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Finding 1) Survey question 18. Most important factors in determining investment in programmatic OOH. Finding 2) Survey question 6: We will now show you a list of attributes and digital media types. Please choose any of the media you feel deliver against these attributes. Finding 3) Survey question 5: "What digital fammels do you see as important for performance-led / branchide campaignes". Finding 3) Survey question 15: "What the following statements about programmatic OOH advertising?" Finding 3) Survey question 19: "We now want you use the indicate of collowing statements about programmatic OOH advertising?" Finding 3) Survey question 19: "We now want you to think about how adapting to the impacts of COUND-19 may have changed the way you plan media in future. To what extend to you sagree or disagree with the following statements?"

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Inclusion in digital campaigns Key UK will be the push for widespread findings adoption of programmatic OOH How UK agency executives are How UK agency executives planning programmatic OOH buy programmatic OOH Who is 58% 52% 53% 54% 47% 44% responsible? via digital or via a **dedicated** via the as part of as part of as a their digital or other OOH programmatic **OOH team** standalone programmatic programmatic activity **OOH activity OOH team** teams activity These results indicate overlaps and a lack of consistency Inclusion driving adoption 89% of UK executives plan to UK executives expect integrate programmatic programmatic OOH to be **OOH more closely into** included in 54% of their future multi-channel campaigns campaigns, up from 47% in 2020 % 88% **UK executives** are investing in programmatic **OOH expertise** of executives want a 88% of executives expect to clearer understanding expect to invest in building of how programmatic their programmatic OOH OOH fits within a expertise in the next multi-channel campaign 18 months

Finding 4) Survey question 4: "Who has typically been responsible for planning and buying programmatic OOH in the last 12 months (advertiser only)?" Finding 4) Survey question 4: "How has the programmatic OOH advertising you have placed/planned or bought in the last 12 months typically been planned/ bought?" Finding 5) Survey question 16: "Thinking about how you expect to place/plan or buy programmatic OOH in the next 18 months; for what expention do you think you will plan, buy or place programmatic OOH advertising?" Finding 5) Survey question 10: "Think of the campaigns you'll be working on in the next 18 months; for what programmatic OOH advertising meeting in the most the months?" Finding 5) Survey question 10: "Think of the campaigns you'll be working on in the next 18 months; for what programmatic OOH advertising meeting in the most the point of you think you advertise in the following media will change in the next 18 months?" Finding 5) Survey question 12: "Which, out of the following, would help you learn about programmatic OOH advertising?" Finding 5) Survey question 12: "Which, out of the following, would help you learn about programmatic OOH advertising in the next 18 months; to what extent do you garee or disagree with the following statements?"