

H2 2021

**Place Exchange
Programmatic OOH
Trends Report**

March 2022

Overview

The Place Exchange Programmatic OOH Trends report provides a snapshot of select spending patterns within the Place Exchange platform after analyzing delivery across billions of impressions. These results compare data from H2 2021 with data from H1 2021.

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1 Select Takeaways

Select Takeaways

- Comparing programmatic OOH spend on Place Exchange for H2 2021 vs. H1 2021 reveals trends that reflect the ongoing pandemic recovery:
 - OOH spending in H2 2021 was more evenly spread across a mix of advertiser verticals.
 - The highest-growing categories from H1 to H2 2021 - including Shopping, Entertainment, Travel, and Fashion - reflect consumers resuming pre-pandemic activities.
- Billboard share of spend declined from about $\frac{2}{3}$ to about $\frac{1}{2}$, while other formats - including Screens/TVs, Kiosks and Display Panels - gained share, as advertisers looked to follow consumers on their real-world journeys.
- The average CPM for programmatic OOH inventory increased from \$6.78 to \$7.10, with most OpenOOH Venue Categories seeing price increases.
- Spending on programmatic Video OOH grew by 23% from H1 to H2 2021, as advertisers continue to leverage the reach, effectiveness, and value of Video OOH inventory.
- Non-Guaranteed deals continue to dominate programmatic OOH buying execution, offering buyers high levels of flexibility.

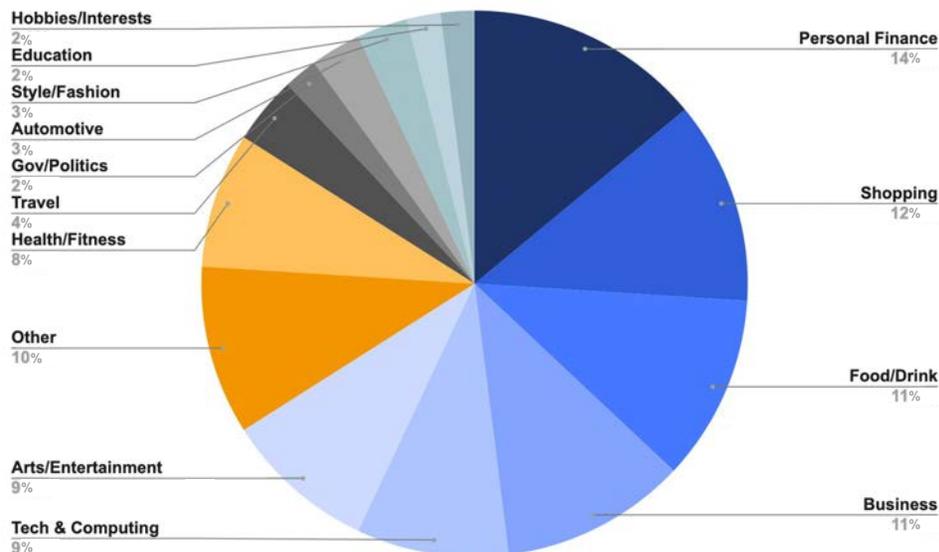
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Advertiser Category Trends

