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PROGRAMMATIC 101 FOR OOH

WHAT IS IT AND WHY DOES IT MATTER?

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WHAT IS “PROGRAMMATIC”?



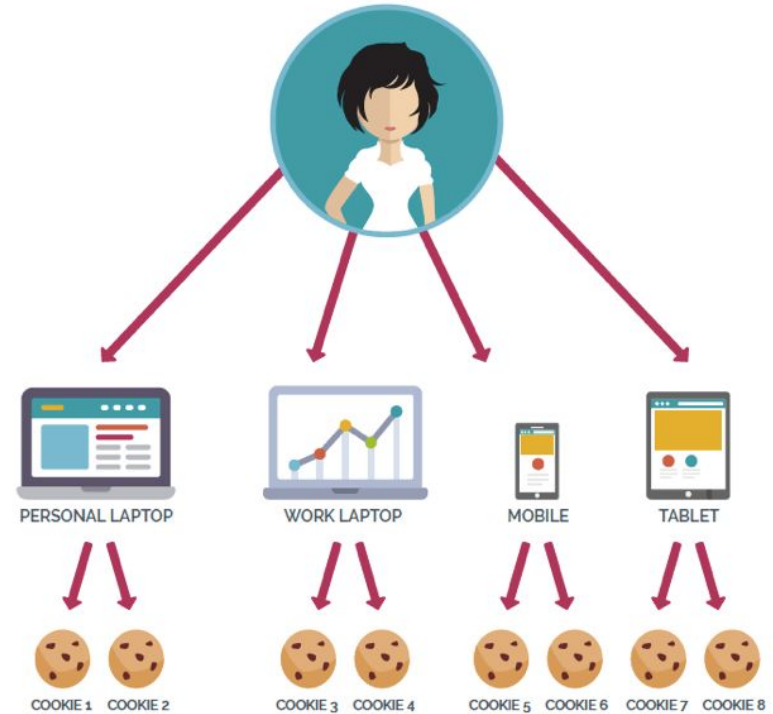
WHAT IS PROGRAMMATIC?

“Programmatic” refers to the automation of buying and selling advertising through software.

Programmatic technology was developed for display (online browser ads) initially.

1:1 users were targeted with ads using cookies to identify their behavioral patterns.

Bids were placed on impressions where audience and targeting parameters were met.



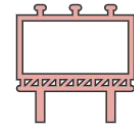
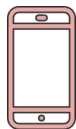
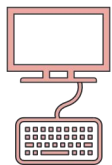
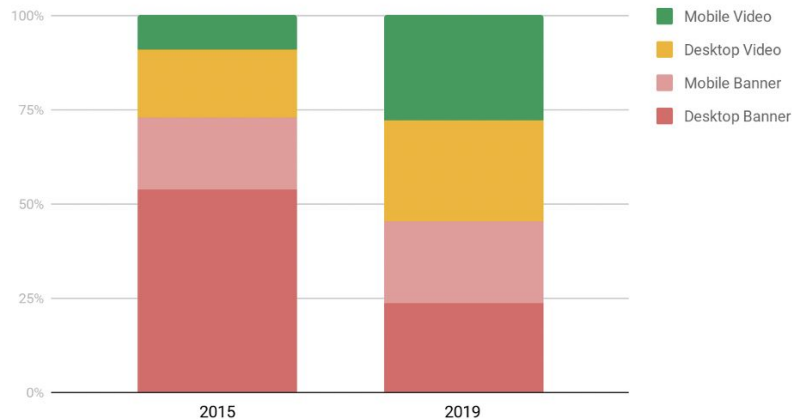
PROGRAMMATIC IS EVOLVING

The technology extended into mobile and video advertising, and developed into multiple ways of transacting.

The latest evolution of programmatic is extending into traditional channels; TV, Radio and Out of Home

Devices have taken center stage as advertisers look to improve their targeting capabilities

Programmatic Spend by Format



THE EVOLUTION OF OOH BUYING

PER PANEL
COST



THE PRICE OF AN OOH UNIT OR SCREEN BASED ON ITS LOCATION AND DEMAND FROM MEDIA BUYERS.

