

Exclusive programmatic access to DIRECTV Remote with Place Exchange

DIRECTV Remote is DIRECTV's dedicated DOOH network built upon its nationwide footprint of commercial establishments, giving advertisers programmatic access to a vast and growing pool of Live TV premium video inventory.



New screens onboarded throughout 2026 across premium locations

- Bars & Restaurants
- Convenience Stores
- Gas Stations
- Grocery Stores
- Gyms
- Hotels
- Office Buildings
- Point of Care
- Shopping Malls

42,000+

Screens nationwide

10.5million

4-week impressions

164

Markets reached

How it works

- Ads run within DIRECTV's Live TV premium Video Service, a living room style TV ad experience with **2 minutes per hour of dynamic ad content throughout live TV programming across genres such as news, TV shows, and live sports.**
 - Specifically in hotel room environments, ad exposure begins when the TV is turned on and runs as long as the TV is on DIRECTV-supported networks, allowing for 24/7 ad exposure.
- Targeting capabilities:
 - Advertisers target against genre/clusters (ex. "news", "live sports"). DIRECTV can pass back genre, language, network, and playback data for reporting purposes.
 - Advertisers can integrate their custom 1st party data sets.
- Activate via Private Marketplace Deals (PMPs) or via Always-on Deals (AODs).
- Reach out to your Place Exchange Representative to get started.

Contact sales@placeexchange.com to learn more