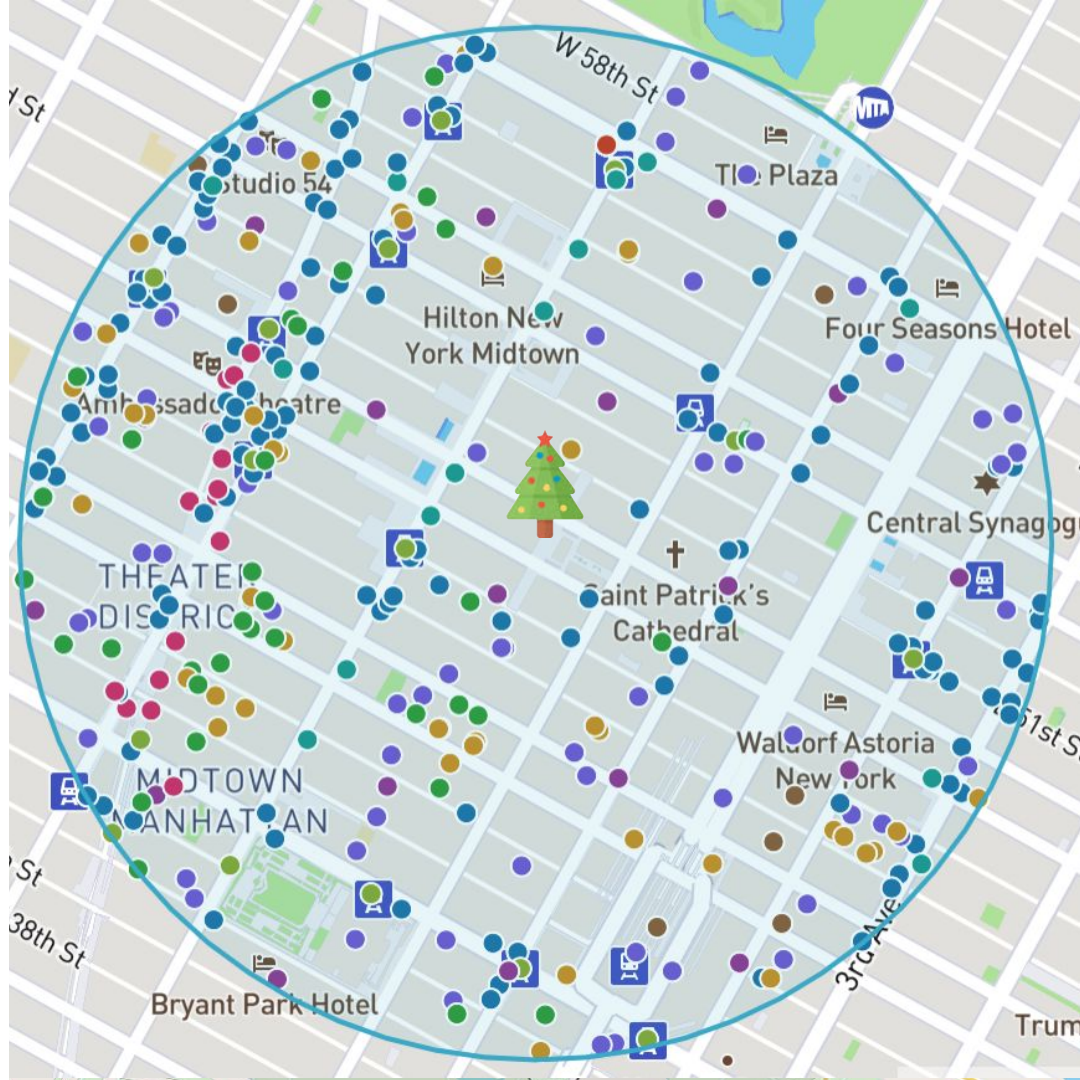
Taxi Top 

Casual Dining 

Convenience Stores 

Other 

Rockefeller Center 

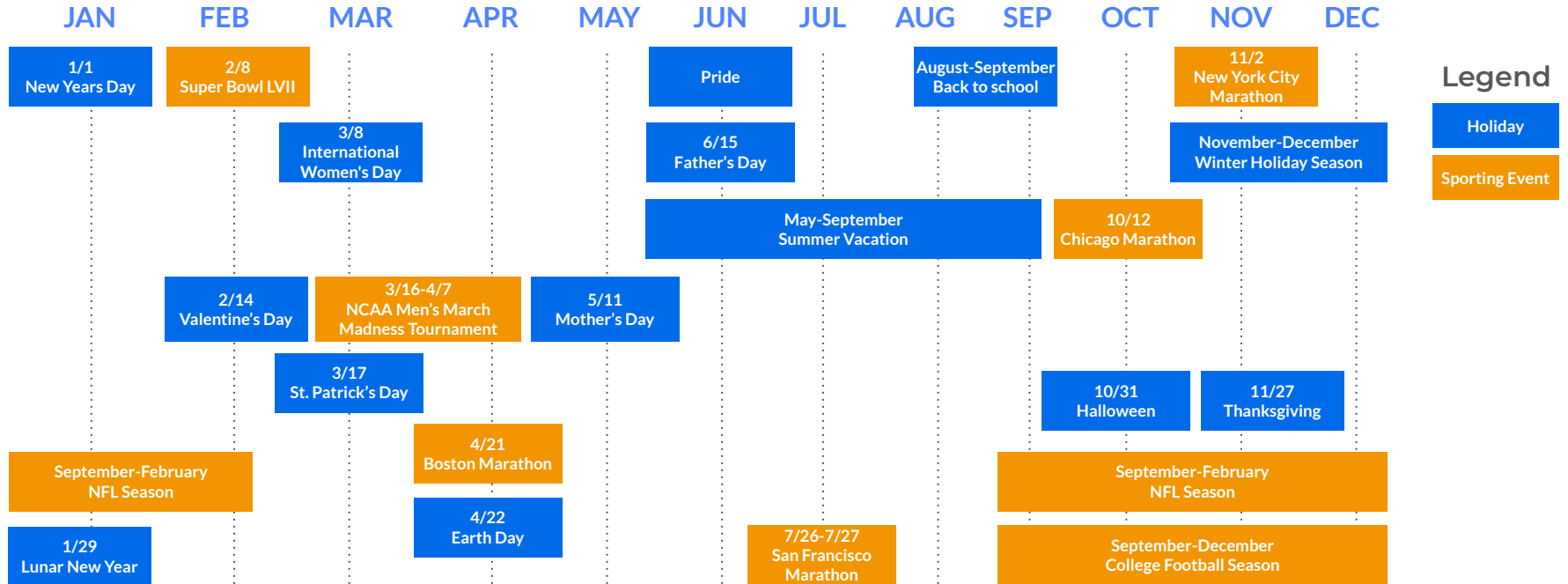


Tentpole Spotlights



2025 at a glance

2025 is shaping up to be a big year for advertisers to activate around high-impact holidays and sporting events. Here are some of the tentpole events throughout the year. [Click here](#) for the full calendar.



Inspire Fitness and Wellness Goals with Programmatic OOH

In the new year, millions of consumers commit to their health and fitness goals with renewed energy, making it a prime time for brands to reach them with messaging that aligns with their wellness journey.

Programmatic OOH offers the ability to deliver targeted, contextually relevant messages to consumers in the real world—whether they're heading to the gym, visiting the doctor's office, shopping for nutritious meals, or simply on the move. Amplify the impact of “New Year, New You” campaigns with Place Exchange's global footprint of premium digital OOH inventory across all major venues and formats.

[Click here](#) for more information.

50%

of Americans make a New Year's resolution to exercise more

47%

of Americans make a New Year's resolution to eat healthier

Source: Statista, 2024



DOOH You Want to be My Valentine?

According to the latest National Retail Federation's Valentine's Day Spending Survey, 53% of US consumers celebrate Valentine's Day. Digital OOH allows advertisers to leverage larger-than-life screens across a variety of physical environments - from retail locations to entertainment venues to billboards and more - to deliver unforgettable brand impact and drive purchases online and in stores.

