



Enter the Spotlight at Music Festivals with Programmatic OOH

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.

Consumer Insights

200k+

people attended Glastonbury Festival in the UK¹

400k+

fans attended Tomorrowland in Belgium²

130k+

fans attended Primavera Sound in Spain³

Source: ¹BBC, 2024, ²Tomorrowland, 2024, ³IQ Magazine, 2024

Target Some of the Most Iconic Festivals

Primavera Sound
Barcelona, Spain
4-8/6

Glastonbury
Somerset, United Kingdom
25-29/6

Tomorrowland
Bloom, Belgium
18-20/7 & 25/27

Sziget
Budapest, Hungary
6-11/8

Mysteryland
Haarlemmermeer, The Netherlands
22-24/8

Amsterdam Dance Event
Amsterdam, The Netherlands
22-26/10

Contact sales@placeexchange.com to learn more.

Reach music fans on their journey to and from the festival grounds

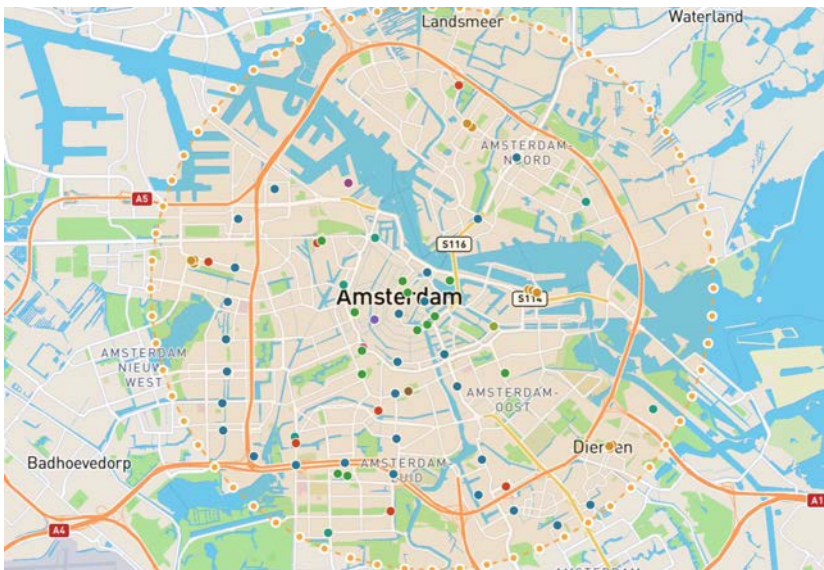
Place your message in brand-safe physical environments, with complete viewability, across the festival-goer's journey. Engage festival goers with creative messaging placed inside or geofenced around transit hubs, airports, entertainment venues, restaurants and bars, and more. Reach festival goers at grocery stores, convenience stores, and gas stations as they stock up on snacks and beverages.



Target by Location

Reach music fans with prominently placed screens in areas surrounding the festival grounds such as grocery stores, bars, transit and more.

Sample map of media throughout Amsterdam (home of Amsterdam Dance Event).



- Total Screens: 257
- Impressions (4-week): 234M

Screen Types

Train Stations	
Parking Garages	
Malls	
Gas Stations	
Billboards	
Grocery Stores	
Hotels	