



Reach the World with OOH During the 2024 Summer Olympics

All eyes are on Paris this summer from July 25th to August 11th for the first widely attended and restrictions-free Olympics since 2018. With an all-star USA Basketball team likely featuring LeBron James and Stephen Curry, as well as the return of international icons such as gold-medalist Simone Biles and tennis star Naomi Osaka, the 2024 Olympics is poised to be the most watched sporting event in recent history.

3+
billion

projected viewers will tune in for the 2024 Olympics¹

\$3.1+
billion

projected spend on marketing and broadcasting for the 2024 Olympics³

15
million

expected visitors to Paris for the 2024 Olympics²

60%

increase in search for the 2024 Olympics by consumers⁴

Source: ¹Cox Media, 2023, ²New York Times, 2024, ³Statista, 2022, ⁴AdAge, 2023

Leverage Place Exchange's vast footprint of global premium digital OOH inventory with coverage across all DMAs, and venue categories. DOOH allows advertisers to put their message in brand-safe physical environments, with complete viewability, across the consumer's daily journey, breaking through the clutter with high impact creative.

Sample set of official 2024 Olympic sponsors:



Contact sales@placeexchange.com to learn more.

Leverage advanced targeting capabilities

- Screen location at any level of granularity - from nationwide to city, DMA, zips, and hyperlocal points of interest
- Venue or asset categories
- 1st and 3rd party audiences
- Daypart against specific games

Reach consumers on a global scale in contexts where they are most receptive to messaging

Engage consumers during and leading up to key events with creative messaging placed inside or geofenced around **entertainment venues, gyms, restaurants and bars**, and more. Reach Olympics viewers at **grocery and convenience stores** as they stock up on snacks and beverages to watch the excitement from home.

Grocery & Convenience

Digital Screens: **220K+** | 4-Week Impressions: **30B+**



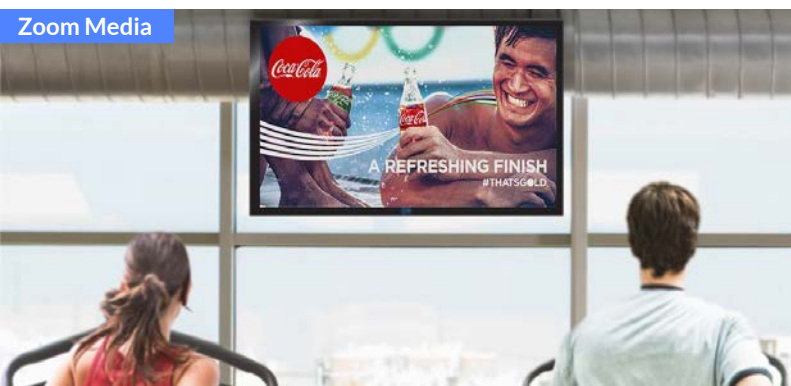
Restaurants & Bars

Digital Screens: **174K+** | 4-Week Impressions: **26B+**



Health Clubs

Digital Screens: **43K+** | 4-Week Impressions: **6B+**



Entertainment & Leisure

Digital Screens: **80K+** | 4-Week Impressions: **3.9B+**



Access the Most Iconic Digital Large Format Screens Around the World

Connect with Olympic enthusiasts through unmissable spectaculars and billboards. Place Exchange unlocks programmatic access to the most recognized and eye-popping digital screens in major cities across the world.

Spectaculars

Digital Screens: **578**
4-Week Impressions: **12.6B+**

Billboards

Digital Screens: **19k+**
4-Week Impressions: **47B+**



Utilize Dynamic Creative to Guide Olympics Enthusiasts

Leverage Place Exchange’s dynamic creative solution to deliver contextually relevant messaging on a national and global scale. Work with the Place Exchange team to develop fully a unified global creative experience or choose from our library of templates for an off-the-shelf solution that incorporates dynamic elements. Drive customer relevance with ad elements that change according to game times, live scores, or feature countdowns, sports betting odds, and more.