SOV
SHARE OF VOICE



THE PRICE FOR A DEFINED NUMBER OF MINUTES OR % OR AIRTIME ON A DOOH SCREEN OR NETWORK.

CPM
COST PER THOUSAND



THE PRICE PAID PER 1,000 IMPRESSIONS DELIVERED AGAINST A SPECIFIC TARGET AUDIENCE.

WHAT IS PROGRAMMATIC?

“Programmatic” refers to the **automation of buying and selling** advertising through software.

This is often executed via an auction-based **marketplace or exchange**.

Publishers (media vendors) provide available inventory, discoverable by the buyer at the individual **impression or spot level**.

Buyers can evaluate and bid on inventory in real-time (RTB), based on pre-agreed business rules such as **audience, targeting criteria and price**.

WHAT IS THE STATE OF PROGRAMMATIC TODAY IN THE OOH INDUSTRY?



STRONG ADOPTION BY BOTH BUYERS AND SELLERS

\$8.6

Billion

TOTAL US OOH
SPEND

- 7% GROWTH YOY

\$2.7

Billion

TOTAL US DIGITAL
OOH SPEND

- 31% SHARE

\$180

Million

TOTAL US PROG
OOH SPEND

- 6.7% OF DOOH

REPRESENTATION ACROSS THE OOH LANDSCAPE

Programmatic workflows have been adopted by all kinds of publishers in the OOH industry, from publicly-traded companies to place-based networks and independent billboard operators.

This is an opportunity to educate and “re-skill” existing talent, while opening doors to new positions and employees of diverse backgrounds into the space.

In addition to enhancing the role of Sales, Product and Tech teams can form an “Ad Ops” department to assist with inventory management, trafficking and platform integrations.



BENEFITS OF PROGRAMMATIC

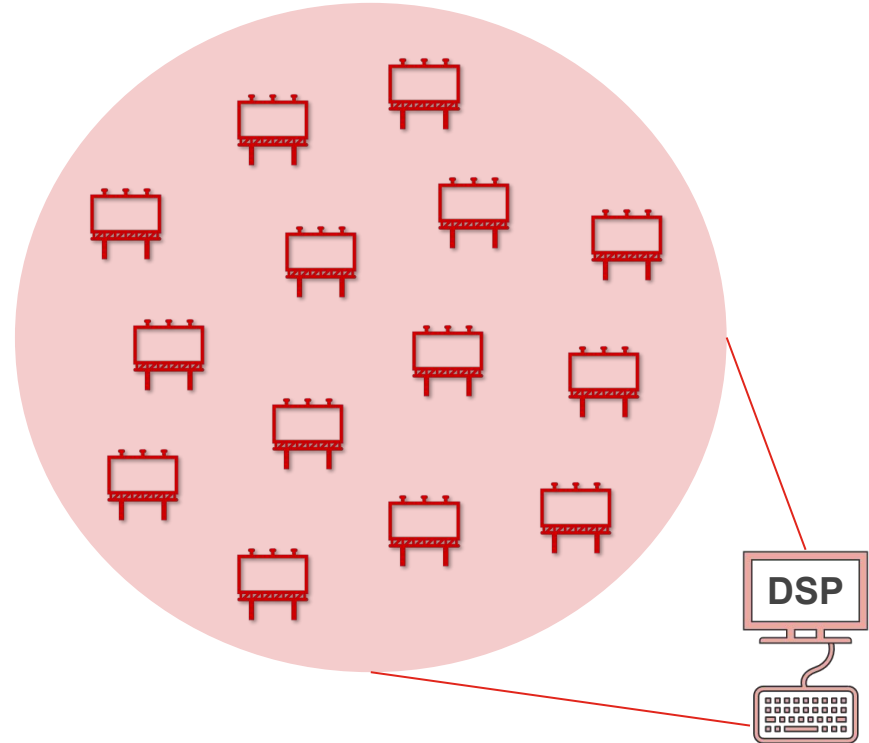


BENEFIT TO BUYERS - AGGREGATE SUPPLY

Buyers can **access a full ecosystem of inventory** - thousands of screens, hundreds of vendors & screen formats - through a **single access point**.

Removes the need for manual RFPs and individually navigating transactions across a fractured media landscape.

