



Unlock the Power of Programmatic OOH for Entertainment

Agenda

1. Why Programmatic OOH
2. Place Exchange Media Offering
3. Creative Capabilities
4. Measurement
5. Appendix: Case Studies



Entertainment objectives and goals

- Mass reach at cost-effective CPMs to generate buzz and awareness - events, theatrical releases, and new shows
- Target audiences with specific demographics and interests
- Deliver memorable, high-impact creative
- Ability to message to audiences with customized real-time content
- Drive action and conversions - download app, sign ups, ticket sales, tune-in, in-store retail purchases
- Activate an omnichannel strategy



Why programmatic OOH for entertainment

- **Massive reach at cost-effective CPMs** - compared to more expensive linear TV, CTV, and other digital channels
- **Strategic audience targeting** - leverage first- and third-party data
- **High-impact life-size digital screens** in meaningful physical environments
- **Dynamic creative capabilities** to increase relevance and engagement
- **Advanced measurement** - ability to measure desired outcomes
- **Omnichannel approach** - use the same tools and workflows for DOOH as other programmatic channels in your DSP

DOOH is just another digital screen - but fraud free, 100% viewable, non-skippable





Increase brand quality, trust, & consumer engagement with OOH

106%

increase in perception of brand quality for advertisers that dedicated 15% or more of their ad budget to OOH

85%

of OOH viewers find the ads useful

58%

of consumers trust messaging in OOH ads, higher than for *any* other channel

46%

of adults have performed an internet search after seeing an OOH ad

4x

more online activity per OOH ad dollar spent than TV, radio and print

Entertainment is a top spender in OOH

Examples of entertainment advertisers in the top 100 OOH spenders in the US. (Source: OAAA)



AdAge

Sections ▾ Latest ▾ Editor's Picks ▾ Most Popular ▾



Marketing News & Strategy →

HOW NETFLIX TURNED A SIMPLE BILLBOARD INTO A SOCIAL MEDIA STAR

A deep dive into Netflix's Sunset Boulevard marquee that has expanded to other corners of the globe

The Drum



Menu



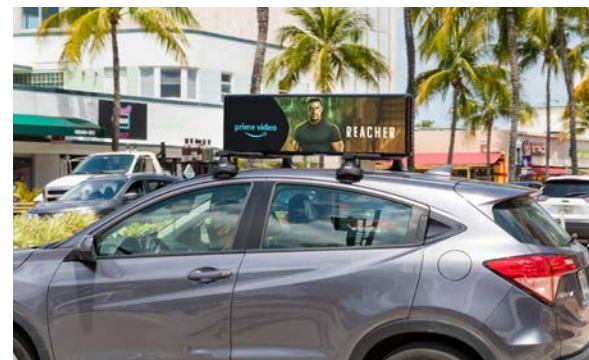
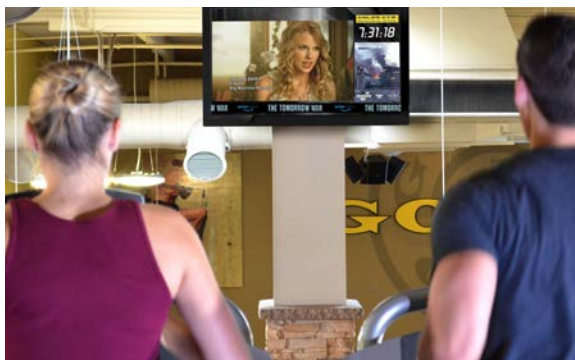
[Creative](#) [Creative Works](#) [Out-of-home](#)

An outdoor ad people actually look forward to? Why Spotify 'Wrapped' is so successful



Access a variety of consumer contexts

From highways to elevators, malls to airports, subways to taxis, and arenas to street corners, OOH offers massive reach and high-impact experiences woven into consumers' daily journeys between home, work, shopping, and entertainment.



