

State of the Nation

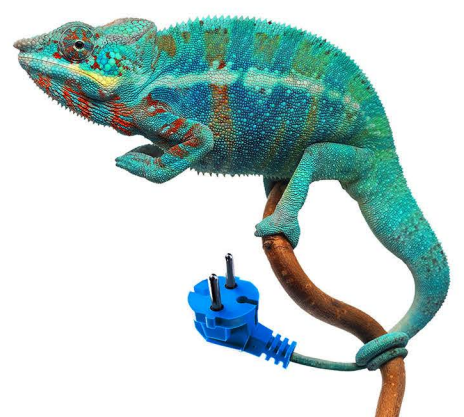
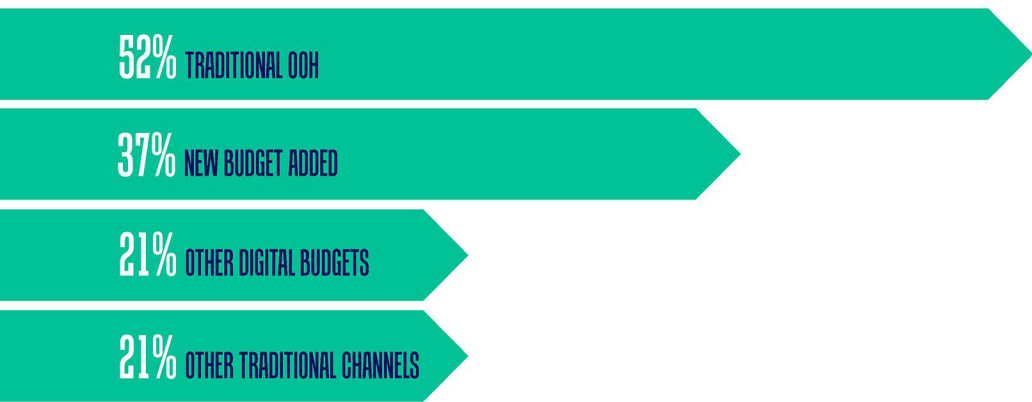
Programmatic DOOH 2022

Global key findings



1 Programmatic is adding incremental budgets to DOOH

Q If budget is going to be increased for programmatic digital out-of-home, where is this budget being moved from?



2 Shifting responsibilities for buying programmatic DOOH

Q How has the programmatic Out-of-Home advertising you have placed/planned or bought in the last 12 months typically been bought?



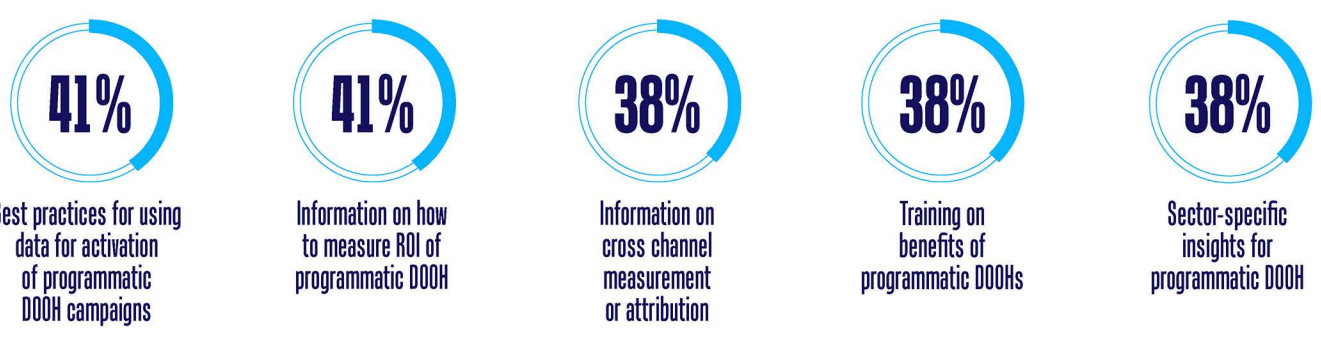
3 Full funnel activation for both brand and performance led campaigns, working alongside other channels

Q Thinking about performance/brand-led campaigns, which channels would you consider running programmatic DOOH alongside?