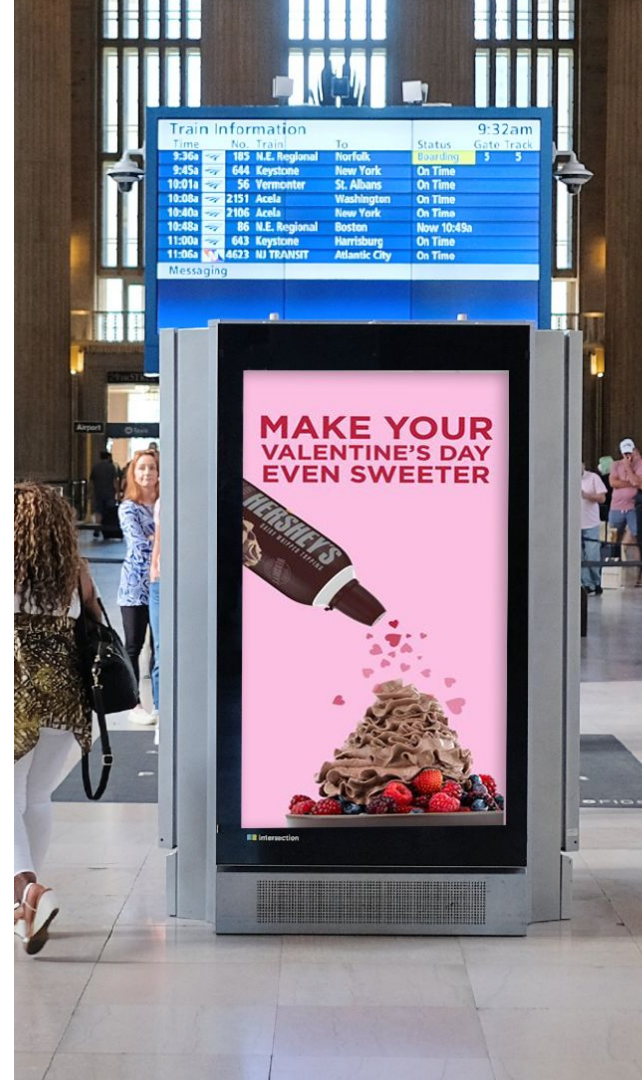
[Click here](#) for more information.

\$26 billion was spent by US consumers on Valentine's Day

\$186 average spend by a US consumer on Valentine's Day gift

Source: National Retail Federation 2024

Top gifts consumers plan to give on Valentine's Day, by spend (in billions)



Capitalize on Fan Frenzy Leading up to This Year's Major Sporting Events

Capitalize on fan frenzy leading up to 2025's major sporting events (e.g. Super Bowl LIX and NCAA March Madness) by leveraging Place Exchange's global footprint of premium digital OOH inventory with coverage of all major cities and markets, across all major venues and formats.

Connect with sports enthusiasts through high-impact spectaculars and billboards. Drive awareness of your brand among commuters using unmissable street furniture and transit screens. Reach fans around sports stadiums, stocking up for the game at grocery stores, and watching the game at bars, restaurants, and entertainment venues across the nation.

[Click here](#) for more information.

\$242
billion

annual spend on legal sports betting¹

67%

of the global population regularly follow sports²



Source: ¹Statista, 2024, ²YouGov, 2023



Show Your Support for Gender Equality on International Women's Day

International Women's Day, March 8th, is the perfect opportunity for advertisers to show their appreciation and celebrate the achievements of women around the world, and reflect on how they can show their support in the fight for gender equality. Make a statement this year by leveraging larger-than-life screens across a variety of physical environments to deliver a meaningful brand message.

[Click here](#) for more information.