Activate the full-funnel impact of DOOH

Top of the funnel

Brand awareness, Brand affinity

Middle of the funnel

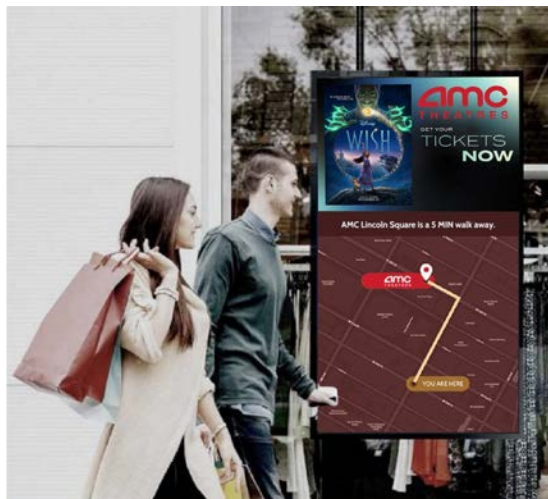
Purchase intent

Bottom of the funnel

QR Scans, Purchases, Foot traffic



REACH



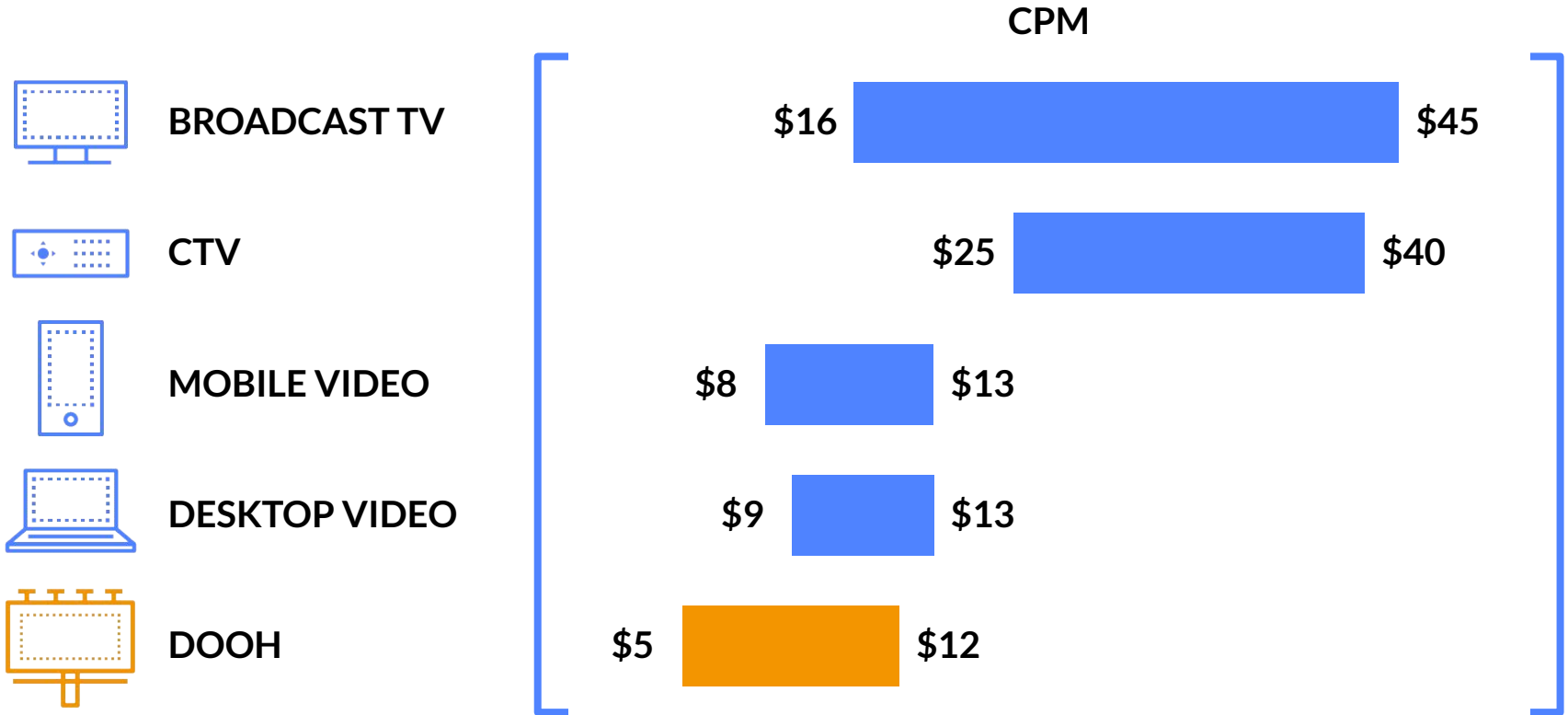
ACT



CONVERT



Take advantage of high impact media at a lower avg. CPM



Extend reach at cost-effective CPMs

Access the same audiences using DOOH complementing linear TV with more cost-effective CPMs.



\$7.17 DOOH CPM

DOOH CPM is **85% less** than linear TV CPM

\$48.04 Linear TV CPM



Source: Place Exchange H1 2023 Programmatic Trends Report,
MediaPost 2023



Amplify online ads with DOOH

86%

increase in interaction and buyer participation when a CTA is seen across both OOH and paid social ads¹

87%

of consumers were more likely to notice a brand on social media if they were exposed to a DOOH ad²

46%

of adults have performed an internet search after seeing an OOH ad³

48%

of consumers click on a mobile ad after being exposed to an OOH ad⁴

Sources:¹OnDevice Research,²Neuro-Insight,³Peter J. Solomon Study/Wall Street,⁴OAAA & MRI|Simmons

Place Exchange Media Offering



A busy city street scene, likely Times Square in New York City, with a heavy yellow overlay. The street is filled with pedestrians and cars. Various signs are visible, including a 'ONE WAY' sign pointing right, a 'GET TICKETS HERE!' sign, a 'FIJI' sign, a 'STUBBAY' sign, a 'CUMM' sign, a 'RESTAURANT' sign, and a 'NEW YORK' sign. The text is centered and reads:

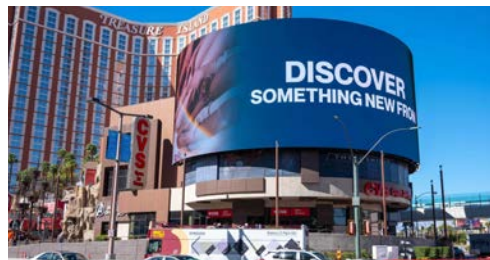
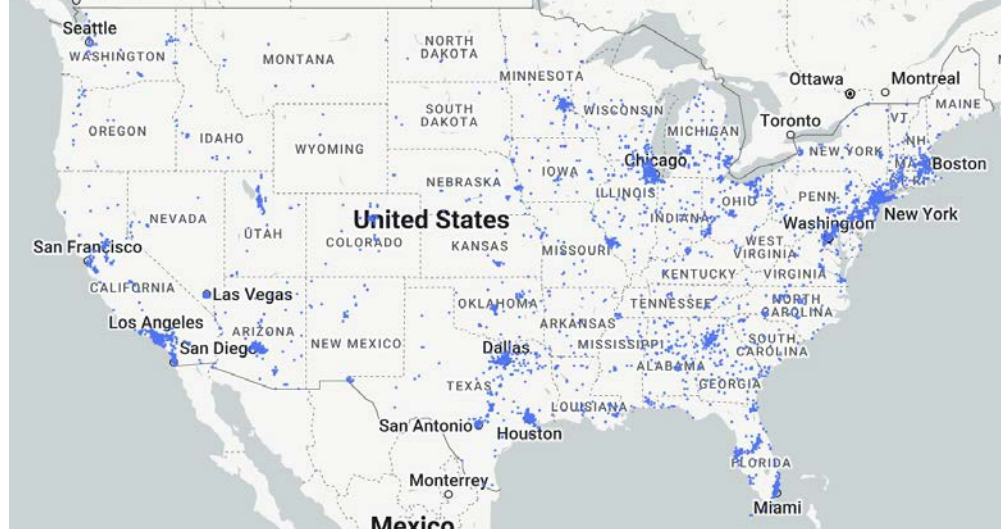
Place Exchange is the only independent and agnostic programmatic OOH SSP built for an open ecosystem

Vast coverage of all major
OOH formats and venues

USA

100 billion impressions

870 thousand screens



Place Exchange is directly integrated with all the leading premium OOH publishers across North America



Ensure quality in the DOOH ecosystem with Place Exchange Clear



Quality

All PX OOH media partners agree to the rigorous requirements of Place Exchange's inventory standards. All inventory is regularly reviewed for compliance.

Consistency

PX standardizes inventory attributes so buyers can transact across diverse DOOH formats. PX ensures consistency of impression counts by vetting each publisher's impression counting methodology, partners, and data sources.

Transparency

PX passes each publisher's media exactly as the publisher presents it with all associated data and no aggregation or bundling for full media transparency to buyers. PX provides proof-of-play validation. There are no hidden fees and no arbitrage.

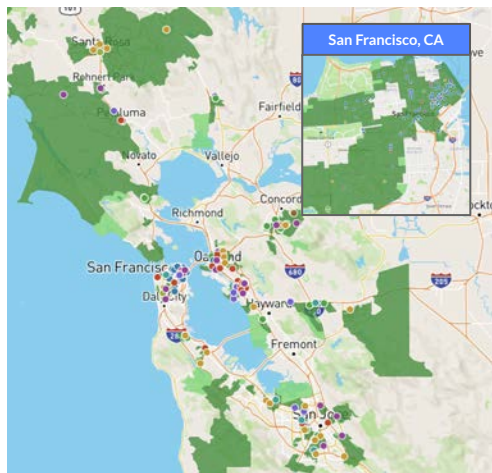
Compliance

PX prioritizes privacy compliance in all jurisdictions in which it operates. PX is verified by TAG and a member of the NAI. PX requires its publisher partners to certify that they have the legal right to sell and display inventory on their assets.

Audience Targeting Capabilities

Audiences

PX can match **1st and 3rd party audiences** to locations, delivering ads to the places where those audiences index highest.



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 care, to custom geofences, zips, or DMAs.



