



# Score Big with Programmatic OOH During UEFA Euros

Capitalize on fan frenzy leading up to the UEFA Euros by leveraging Place Exchange's global footprint of premium digital OOH inventory with coverage of all major cities and markets, across all major venues and formats.

**2.7**  
million

fans are expected to attend the UEFA Euros in 2024<sup>1</sup>

**€2.4**  
billion

in commercial revenue is expected to be generated by the 2024 tournament<sup>2</sup>

**67%**

of the global population regularly follow sports<sup>3</sup>

**€7.4**  
billion

spent globally on legal sports betting throughout the 2020 Euros tournament<sup>2</sup>

Source:<sup>1</sup>Statista, 2024,<sup>2</sup>FC Business UK, 2024, <sup>3</sup>YouGov, 2023

Connect with sports enthusiasts of all nationalities through unmissable spectaculars and billboards, or reach fans around stadiums and arenas, at bars watching the game, or stocking up at grocery stores for watch parties, and build on the excitement, locally or nationally. 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 UEFA Euro sponsors:



Contact [sales@placeexchange.com](mailto:sales@placeexchange.com) to learn more

## Target by Venue Type

### Venue Type: Billboards & Spectaculars

Map showing sample inventory of all Billboards & Spectaculars across the UK.

- Total Screens: **2,205**
- Impressions (4-week): **276.1M**

#### Publisher Screens

I Media	<span style="color: blue;">●</span>
Global UK	<span style="color: green;">●</span>
Clear Channel United Kingdom	<span style="color: gold;">●</span>
Alight Media	<span style="color: red;">●</span>
75 Media	<span style="color: purple;">●</span>
Ocean Outdoor	<span style="color: teal;">●</span>
London Lites	<span style="color: pink;">●</span>
Smart Outdoor Media	<span style="color: lightgreen;">●</span>
Mass Media	<span style="color: brown;">●</span>
Other	<span style="color: blue;">●</span>



### Country: Netherlands

Map showing all available DOOH inventory within the Netherlands nationally (by venue type).

- Total Screens: **2,264**
- Impressions (4-week): **49.3M**

#### Venue Type Screens

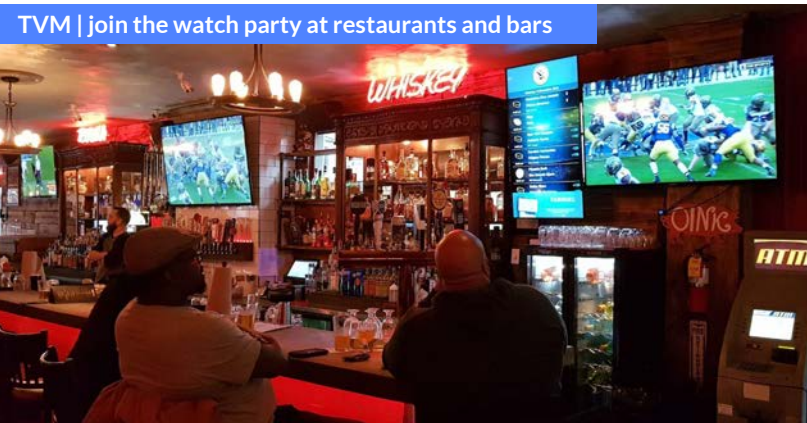
Malls	<span style="color: blue;">●</span>
Gas Stations	<span style="color: green;">●</span>
Grocery	<span style="color: gold;">●</span>
Parking Garages	<span style="color: red;">●</span>
Urban Panels	<span style="color: purple;">●</span>
Schools	<span style="color: teal;">●</span>
Billboards Roadside	<span style="color: pink;">●</span>
Colleges and Universities	<span style="color: lightgreen;">●</span>
Bus Shelters	<span style="color: brown;">●</span>
Other	<span style="color: blue;">●</span>



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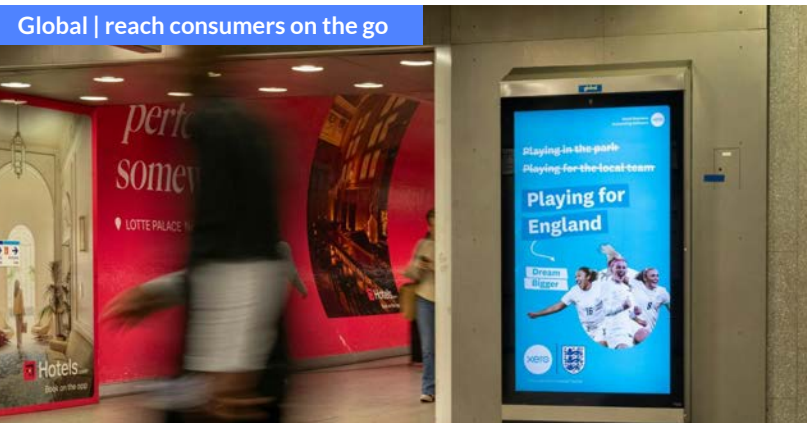
## Tap into an Engaged Audience with Dynamic Creative

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.



## Reach Consumers 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 bars located in dense urban city centers, where consumers are watching the Euros. In addition, reach consumers commuting to work, on their way home, or to retail locations, and more.



## Seamlessly Activate with Turnkey Solutions

- Billboards & Spectaculars
- Bar Inventory
- 1920x1080 Inventory
- 1080x1920 Inventory

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