PLACE EXCHANGE

Reach the World with OOH During the 2026 Winter Olympics

The Winter Olympics kick off in Milan this winter from February 6th to 22nd. With the return of NHL players for the first time in 12 years setting the stage for star-studded matches, the 2026 Olympics is poised to be one of the most watched sporting events in recent history!

5+ billion viewers tuned in for the 2024 Summer Olympics[1]

$1.2+ billion was spent on 2024 Summer Olympic ad sales[3]

11.2 million visited Paris for the 2024 Olympics[2]

160% YOY increase in air bookings to Milan[4]

Source: [1] IOC, 2024, [2] Paris Je T'aime, 2024, [3] NBC, 2024, [4] Visa Consulting, 2025

Leverage Place Exchange's vast footprint of global premium digital OOH inventory with coverage across all markets and venue categories, including throughout northern Italy where the action is taking place.

Sample set of official 2026 Olympic sponsors:

Michelob ULTRA · SAMSUNG · VISA · airbnb · P&G · Allianz · Deloitte. · Coca-Cola

Contact sales@placeexchange.com to learn more.

PLACE EXCHANGE

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 participate in the excitement from home.

Grocery & Convenience

Digital Screens: **470K+** | 4-Week Impressions: **55B+**

Restaurants & Bars

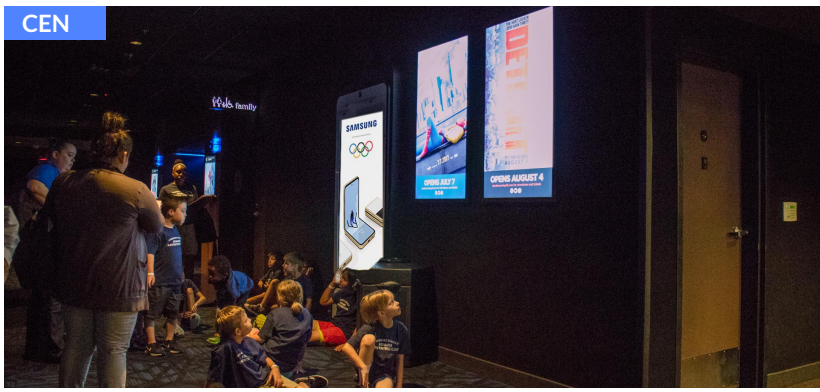
Digital Screens: **179K+** | 4-Week Impressions: **25B+**

Health Clubs

Digital Screens: **53K+** | 4-Week Impressions: **4B+**

Entertainment & Leisure

Digital Screens: **454K+** | 4-Week Impressions: **6B+**



Contact sales@placeexchange.com to learn more.

PLACE EXCHANGE

Access the most iconic large format digital 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

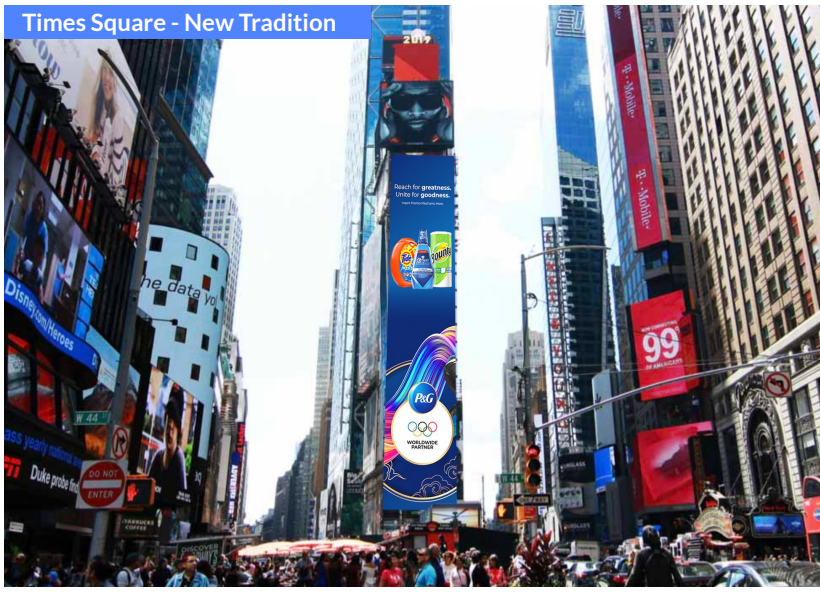
Digital Screens: **636**
4-Week Impressions: **3B+**

Billboards

Digital Screens: **34k+**
4-Week Impressions: **58B+**

Duomo di Milano - UrbanVision

Times Square - New Tradition



Utilize dynamic creative to increase messaging relevance

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.

Lamar

Intersection - LinkNYC

Contact sales@placeexchange.com to learn more.