Audience Targeting Example: A25-54

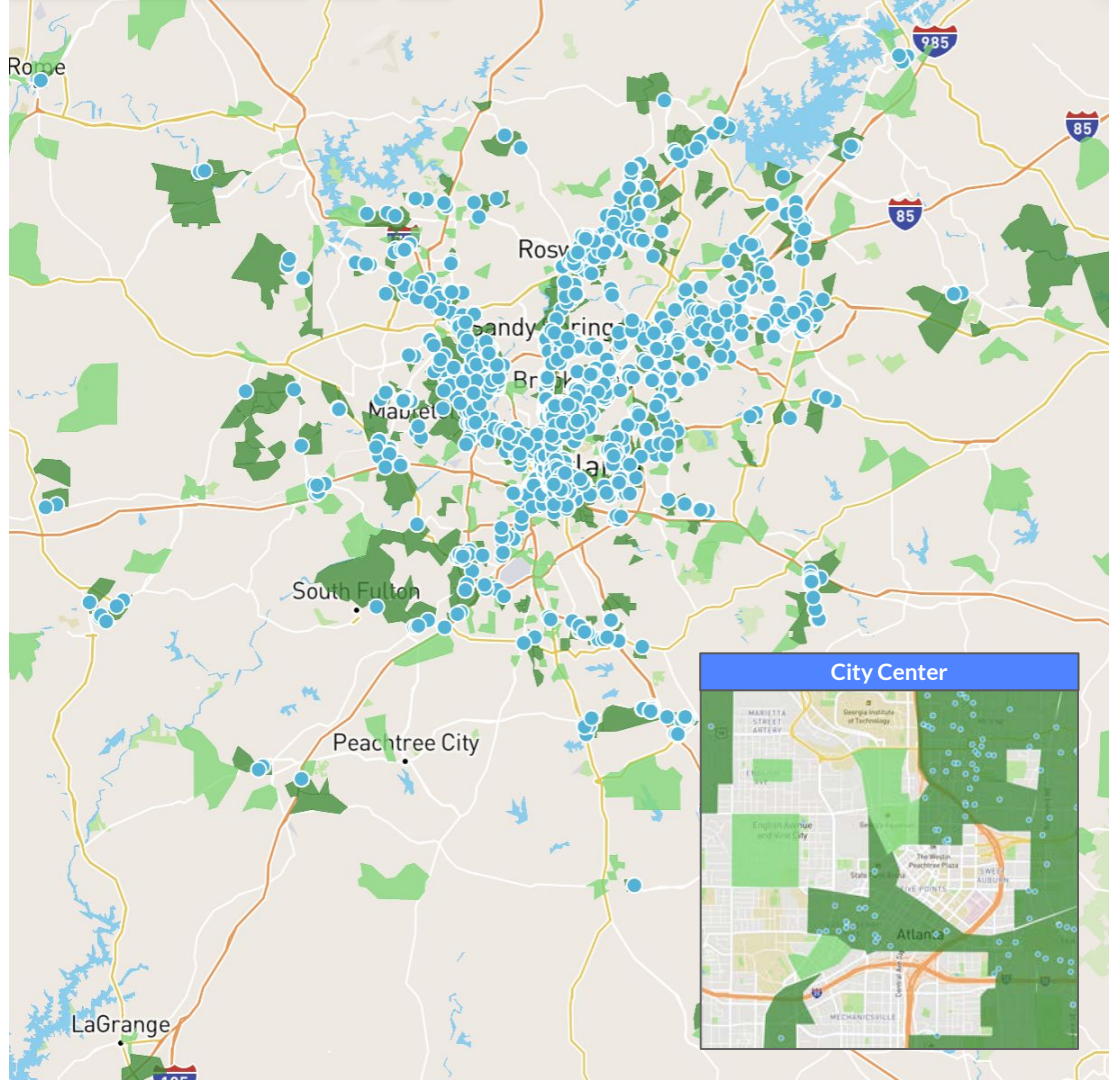
DOOH inventory in and around areas of Atlanta that indexes high against entertainment enthusiasts A25-54.

Legend

DOOH Inventory



Over-Indexing



Physical Context Targeting Example: AMC Theaters

DOOH media located in a .5 mile radius of
AMC theaters in the Manhattan, NYC

Legend

Urban Panels



Office Buildings



Transit



Bars & Restaurants



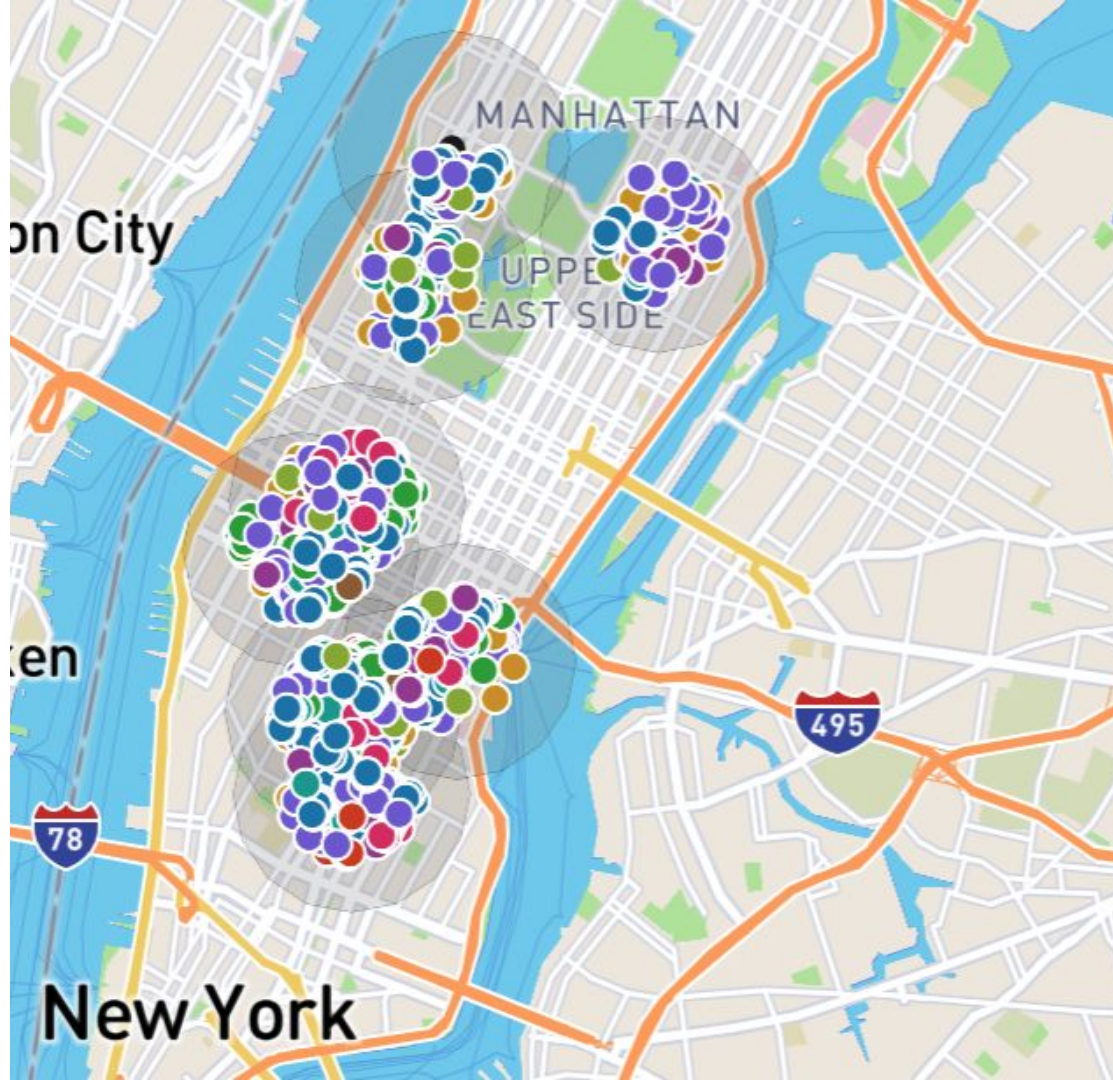
Point of Care



Retail



AMC Theater



Location Targeting

Target by specific DMAs, desirable entertainment districts and/or target by custom audience segments, such as **entertainment enthusiasts**.