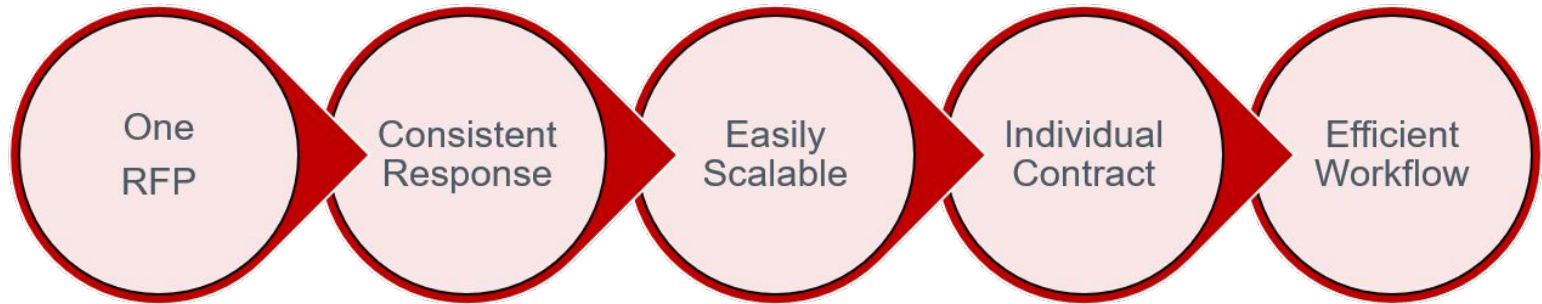
Buyers can get a centralized purchasing process & better **transparency into budgets & campaign performance**.



BENEFIT TO BUYERS - EFFICIENT WORKFLOW

The streamlined buying process eliminates the need to manage multiple individual contracts and IOs, and buyers can execute large-scale programs with much smaller teams.

The time this saves allows buyers to focus on what we are all here to do
- sell OOH media solutions to advertisers!



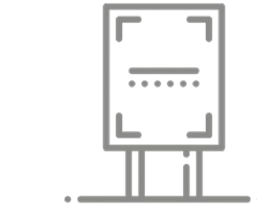
BENEFIT TO BUYERS - DATA-INFORMED PURCHASING

Programmatic allows for the use of data to inform buying decisions for every ad placement at the impression/spot level.

This begins with the creation of a meaningful target audience based on real-world behaviors

Additional targeting criteria is selected, such as key locations or formats, day-parting, triggers etc.

Bids are placed on impressions based on where and when your audience is most likely to be, within the guard rails of your targeting criteria.



USES MOBILE LOCATION DATA TO INCREASE THE CHANCES OF REACHING OUR AUDIENCES IN THE PHYSICAL WORLD.



BENEFIT TO BUYERS - Increased Buying Flexibility

Buying OOH Programmatically offers buyers an **increased layer of flexibility**.

Paying only for delivered impressions gives advertisers assurances during uncertain times.

OPTIMIZE
IMPRESSIONS
DELIVERY

PAUSE OR CANCEL
CAMPAIGNS
MID-FLIGHT

NO DISTANT
CANCELLATION
DEADLINES

BENEFIT TO BUYERS - AGGREGATED MEASUREMENT

Centralized buying allows marketers to apply an overarching measurement solution to understand the impact of digital out-of-home campaigns across all inventory types.