Top Spending Advertiser Categories

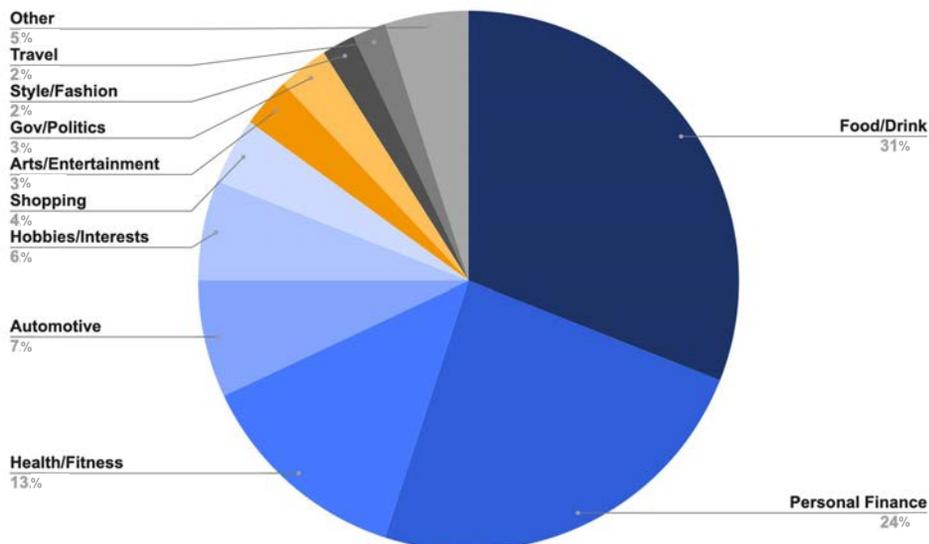
By IAB Categories

H2 2021



In H2 2021, spending reflected a more balanced mix of categories, as the US continued to emerge from the pandemic and many advertisers resumed spending in OOH. Leading the way were the Personal Finance, Shopping, Food & Drink, and Business categories, followed by Tech & Computing, Arts & Entertainment, and Health & Fitness.

H1 2021



In H1 2021, as vaccination rates climbed and cities reopened, the top-spending categories reflected people's desire to get back into the world, with higher levels of discretionary spending. Food & Drink led the way at 31% of spend, while Personal Finance accounted for 24% of spend.

Advertiser Categories with the Highest Growth*

H1 2021 to H2 2021



Shopping

1,021%



Arts & Entertainment

805%



Travel

462%



Style & Fashion

374%



Gov/Politics

157%

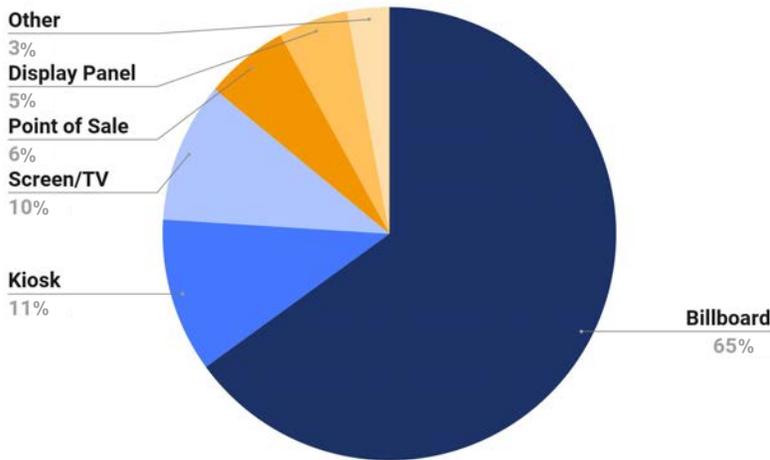
* Includes only categories that represented at least 2% of total spend in H1 2021.

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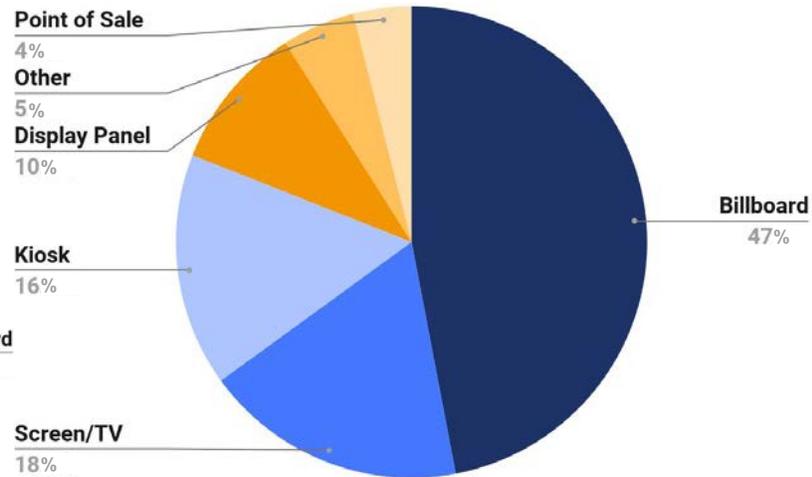
Asset and Venue Trends