Publisher screens

Captivate ●

Clear Channel Outdoor ●

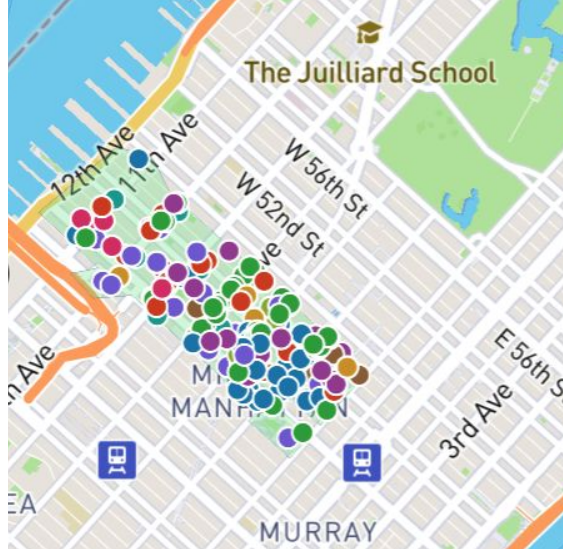
Intersection LinkNYC ●

NRS ●

Outfront ●

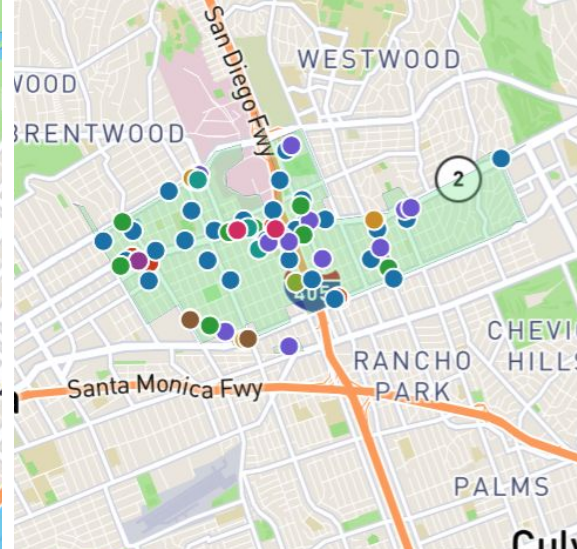
Vengo ●

Zoom ●



Theater District NYC

NYC's Theater District, home to the famous Broadway theaters, Times Square and other popular attractions



West Los Angeles

Beverly Hills, Hollywood and surrounding populated and affluent areas

Drive engagement by retargeting exposed Device IDs across screens



- Retarget viewers with character stories and brand narratives
- Cross-screen creative sequential messaging

- Manage frequency and spend efficiencies
- No additional cost for device ID passbacks



Creative Capabilities & Ad Formats



Video

Place Exchange strongly encourages video creatives when possible as our eyes are naturally drawn to movement. Full motion DOOH content is 2.5 times more impactful than static display content.

Repurpose existing TV assets at a more efficient CPM in OOH.

Creative guidelines:

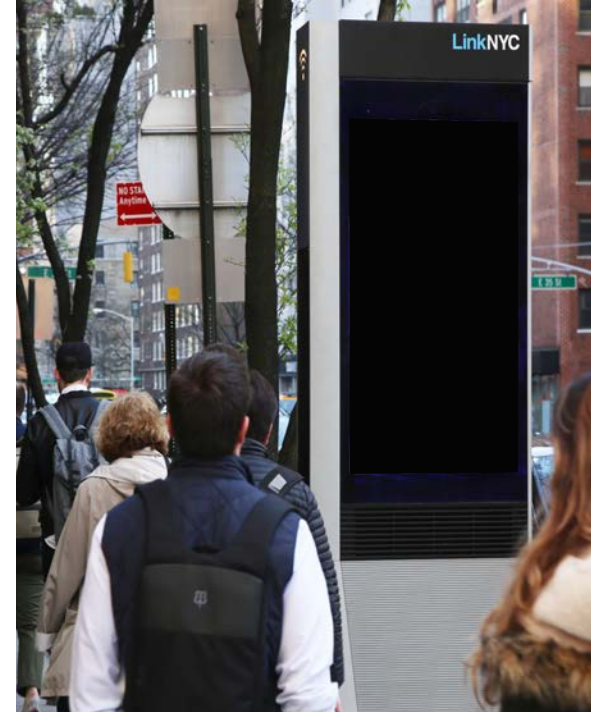
- Length of video should be 15 seconds or less, although longer durations can be supported and may be suitable for stationary audiences and specific venue types (ex. bars, doctors' offices, gyms)
- For mobility contexts, video should play at reduced speed to accommodate for audiences on-the-go
- PX can seamlessly adapt your social media and in-app vertical video creatives to portrait-mode screens
- Audio may be supported in some contexts



Support for standardized and custom creative executions

While there are thousands of native sizes in OOH, Place Exchange can help streamline and auto-scale them to a few standard sizes for your campaign.

- Video & display support of standardized sizes or custom creative assets
- Support from PX Creative Solutions to build or resize assets



Place Exchange's Dynamic Creative Solution

Customize your digital out-of-home (DOOH) creatives effortlessly to increase relevance and engagement.

- Tailor your ad for each DOOH screen based on factors such as the time and location of the ad being delivered
- Modify messaging based on relevant data inputs (e.g., weather, sports scores, etc.)
- Seamlessly activate dynamic creative campaigns at scale across a wide range of DOOH publishers and venue types
- Activate dynamic creative for DOOH through your preferred DSP



Call to Action

Supported Call to Actions (CTA) include QR codes, SMS text, short-link URLs, social media hashtags, emails, and more.

Measurement benefit: Adding a CTA to your OOH creatives can enable you to directly track “click-through” response

Creative benefit: Adding a CTA that links to more information can create a more engaging and less cluttered creative



Measurement & Innovation in DOOH



Measure the full-funnel impact of DOOH

Place Exchange's unique ability to capture and pass **mobile IDs** means marketers can perform digital attribution and decisively measure impact.

Metrics supported:

- Cost per Page Visit
- Cost per Conversion
- ROI / ROAS
- Baseline or incrementality / lift

Upper funnel branding and engagement metrics can also be enabled, such as **brand lift**, **foot traffic**, **tune-in**, **in-store purchases**, and more.