**AWARENESS /
PERCEPTION**



**FOOT
TRAFFIC**



**WEB/APP
VISITS**



**SALES
UPLIFT**

BENEFIT TO SELLERS - AGGREGATE DEMAND

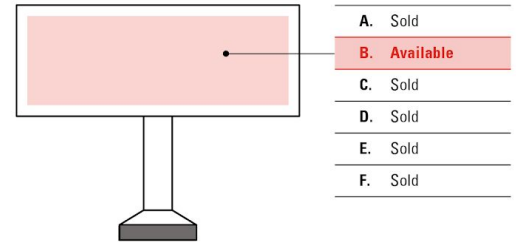
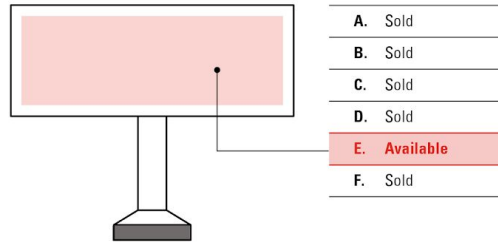
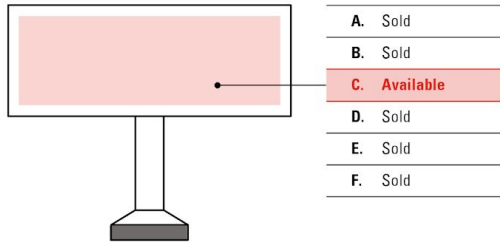
Media owners can make their inventory discoverable to a large set of buyers instantaneously.

This is hugely beneficial to new networks or networks that previously did not support advertising, allowing owners to **build a media business without requiring significant salesforce investment.**

For networks with established media businesses, programmatic **provides an aggregate point of access to digital buyers.**

BENEFIT TO SELLERS - FULLY MONETIZE INVENTORY

Programmatic helps media owners maximize the yield on their network by effectively monetizing all available inventory via an additional sales channel that requires little direct effort.



● Programmatic Buy Creative Copy

BENEFIT TO SELLERS - CURATE PREMIUM INVENTORY

The use of data to identify audiences & the inventory that aligns with audience movement patterns allows media owners to segment target audiences more effectively and justify increased advertiser spend.



**COFFEE
DRINKERS**



**GYM
GOERS**



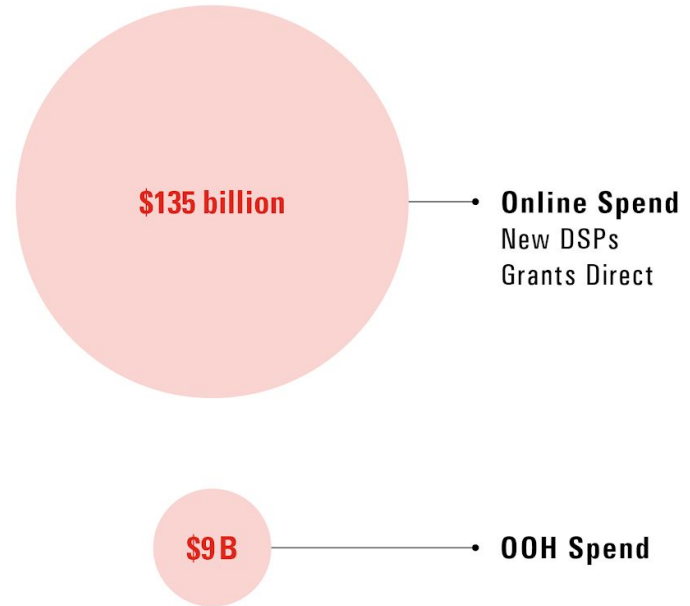
**BUDGET
SHOPPERS**



**BUSINESS
TRAVELERS**

BENEFIT TO SELLERS - NEW REVENUE STREAMS

Programmatic technology allows media owners to tap into advertising groups beyond the standard channel-based buyers, including trading desks and programmatic teams.



CORE TECHNOLOGY COMPONENTS



CORE TECHNOLOGY COMPONENTS OF A PROGRAMMATIC ECOSYSTEM



DEMAND-SIDE PLATFORM (DSP)

WIDE ACCESS
TO INVENTORY

DATA-DRIVEN
TARGETING
RULES

REAL-TIME
BIDDING

SERVE, TRACK
& OPTIMIZE
ADS

DSP = A platform for media buyers (brands, agencies, trading desks) to plan, purchase and manage ad campaigns.

SUPPLY-SIDE PLATFORM (SSP)

MAKE INVENTORY AVAILABLE
FOR PURCHASE VIA AN
EXCHANGE

MANAGE & REPORT ON
PROGRAMMATIC CAMPAIGN
DELIVERY

SSP = A platform for media owners to sell and manage inventory.