Spend Distribution by Asset Category

H1 2021



H2 2021



Place Exchange Asset Category designations

Billboard

Large format, free standing, elevated digital displays.

Point of Sale

Screens on a terminal or interface at which purchase transactions take place between a merchant and a customer.

Display Panel

Mid-to-large format digital displays mounted at or near eye level.

Kiosk

Interactive displays that are part of an easily-accessible, free-standing structure.

Screen/TV

Small-to-mid size digital displays delivering information to a captive audience.

While billboards still represent a large fraction of spend, **other formats - notably Screens/TVs, Kiosks and Display Panels - grew significantly** as a share of the total spend.

Other

Elevator Display: Displays located within elevators.

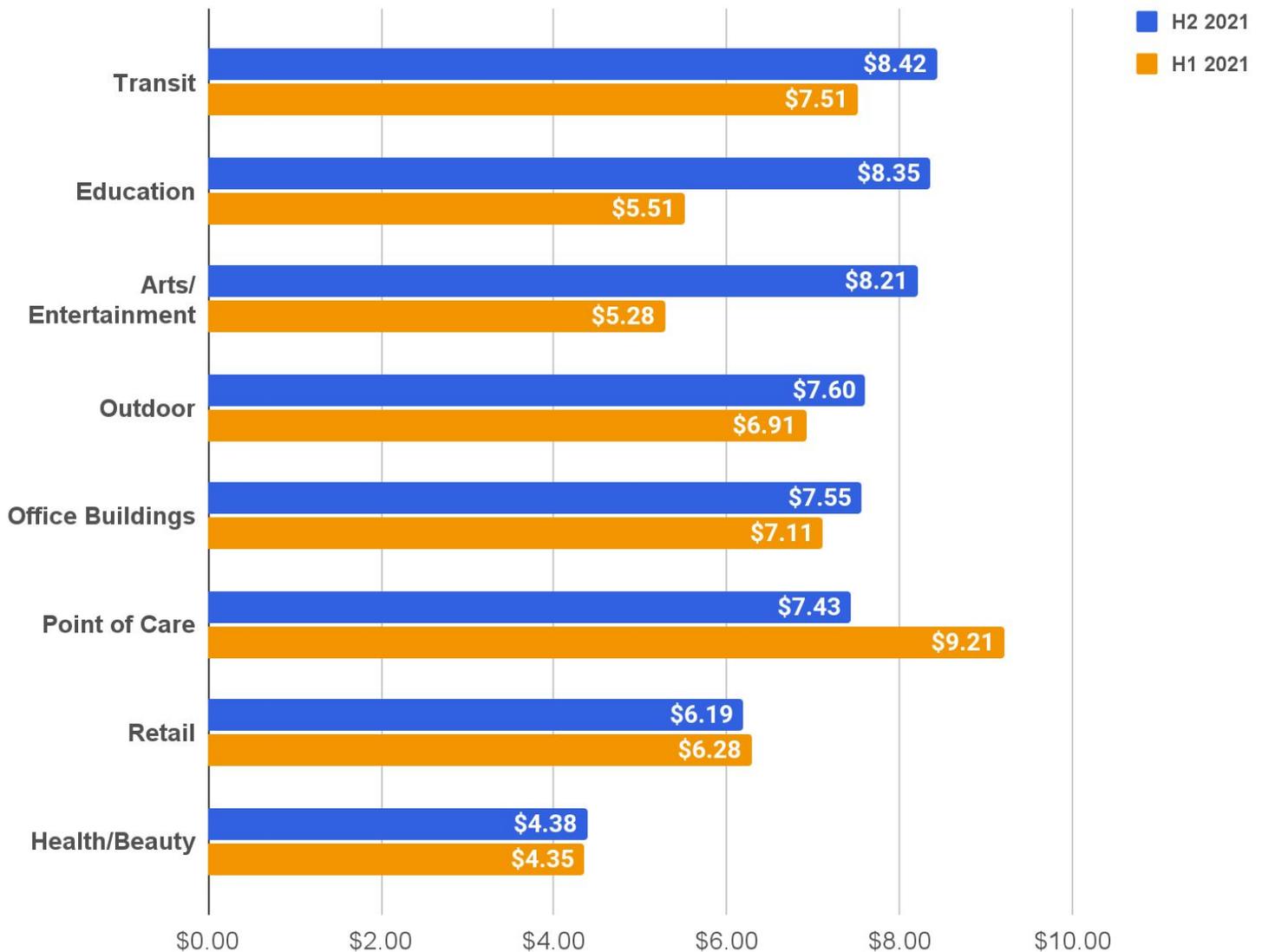
Shelter: A ground level, free standing enclosure such as newsstand or a bus shelter.

