

# OUT OF HOME LUMAscape

MARKETER

OOH DISPLAYS

### Agencies

#### Holding Companies

#### OOH Specialists

### Media Planning

### DSPs

### SSPs / Exchanges

### Publishers

### Attribution / Measurement / Verification

### Content Management

### Media Management & Operations

### Data Collection

#### Consumer Data

#### Location Data

#### Anonymous Video Analytics

#### Proximity Hardware

### DMPs

### Ad Servers

### Hardware



   Denotes acquired company       Denotes shuttered company