AD EXCHANGE

RECEIVES & BROADCASTS
INVENTORY DETAILS

RECEIVES & BROADCASTS BIDS

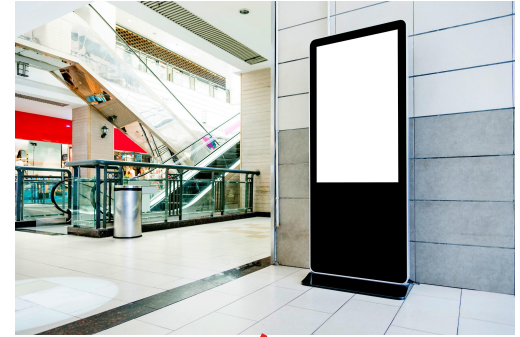
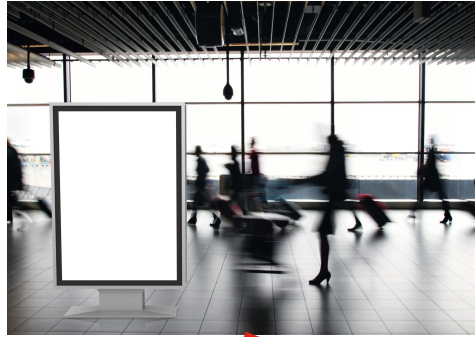
OPEN
EXCHANGE

PRIVATE
MARKETPLACES

HOW MONEY AND INVENTORY FLOW



HOW MONEY AND INVENTORY FLOW



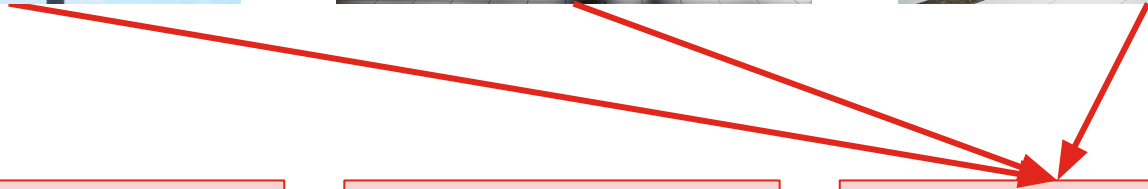
MARKETERS

DEMAND SIDE
PLATFORM

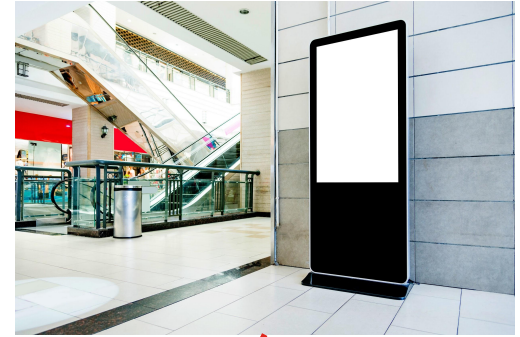
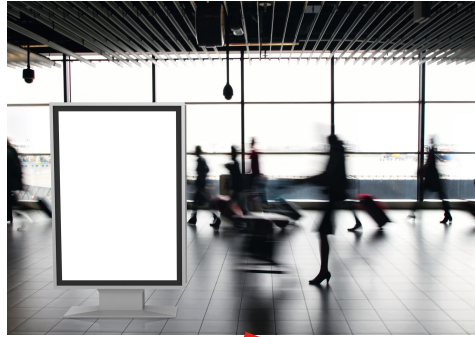
EXCHANGE