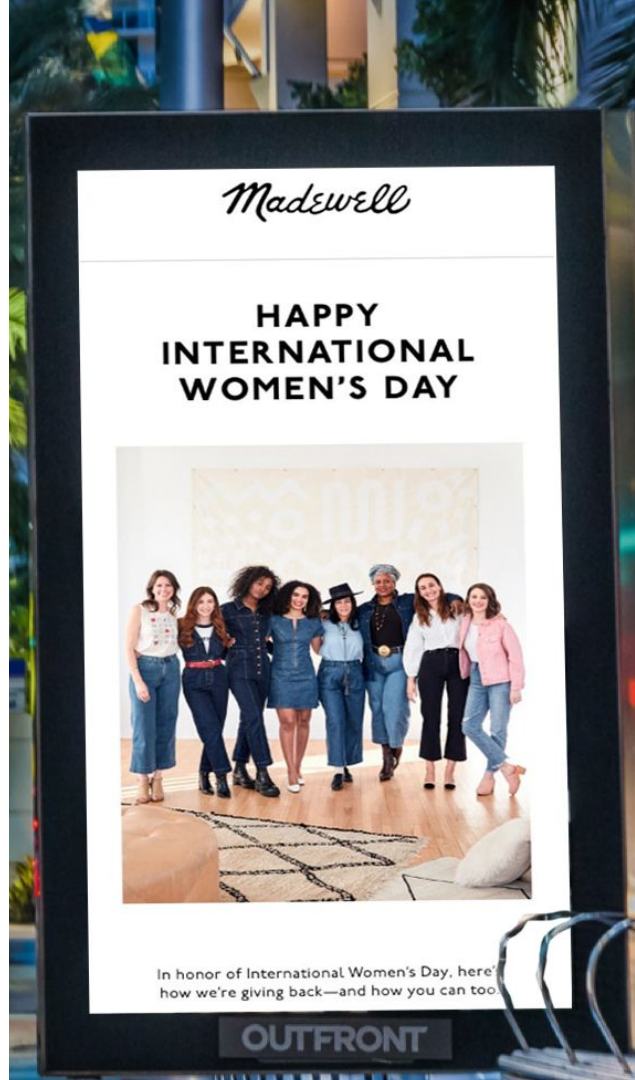
60%

of women expect fashion and beauty brands to have Women's Day promotions

73%

of women believe it's important to support women-owned businesses ahead of International Women's Day

Source: YouGov, 2024



Tap Programmatic OOH for St. Patrick's Day

St. Patrick's Day is estimated to bring in **\$6.9 billion in consumer spending**¹. Brands can leverage Place Exchange to reach their target audiences in relevant physical contexts like bars, restaurants, grocery stores, and out on the streets where holiday parades are taking place - all with unparalleled scale, flexibility, targeting, and measurement.

[Click here](#) for more information.

153% lift in US spirit sales on St. Patrick's Day²

61%

of US consumers plan on celebrating St. Patrick's Day¹

\$43

average spend by a US consumer on St. Patrick's Day¹

Source: ¹National Retail Federation, 2023, ²WalletHub, 2023



Make Mother's and Father's Day Memorable with DOOH

Consumer spending on Mother's Day and Father's Day have broken records each year since 2019. Consumers are eager to make meaningful purchases to honor their parent. Brands have the opportunity to stay top-of-mind with positive sentiments displayed across larger-than-life screens in any physical context.

[Click here](#) for more information on Mother's Day and [here](#) for more information on Father's Day.

\$35.7
billion

spent in the US by
consumers on gifts
for Mother's Day¹

75%

of US adults are expected to
celebrate Father's Day with
a purchase¹

Source: ¹National Retail Federation, 2023



Run your messaging with OOH at major marathons across the U.S.

From coast to coast, your brand can go the distance by tapping into Place Exchange's national footprint of premium digital inventory with full coverage of U.S. DMAs. Millions of spectators cheer on tens of thousands of runners in marathons that span densely populated areas in cities like New York, Chicago, Los Angeles and San Francisco.

[Click here](#) for more information.

55,000

runners
participated in the
2024 New York
City Marathon¹

30,000

runners participated
in the 2024 Boston
Marathon²

Source: ¹The New York City Marathon, 2024, ²The Boston Marathon, 2024



Enter the Spotlight at Music Festivals with Programmatic OOH

From SXSW to Lollapalooza, Americans are willing to spend over \$700 on average to attend a music festival¹. Tap into Place Exchange's network of premium digital OOH inventory to engage music fans as they head to this year's marquee events.

Leverage Place Exchange's vast footprint of digital OOH inventory coverage across all markets, OOH formats, and venue categories. Place your message in brand-safe physical environments, with complete viewability, across the festival-goer's journey.

[Click here](#) for more information.