Spectacular: A large, non-standard display located in high impact areas.

Vending Machine: An automated machine through which various goods may be purchased.

Average CPMs by Venue Category

By OpenOOH Venue Categories

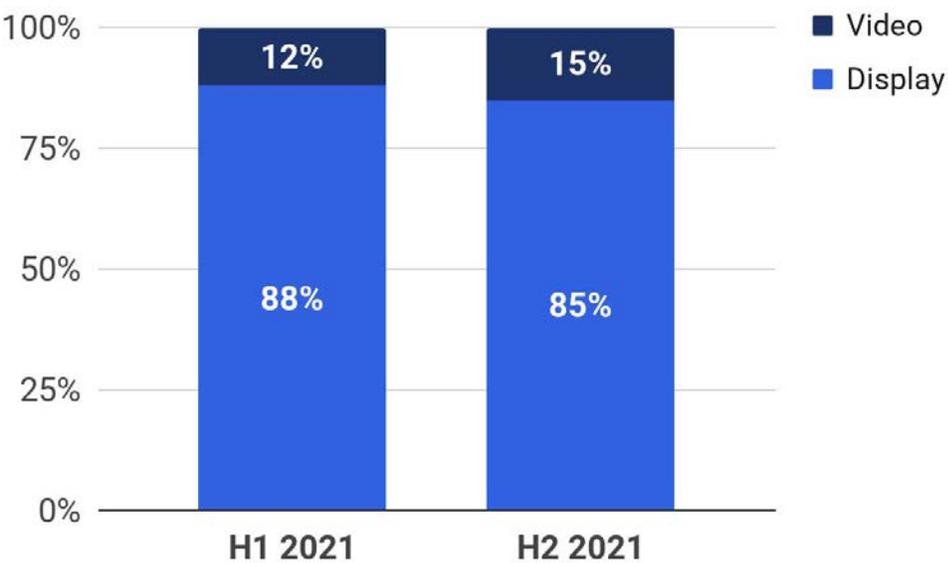


Average CPMs across most OpenOOH Venue Categories increased from H1 2021 to H2 2021, most notably for Education and Arts/Entertainment venues. Transit, Outdoor, and Office Building CPMs also grew materially, while Point of Care CPMs declined (but still remain healthy). Overall, the average CPM for H2 2021 was \$7.10, compared to \$6.78 for H1 2021.