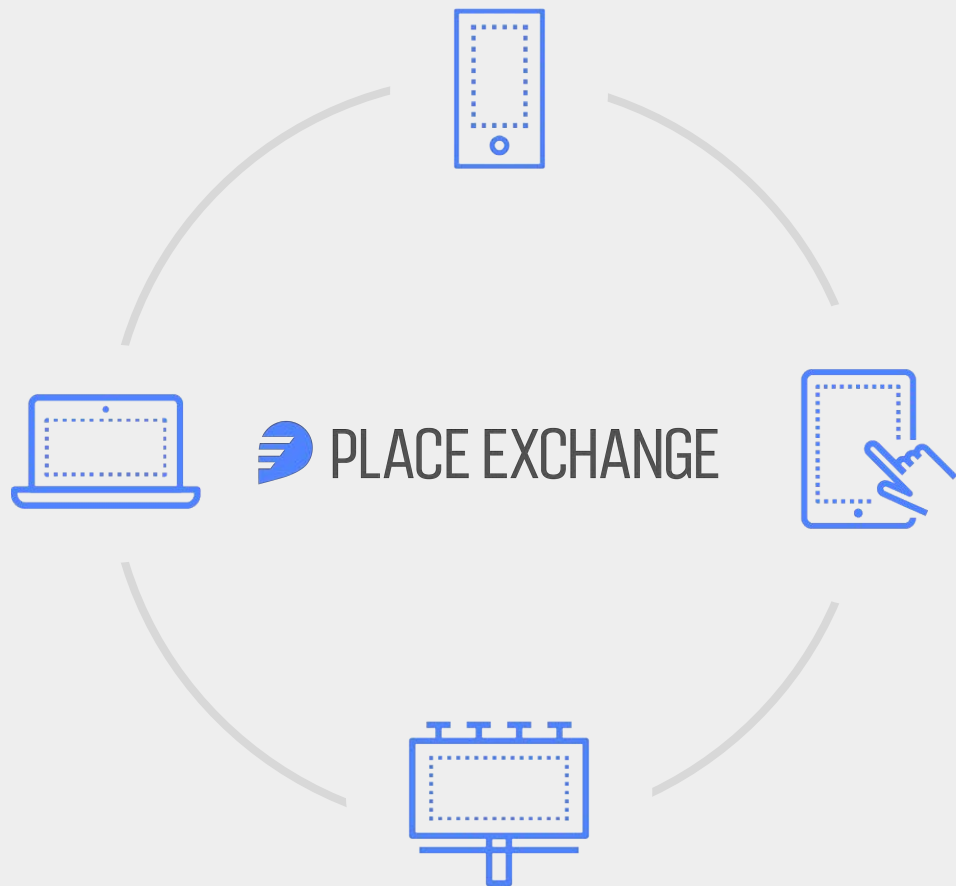
PerView™ Reach & Frequency Measurement

Place Exchange's proprietary PerView™ solutions, developed in line with the [OAAA OOH Impression Measurement Guidelines](#), offer the ability to measure reach, frequency, and impressions for any media plan or OOH network.

- Deduplicated reach, frequency, and impression measurement across all OOH publishers, venues, and asset types — including digital and static, outdoor and indoor, stationary and moving
- Aggregate population and segment-specific reach, frequency, and impression measurement
- National and DMA-level reach, frequency, and impression measurement
- Support for pre-campaign (planning), mid-campaign (optimization), and post-campaign (validation) use cases

Powered by an omnichannel vision, our differentiators set us apart

- **Premium supply** in real-world physical contexts at cost-effective price points
- **Single source** for all DOOH media with massive scale
- **Creative simplicity**
- **Full-funnel** applications
- **Strategic targeting** with precision
- **Flexibility and control** over media owner, location, days, times
- **Advanced measurement** capabilities



Unlock the real power of OOH

sales@placeexchange.com



Appendix



Large Format

- Short dwell times (ex. billboard average viewing time is 5-8 seconds)
- Larger-than-life screens optimal for high-impact branding
- Target consumers along their commuting paths for high frequency reach

Brand Awareness & High-Impact

Retail Media

- Medium dwell times (ex. customers spend on average 4.5 minutes at checkout)
- Access to shoppers at point of purchase and the ability to unify with other retail-centric marketing initiatives
- Consumer proximity to screen enables interactive opportunities

Deep Engagement & Long Dwell Times

Urban Street Level

- Short to medium dwell times (ex. taxi top viewing time is 8 seconds; in-car ads are served during rides that take up to 20+ min on avg)
- Generate brand awareness at scale, or deliver hyper-local impressions
- Human-scale screens optimal for short videos and interactive opportunities

Convert & Physical Proximity

Place-Based

- Long dwell times (ex. customers average 2 hours in bars)
- Captive environment optimal for video content
- Consumer proximity to screen enables interactive opportunities



Case Study

Live Nation: Ticketmaster US Open DOOH Campaign





Objective

Live Nation partnered with Place Exchange to execute a programmatic DOOH campaign to drive awareness and Ticketmaster sales to the US Open among New York City commuters. Live Nation targeted premium displays at transit hubs, by the US Open stadium, and high-impact spectaculars throughout NYC's most popular neighborhoods.

Live Nation ran video assets on video-supported displays, and added a QR code to the creative so commuters can easily scan to view the ticket sales page on their phones while on-the-go.

Campaign Goals & Metrics Summary

Goals

- Increase Ticketmaster sales of the US Open
- Drive awareness of the US Open event in NYC and where spectators can purchase tickets

Success Metrics

- Generate visits to the ticket sale page by using QR codes in the creative
- Maximize impressions among target audience, and deliver targeted impressions in full

Methodology

- Map transit hubs in NYC and set up radial targeting
- Identify Place Exchange inventory within targeting parameters
- Use Place Exchange to seamlessly activate OOH campaign programmatically across different publishers

Targeting

Place Exchange mapped the top 10 transit hubs in NYC, the US Open stadium, and the 7 subway line that transports spectators to the stadium. Place Exchange then created a 0.5-mile radius around each point of interest, and served ads to the displays within the defined geofences.

Place Exchange optimized dayparting to efficiently reach commuters during peak hours in the mornings and evenings.

Map shows a sample of targeted Place Exchange inventory.