100k

people attended
Governors Ball in NYC²

250k+

fans attended Coachella³

97%

of hotel rooms in Chicago
were booked for Lollapalooza⁴

Source: ¹Casino.org, 2023 ²New York Times, 2023, ³AEG, 2023, ⁴Grammys, 2023



Celebrate Pride Month

This June, cities will be bustling with gatherings and events that advocate for the LGBTQ+ community. Brands can show their support, join in the action, and target specific neighborhoods with high-impact messaging using street furniture, moving media, billboards, and other engaging OOH formats.

Tap into street-level coverage around LGBTQ+ parades, events, neighborhoods, and more.

[Click here](#) for more information.

57%

of LGBTQ+ adults are more likely to support brands that support pride month through advertising

53%

of LGBTQ+ adults are more likely to switch to brands that share their values

Source: Civic Science 2024



Maximize Visibility this Summer with Programmatic OOH

Warmer weather is here and advertisers are turning to OOH to engage consumers in the physical world as they spend more time outside, enjoying city life, socializing with friends and family and going on roadtrips and summer vacations. Consumers are planning to spend over \$214 billion on summer vacations this year.¹

[Click here](#) for more information.

71% of Americans travel at least once between May and September¹

87% of consumers celebrated Independence Day in 2023²

40% of Americans plan to travel more in 2024 than 2023³

208 million American adults traveled during the 2023 summer season⁴

Source: ¹Allianz Travel, 2023, ²National Retail Federation 2023, ³Forbes, 2024, ⁴The Vacationer 2023



Back to School with OOH

While school supplies are in need year-round, peak back-to-school (BTS) shopping season begins at the start of the summer, and consumers are looking to OOH ads for special sales and deals as they make informed buying decisions.

In addition to influencing online purchases, programmatic OOH is in a prime position to reach all the BTS shoppers turning to brick-and-mortar stores with high-impact creative near and inside physical store locations.

[Click here](#) for more information.

\$874

average spend per family on BTS supplies

\$38.8 billion

was spent on BTS shopping in 2024

Source: National Retail Federation 2024



Say “B-OOH” This Halloween With Programmatic OOH!

With over 73%¹ of US households participating in Halloween celebrations, Halloween has become the third largest commercial event behind Christmas and the Super Bowl.²

Programmatic OOH connects brands with Halloween shoppers leveraging high-impact creative near and inside physical store locations. Leverage Place Exchange to reach your consumers this Halloween in a variety of real-world contexts, from the store to the street, all with scary levels of campaign flexibility!

[Click here](#) for more information.

\$6.4
billion

was spent on
Halloween candy in
2023¹

79%

of consumers plan to
buy Halloween items in
store²

Source: ¹National Confectioners Association, 2023 ²National Retail Federation 2023



This Year, We're Thankful for Programmatic OOH!

With over 83%¹ of US households participating in celebrations, Thanksgiving has become one of the largest holidays in the United States.

Programmatic OOH connects brands with Thanksgiving shoppers, leveraging high-impact creative near and inside physical store locations. Work with Place Exchange to reach your consumers this Thanksgiving in a variety of real-world contexts, from the store to the street, all with maximum campaign flexibility!

[Click here](#) for more information.

200
million

consumers shopped over the 5-day holiday weekend from Thanksgiving Day through Cyber Monday²

3.5
million

people watch the Macy's Thanksgiving Day Parade on the streets of New York³

Source: ¹Statista 2023, ²National Retail Federation 2023, ³NYC.gov



Spread Holiday Cheer with OOH!

As the 2024 holiday season approaches, US retail holiday sales are expected to eclipse 2023's record \$964.4 billion¹.

Advertisers are turning to DOOH advertising to engage consumers in the physical world before and during crucial shopping periods, and Place Exchange unlocks the power of this channel with unparalleled audience targeting, campaign flexibility, and impact measurement.

[Click here](#) for more information.

90%

of the U.S. celebrates winter holidays with gift giving²

200 million

U.S. consumers shop over Thanksgiving weekend including on Black Friday¹

Source: ¹National Retail Federation 2023, ²eMarketer 2022



How to Work with Us

1

Opportunity

Identify an opportunity and send details to PX:

- Objectives
- Budget
- Flight dates/length
- Markets
- Targeting parameters
- Inventory preferences
- Creative type
- Deadline

2

Develop + Plan

PX will review your campaign details and create a plan for you in 2-3 business days.