SUPPLY SIDE
PLATFORM

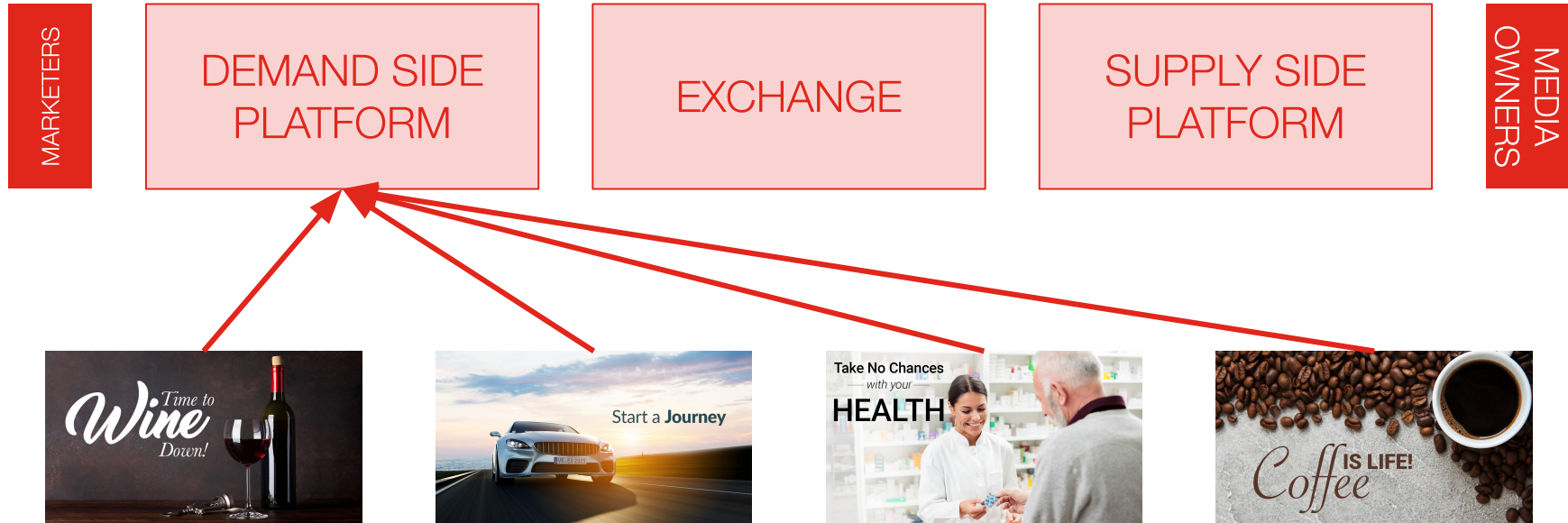
MEDIA
OWNERS



HOW MONEY AND INVENTORY FLOW



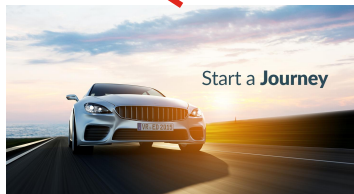
HOW MONEY AND INVENTORY FLOW



HOW MONEY AND INVENTORY FLOW



National
Adults 21+
5mi proximity to liquor
retailers



AZ, CA, TX
In-market auto intenders
Proximity to dealerships



Male, 45 yrs +
HHI 50K+

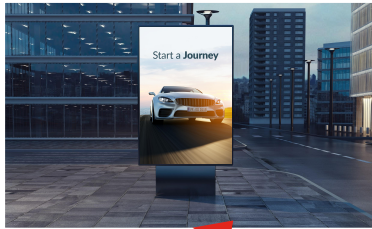


2mi proximity to Dunkin
Donuts retail locations
Commuter hubs

HOW MONEY AND INVENTORY FLOW



HOW MONEY AND INVENTORY FLOW



MARKETERS



MEDIA OWNERS



HOW IS 00H DIFFERENT?



PROGRAMMATIC OOH IS NOT JUST ABOUT AUDIENCE

AUDIENCE



BEHAVIORAL
(ONLINE/OFFLINE)
HOUSEHOLD
1ST & 3RD PARTY

LOCATION



STATE / DMA / CITY / TOWN
ZIP CODE / LAT-LONG
POI

CONTEXT



ENVIRONMENT / VENUE TYPE
DAY OF WEEK / DAY-PART
TRIGGERS E.G. WEATHER



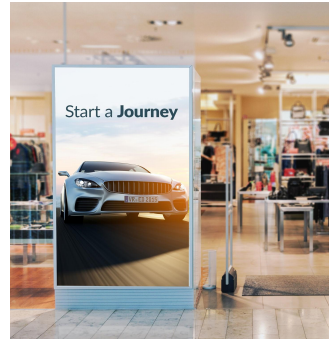
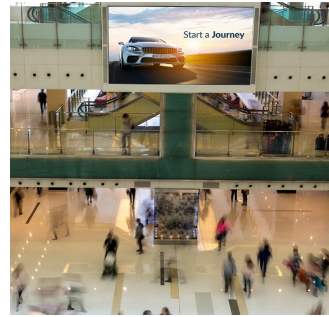
HOW IS OOH DIFFERENT?