Legend

Publisher 1



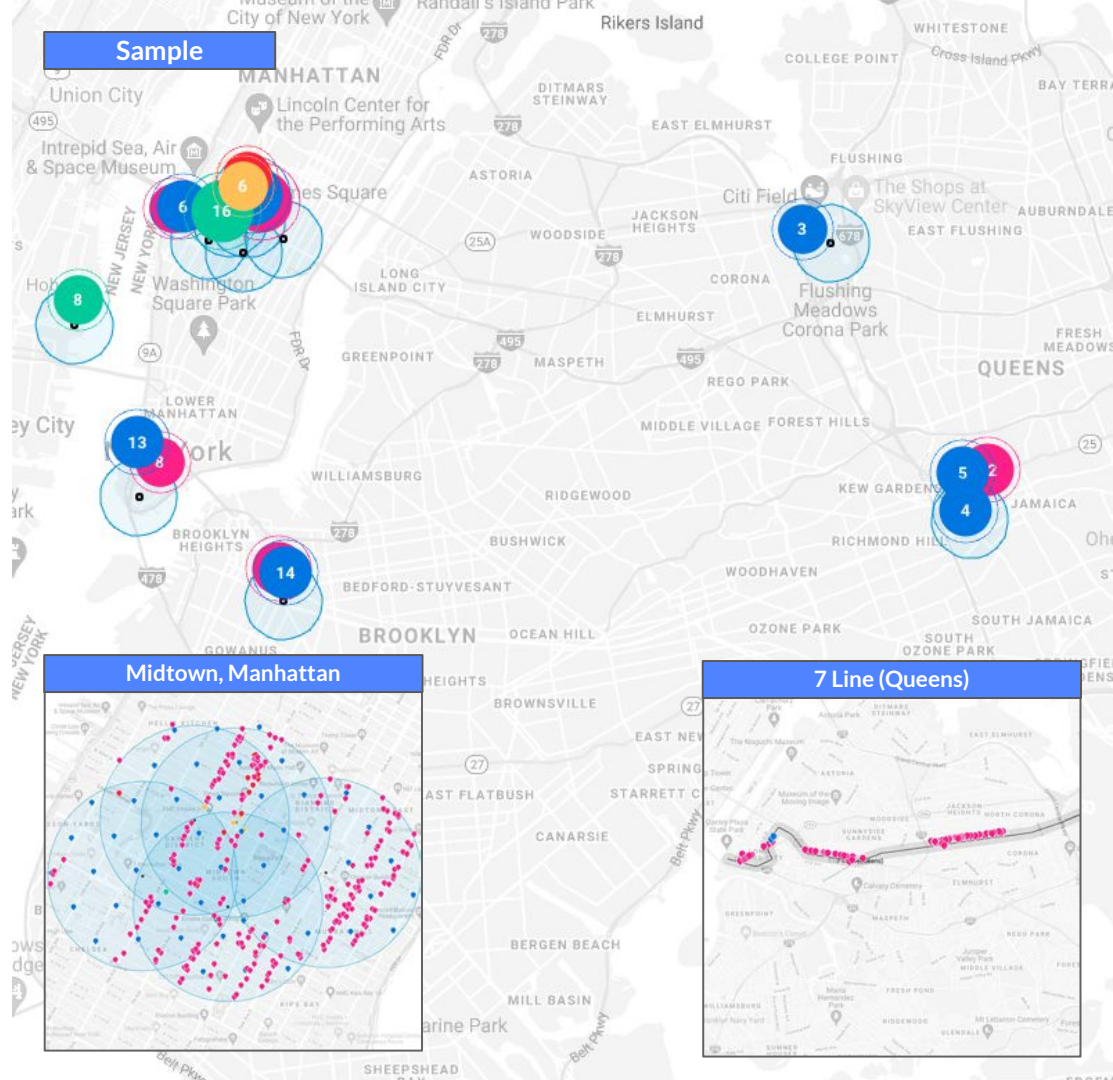
Publisher 2



Publisher 3

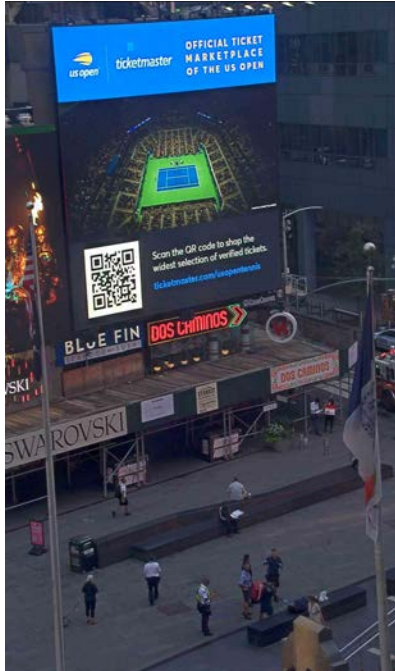


Publisher 4



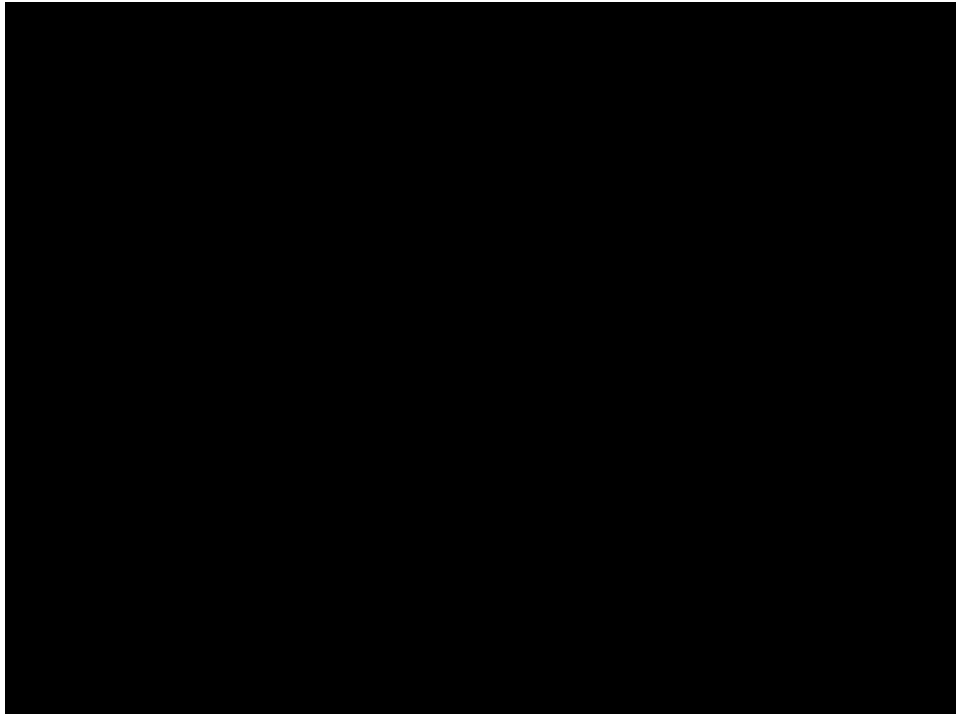
Creative Execution

To increase engagement from commuters and to generate more visits to the Ticketmaster sales page, Live Nation included QR codes within its creatives to encourage individuals to scan for more information while they were on-the-go.



Creative Execution

Firefly launched its first-ever programmatic-guaranteed campaign that also included a swarm execution in the Financial District where multiple taxi-top screens were lined up together for an unmissable DOOH activation.



Key Findings

Overview of 3-week flight:

- **24.5M** total impressions delivered by Place Exchange
- Live Nation was able to track and attribute QR code scans and also record revenue directly attributable to the DOOH campaign based on the mobile device IDs of commuters exposed to the campaign
- This not only proved that OOH can do “double duty” as both a branding and direct response medium, but moreover demonstrated that OOH can drive attractive lower-funnel performance in terms of CPA and ROI metrics

Case Study

Gaming Console



Objective

A leading tech corporation aimed to boost awareness and brand perception of their latest gaming console among console gamers in Los Angeles and New York City, with bold creative on DOOH inventory.