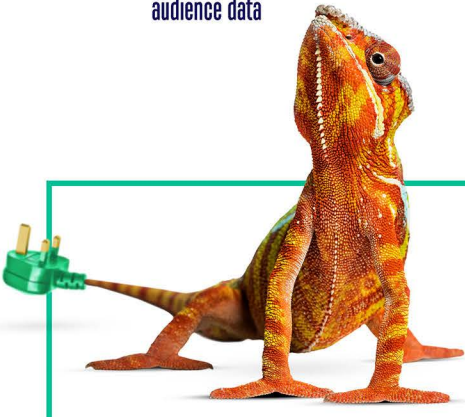
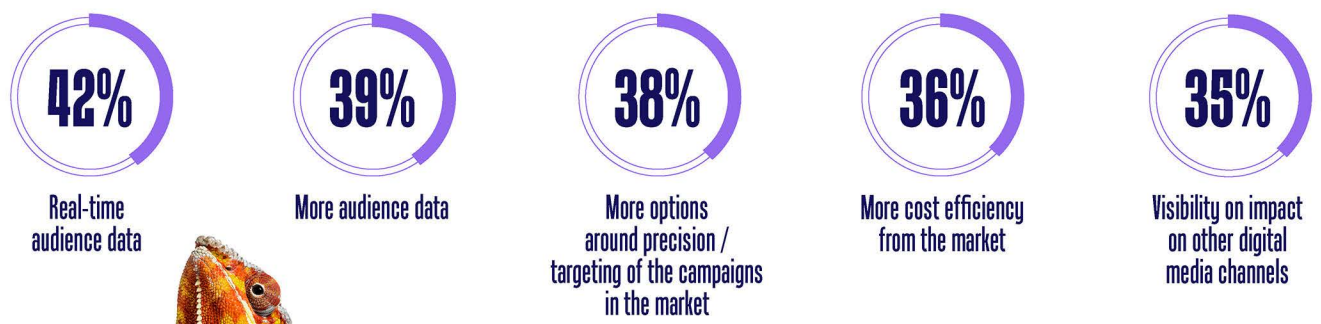
4 Top five education needs to drive investment in programmatic DOOH

Q Which, out of the following, would help you learn more about programmatic DOOH advertising?



5 Top five product needs to drive investment in programmatic DOOH

Q Which of the following would you like to see in order to give programmatic digital out-of-home campaigns more value and make you invest more?



Programmatic DOOH is sure to take its place as a mainstay on programmatic campaigns

Notes: Question 1. Which, out of the following, would help you learn more about programmatic DOOH advertising? Base size: all increasing PPOOH or DOOH (938); agency (454); advertiser (474). Question 2. How has the programmatic Out-of-Home advertising you have placed/planned or bought in the last 12 months typically been bought? Base size: all who place PPOOH total (454); agency (227); advertiser (227). Question 3. 1) Social media includes Facebook, Instagram, Twitter etc. 2) Digital audio includes streaming audio, streaming and podcasts 3) Search includes pay-per-click 4) Display excludes social media 5) Mobile excludes in-app advertising 5) Broadcast TV excludes TV advertising served via the internet 6) % refers to YOY change. Source: 01/02 Thinking about performance/brand-led campaigns which channels would you consider running programmatic DOOH alongside? Base size: all respondents (1023). Question 4. Which, out of the following, would help you learn more about programmatic DOOH advertising? Base size: (1023); media agency (517); advertiser (506). Question 5. Which of the following would you like to see in order to give programmatic DOOH campaigns more value and make you invest more? Base size: all respondents (1023); agency (517); advertiser (506).