A 1-TO-MANY MEDIUM

In the online world, one ad placement equals one impression. In OOH, a single ad placement can reach multiple people.

Third-party auditing groups such as Geopath and others provide media owners with impression data to ensure they are credited appropriately for each spot that delivers.

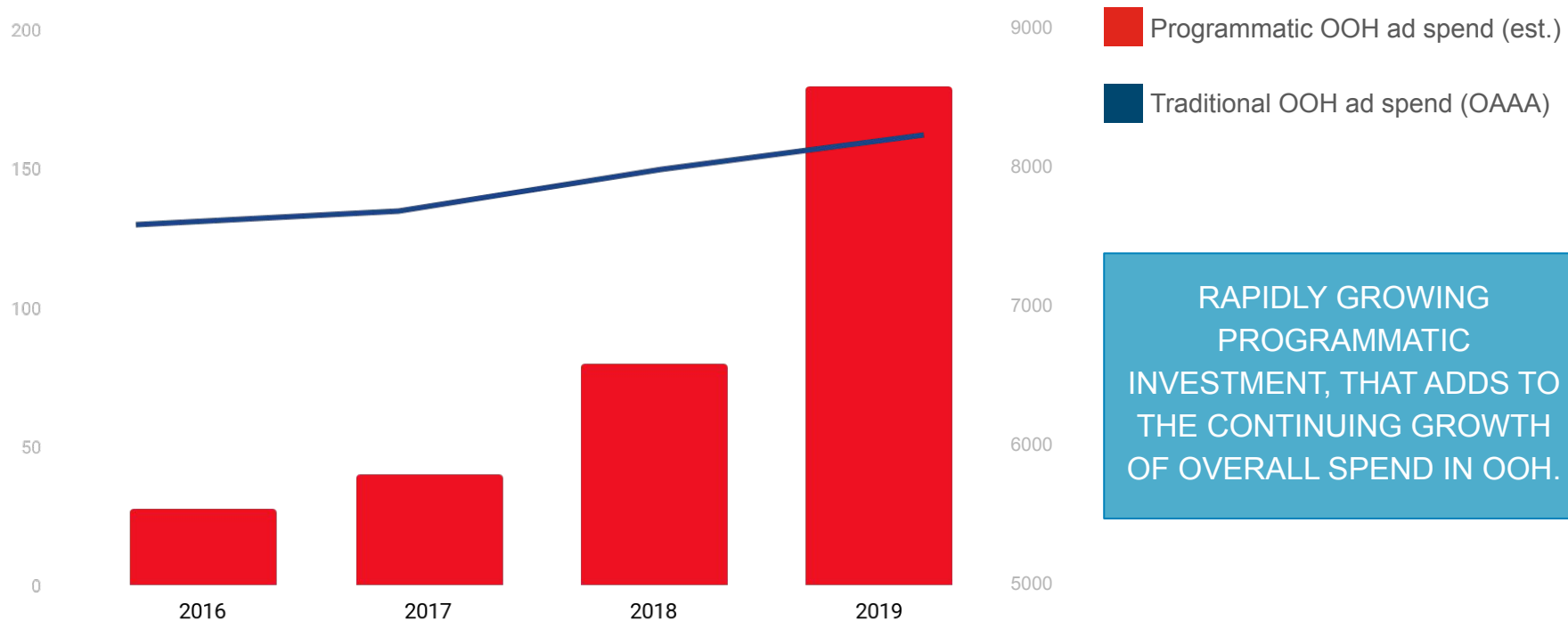
CREATIVES



**WHY DOES PROGRAMMATIC
MATTER FOR OOH?**



INCREMENTAL GROWTH FOR THE INDUSTRY



RAPIDLY GROWING PROGRAMMATIC INVESTMENT, THAT ADDS TO THE CONTINUING GROWTH OF OVERALL SPEND IN OOH.

Q&A



APPENDIX



PROGRAMMATIC WILL GROW EXPONENTIALLY