Their OOH media agency partnered with Place Exchange to programmatically deliver gaming console ads on prominently positioned OOH displays in areas within the target DMAs that over-index against video game enthusiasts.



Campaign Goals & Metrics Summary

Goals

- Reach target audience in Los Angeles and New York with a variety of premium DOOH formats
- Demonstrate brand lift for the gaming console DOOH campaign

Success Metrics

- Maximize impressions against the desired audience within the target locations
- MFour brand lift metrics:
 - Ad Recall
 - Brand Awareness
 - Brand Perception
 - Brand Consideration

Methodology

- Select high-indexing inventory on Place Exchange in target DMAs
- Use Place Exchange to seamlessly activate DOOH campaign programmatically on The Trade Desk DSP across multiple premium OOH media owners

Audience Targeting

Place Exchange helped to identify the DOOH displays in areas of LA and NYC with a high concentration of gaming enthusiasts, and programmatically delivered the gaming console ads across a range of outdoor, transit, place-based, and retail inventory within the specified regions.

Map shows a sample of Place Exchange inventory in Los Angeles, highlighting zip codes (in green) over-indexing on console gamers and video game purchasers.

Publishers

OUTFRONT



Volta



Intersection Cities and Transit



Lightbox



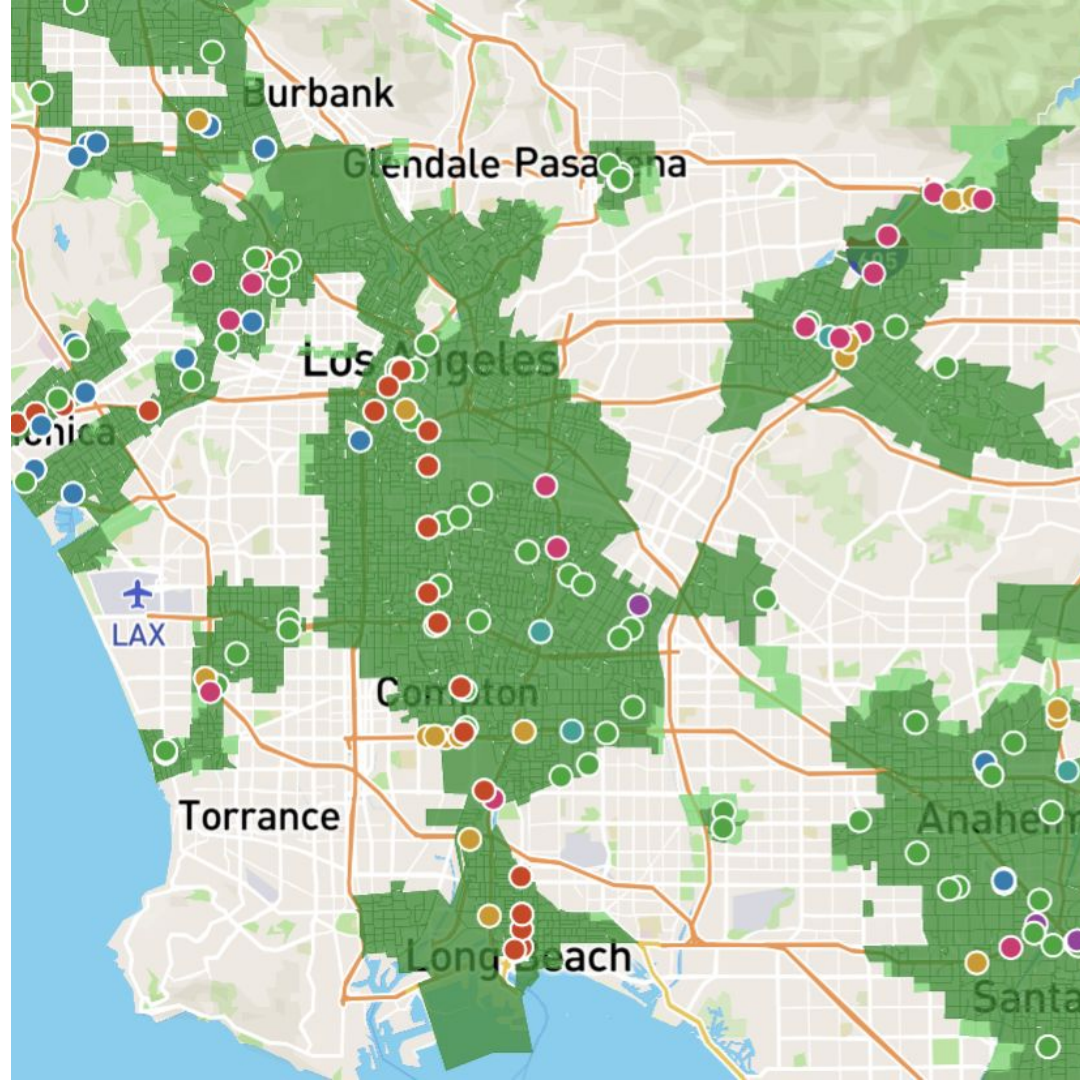
Clear Channel Outdoor



Zoom Media



Lamar



The campaign ran on high-impact screens including billboards, transit hubs, retail locations and gyms

Volta



Lamar



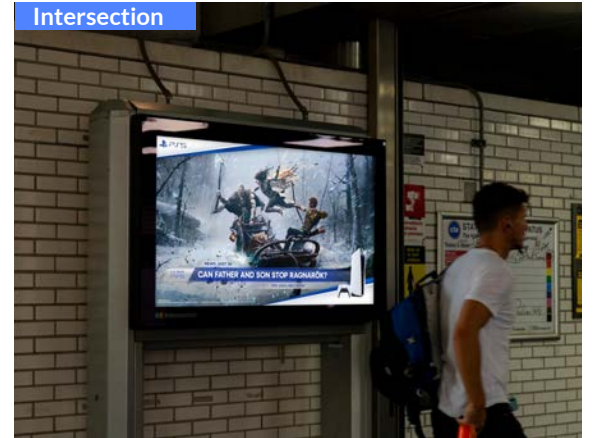
Clear Channel Outdoor



Zoom Media - GymTV



Intersection



Campaign Results

Overview of 60-day flight:

41 million

total impressions delivered by Place Exchange to gaming enthusiasts in Los Angeles and New York City.

