



THE STATE OF VIDEO OOH: TODAY AND BEYOND

As the media landscape fragments and traditional video supply grows more constrained, Video Out of Home (VOOH) has become an essential tool in the modern omnichannel toolkit. Today, VOOH stands out as a high - attention, brand-safe, and scalable video solution—uniquely suited to meet consumers where they are, in real life.

As defined in OAAA's Video OOH Buyer's Guide, VOOH refers to IP-addressable digital displays

in public environments, and offers contextually relevant, curated content at everyday consumer touchpoints. From gyms to gas stations, theaters to transit hubs, VOOH connects brands with real people in real moments at scale and with impact. As the line between video and OOH buying is often blurred, it is critical for agencies and advertisers to align around VOOH's capabilities and incorporate it as a standard element of video planning strategies.

VOOH'S STRATEGIC ADVANTAGES IN AN OMNICHANNEL ERA



PURPOSE-BUILT VIDEO CONTENT THAT CAPTURES ATTENTION

Unlike interruptive digital ads, VOOH integrates seamlessly into consumers' daily routines, delivering video in moments of high-attention and low distraction. Whether during a commute, a shopping trip, or a night out, VOOH turns these moments into opportunities for brands to deliver moment-specific content that feels native to the environment.

Recent Lumen research validates this power: VOOH media like GSTV achieves 95% eyes-on viewability and 2.7x more attention than CTV. These formats outperform traditional digital and even linear video in both recall and attentiveness, offering immersive brand experiences without skipping, blocking, or signal loss.

CROSS-CHANNEL AMPLIFICATION WITH MOBILE AND SOCIAL

OOH doesn't live in a silo. Using mobile retargeting, QR codes, and social integrations, it serves as a springboard for multi-touch consumer journeys. Consumers can act in real time or be re-engaged across channels. VOOH can also be a real-world extension of social and online campaigns due to the ease of repurposing online content.

Influencer OOH strategies are also surging. According to a Harris Poll survey commissioned by the Out of Home Advertising Association of America (OAAA), 67% of viewers take action after seeing influencer-endorsed OOH creative. Among Gen Z and Millennials, the response is even higher, creating new synergies between digital creators and public-facing brand moments.

ENSURING ETHICS, PRIVACY, AND BRAND SAFETY

Operating in public spaces gives VOOH an inherent level of content safety. But as capabilities evolve, so must industry standards. Ethical data practices, opt-in targeting, and transparency are essential to sustaining consumer trust and advertiser confidence. OAAA and its members remain committed to advancing responsible innovation in this space through industry pledges, member guidelines, and research-backed accountability.



DRIVING REAL RESULTS, IN REAL LIFE

Today's media landscape demands more than just impressions; it demands attention, action, and alignment across screens. VOOH does this. With proven outcomes across awareness, consideration, and conversion, VOOH belongs at the core of omnichannel video strategies. It complements CTV, bridges the physical-digital divide, and engages consumers where they're most receptive.

In fact, a JCDecaux study conducted in Auckland and Christchurch airports found that full-motion video ads delivered a 65% increase in "intent to learn more" compared to static creative, alongside a 41% rise in perceived relevance, all strong indicators of enhanced consideration. OAAA will continue to develop content to share with our Agency and Brand Councils that elevate education, advocacy, and transparency around VOOH. We're also integrating these themes into future waves of Harris Poll research and linking to member case studies and outcomes research to build a stronger business case.

THE CALL TO ACTION

Marketers and agencies must recalibrate their video mindset, expanding the plan beyond the screen and into the street. VOOH is video, and it's working.

PROGRAMMATIC BUYING THAT MIRRORS DIGITAL VIDEO

VOOH is easily transactable through existing DSPs and programmatic infrastructure. This enables real-time optimization, unified buying alongside CTV or social, and seamless integration into campaign reporting.

For buyers, this means no need to retool systems or retrain teams; VOOH seamlessly integrates into existing platforms and processes. And with dynamic creative, audience targeting, and outcome-based measurement capabilities (including brand lift), programmatic VOOH offers not just efficiency, but measurable, audience-tailored impact.



A SOLUTION FOR VIDEO SUPPLY SCARCITY

CTV's growth has strained video supply, while privacy regulations and ad blockers challenge digital delivery. VOOH sidesteps both issues. It offers consistent, real-world exposure in premium, brand-safe environments.

According to Samba TV and GSTV data, VOOH adds ~20% unduplicated reach to linear campaigns, especially among light TV viewers who are otherwise hard to reach. It's not just incremental; it's complementary, extending campaign depth where other formats fall short.



RETAIL INTEGRATION AND LAST-TOUCH INFLUENCE

VOOH is increasingly embedded into retail environments, often serving as the final brand impression before a purchase decision. From gas stations, QSRs, and C-stores to movie theater lobbies and bars, VOOH activates when consumers are primed to act.

Data from an OAAA-Harris Poll shows that 86% of adults took action after seeing OOH ads for restaurants, and 43% purchased after viewing beverage ads—proving that proximity + relevance = conversion. In today's retail media boom, VOOH fills a critical gap between digital shelf and physical store.

