Fingertips to Keyboard: Programmatic OOH Debate

Removing the jargon:
Digital OOH and Programmatic OOH are not the same! Outdoor digital media vs. automated buying and selling

The power of data:
Targeting at scale

Shaping creativity:
Bring data and creativity together and breaking down siloes

Evolving technology:
Greater accessibility, interoperability, flexibility, accountability, measurability, and addressability

Emerging technology:
From Mobile and proximity to AR and VR

Changing faces:
Programmatic opens doors to a new type of OOH advertiser