3

Review

Review the custom plan and send PX any feedback to incorporate into the plan. PX will send back a revised plan (if necessary) in 1-2 business days.

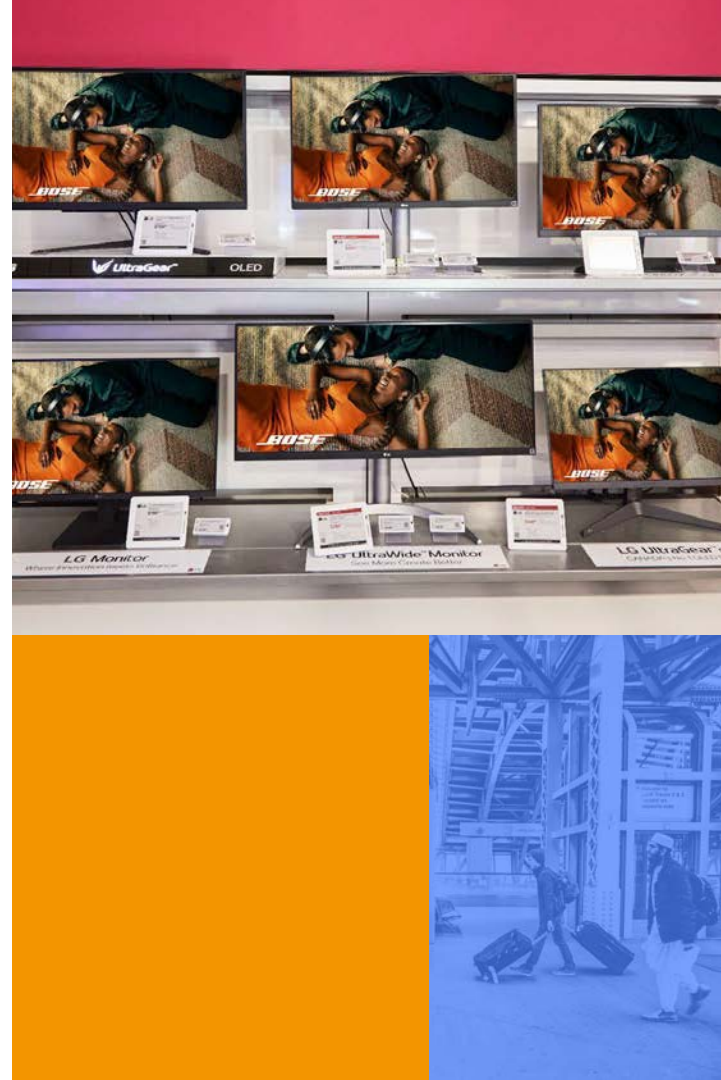
4

Activate

Once you have approved the final plan, PX will create a set of deals for you to activate in your preferred DSP.

Unlock the real power of OOH.

sales@placeexchange.com



Appendix





Recent Case Studies

- [All Electric Luxury SUV | Brand lift](#)
 - OOH campaign generated increase in brand consideration, brand intent and intent to purchase
- [Leading Entertainment Network | Brand lift](#)
 - OOH campaign generated increase in brand awareness, brand consideration, ad recall and brand favorability
- [Indiana Economic Development Corporation | Brand Lift](#)
 - OOH campaign generated increase in brand awareness, brand consideration, ad recall and brand favorability

Recent Case Studies



- [Real Estate Brokerage | Online Conversion](#)
 - OOH campaign generated increased homepage visits and property search page visits for the brand
- [Sports Betting | User Registration](#)
 - OOH campaign generated increase in website sign ups for the brand
- [Retailer | Store Visits](#)
 - OOH campaign generated increased visits to brick-and-mortar stores
- [Personal Care | Website Registration](#)
 - OOH campaign generated a rise in brand awareness and website registration

Recent Case Studies



- [Insurance Provider | Brand Lift](#)
 - OOH campaign generated increase in brand awareness and lift
- [Food Delivery | Website Traffic](#)
 - OOH campaign generated increase in website traffic by leveraging programmatic attribution
- [Beverage Brand | Brand Lift](#)
 - OOH campaign generated increase in brand awareness and favorability
- [Auto Retailer | Store Visits](#)
 - OOH campaign generated an increase in store visits at targeted locations