



## Gaming Brands Level Up with DOOH

The gaming industry now brings in more revenue than the movie and music industries combined. Revenue in the US video game industry is projected to hit \$51.3 billion by the end of 2022 with ongoing annual growth of 7%. While video games appeal to many demographics, the average age of the gamer is 34 years old<sup>1</sup> with lots of purchasing power. DOOH helps you reach gamers in contextual physical environments. Leverage larger-than-life screens to deliver unforgettable brand impact.



**\$72.1 billion**

expected to be spent by consumers annually on gaming by 2027<sup>2</sup>

**\$328**

spent on gaming products annually by the average gamer in 2022<sup>2</sup>

**179 million**

gamers in the United States by 2027<sup>2</sup>

**60%**

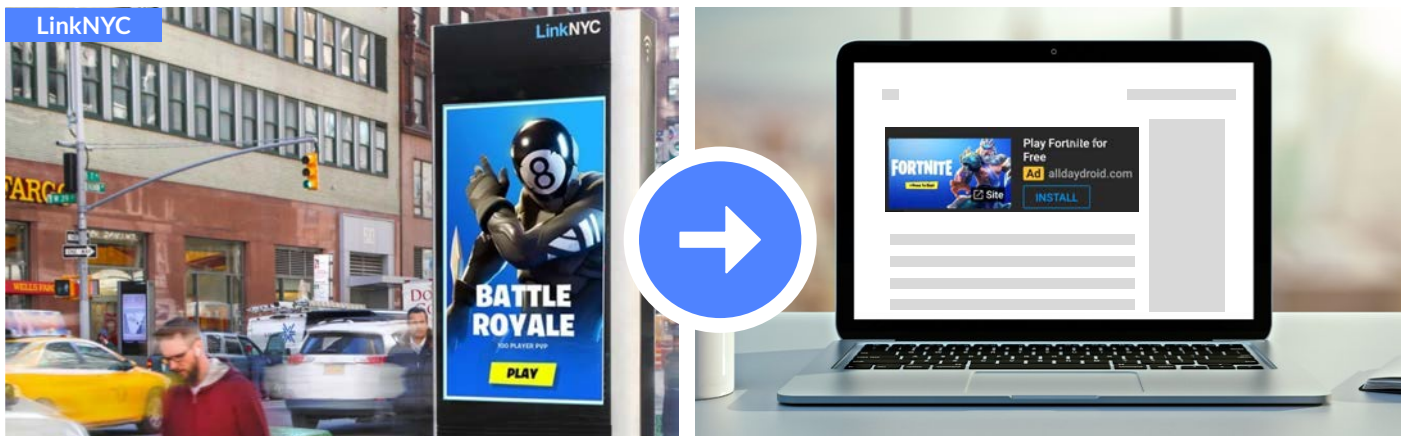
of Americans play video games daily, and 45% of gamers are women<sup>1</sup>

## Reach gamers before and during purchases with Place Exchange's Retail Media Network - the largest network of in-store retail media in the US with over 100,000 screens

- In-store video/static at the point of purchase — i.e. malls, game stores, electronics stores, etc.
- Storefront video/static
- On street furniture and billboards surrounding retailers
- In bars & restaurants with long dwell times, and entertainment venues reaching consumers at leisure



## Unify your OOH message with marketing efforts on other channels



- Retarget viewers with various brand narratives
- Push exposed IDs to a 3p for a campaign running in your DSP via 3p creative trackers



## Access the most iconic large format screens and spectaculars

Here is a snapshot of some of the most dazzling spectaculars on Place Exchange that you can buy directly through your DSP. Contact us for a full list targeted for your brand.

**Branded Cities** specializes in iconic media in iconic destinations, with digital spectacular screens in the most desirable locations.



- **NASDAQ Building, New York City** | 4-week impressions: 55M
- **Thomson Reuters Building, New York City** | 4-week impressions: 42M
- **Harmon Corner, Las Vegas** | 4-week impressions: 24M

**New Tradition** is one of the largest and fastest-growing OOH companies providing premium media operating around city centers, interstates and highways, and landmark venues.



- **The Reef (largest digital billboard in the country), Los Angeles** | 4-week impressions: 69M
- **1 Times Square, New York City** | 4-week impressions: 88M

**OUTFRONT Media** leverages the power of technology, location, and creativity to connect brands with consumers outside of their homes through one of the largest and most diverse sets of billboard, transit, and mobile assets in North America.



- **The Cube, New York City** | 4-week impressions: 20M
- **The Beast, New York City** | 4-week impressions: 34M