Brand study results, measured by mFour, demonstrate brand lift across all recorded metrics:

Measured by  mfour

49% of consumers exposed to the ads recalled the console ads

22% increase in brand awareness

39% increase in brand perception

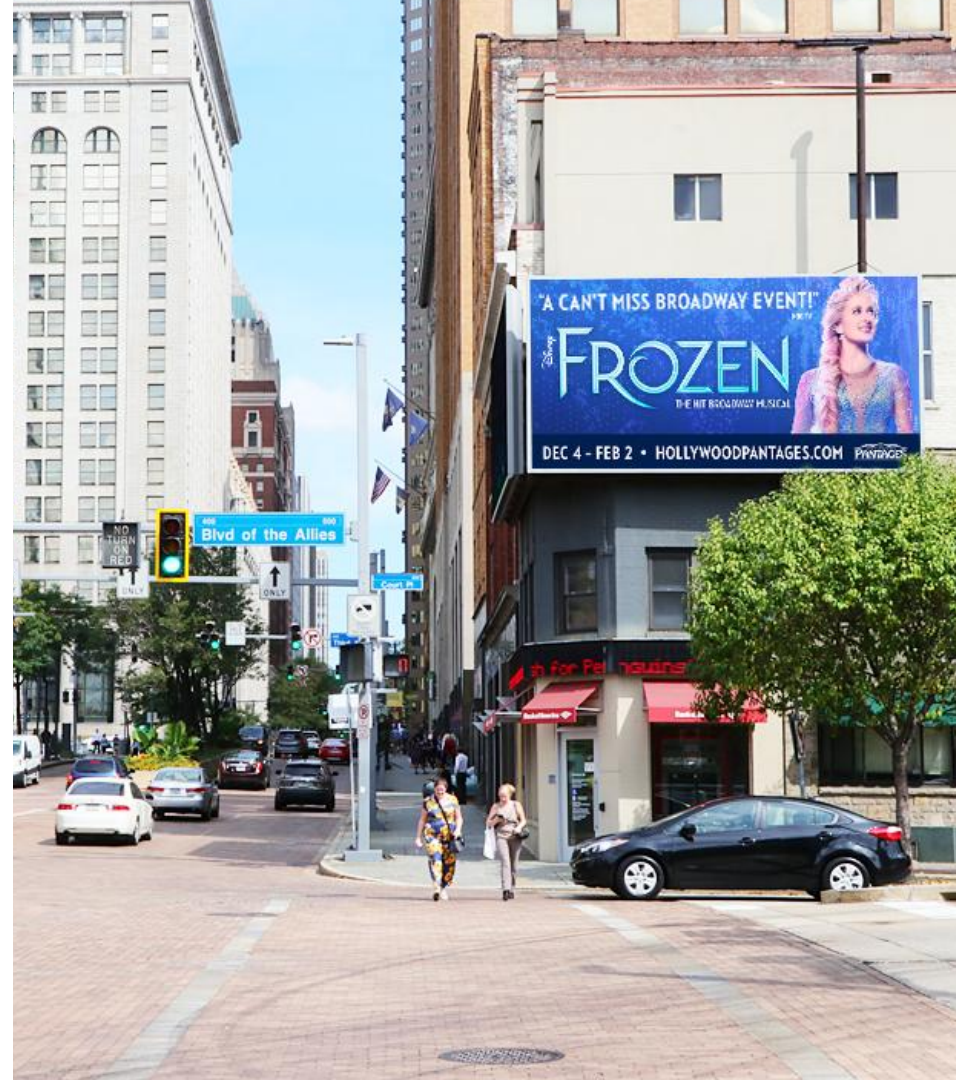
6% lift in brand consideration

Disney Theatrical: Frozen on Broadway

Overview: The client wanted to drive awareness of Frozen on Broadway to moms in Los Angeles with a HHI of \$75K+ using billboards.

Solution: Place Exchange gave the client access to premium billboard inventory from Lamar and Outfront within high indexing areas of the target audience in the Los Angeles DMA.

Results: The client seamlessly ran this self-service campaign through their Roku DSP, and generated over **3 million** high-impact impressions.

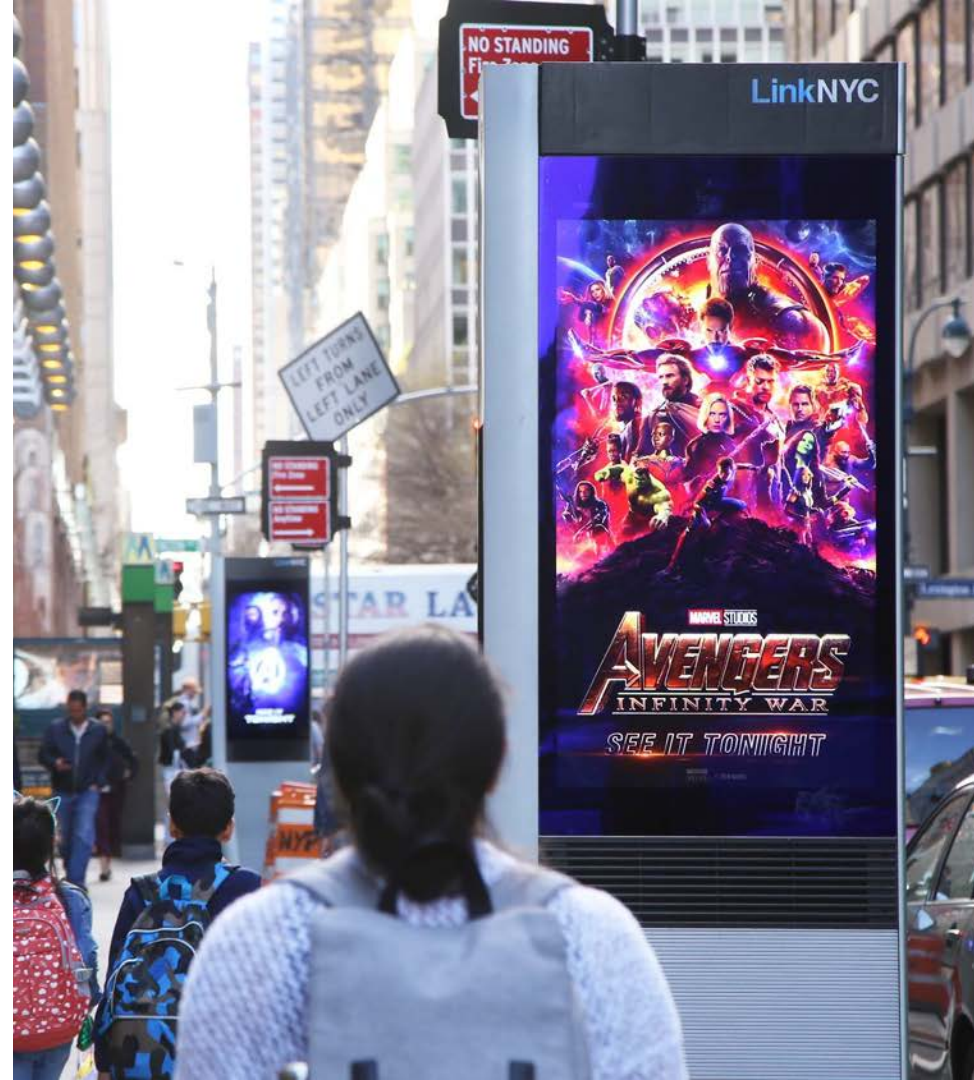


Marvel's Avengers: Infinity War

Overview: To spotlight the premier of Marvel's Avengers: Infinity War, Disney wanted to stop viewers in their tracks with a city-wide takeover during the busiest time of the commute.

Solution: Marvel took over the streets of New York City with a 100% Share-of-Voice campaign across all Manhattan Links on launch day during 5-7pm.

Results: The campaign delivered over **9 million** impressions during this brief window and generated social buzz with fans posting photos of the LinkNYC ads on Twitter.



LinkNYC Takeover