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Programmatic Spending Trends

Display & Video Spending



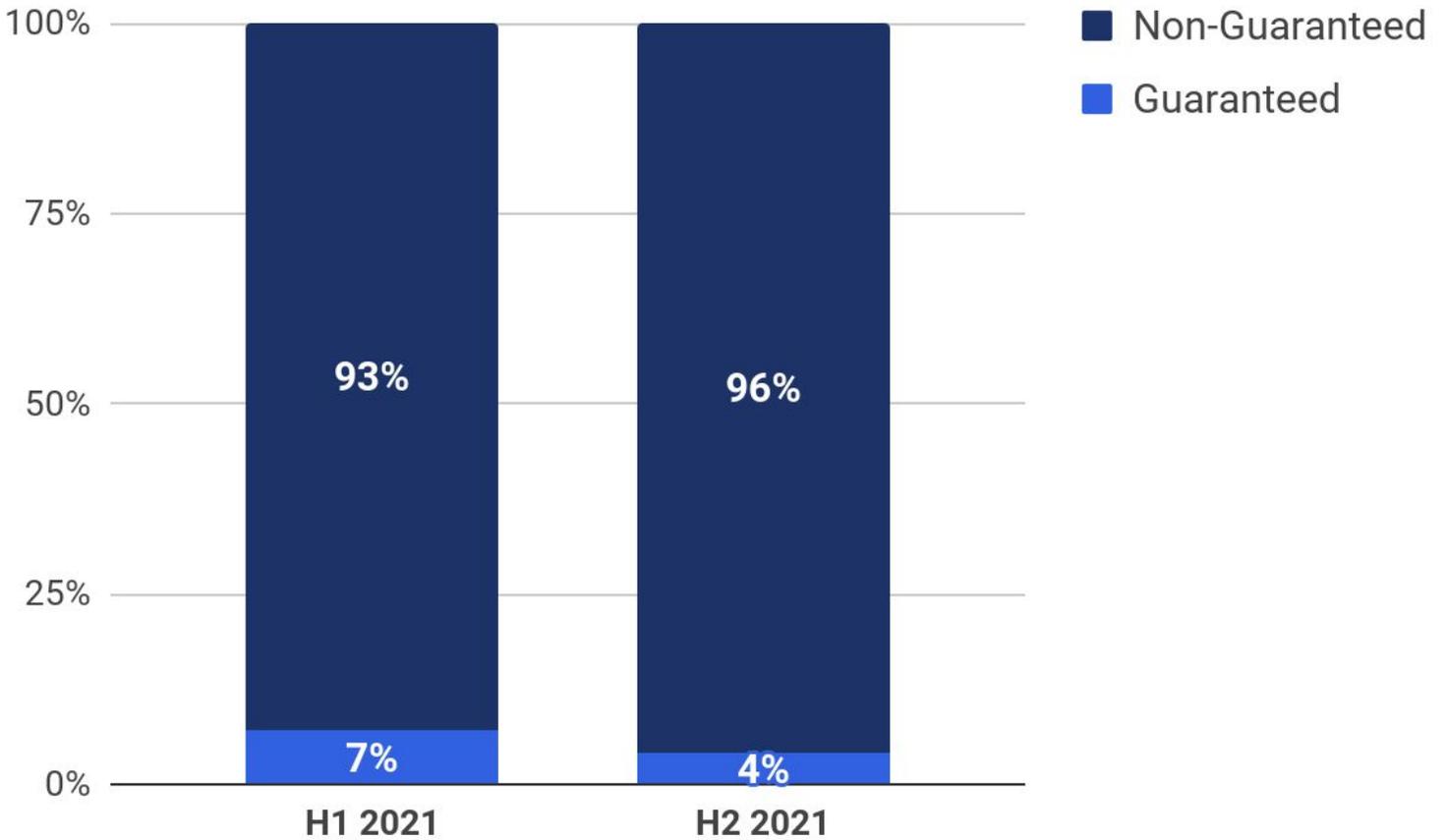
Video spend increase: **+23%**

Programmatic Video OOH spending continues to increase, growing by 23% from H1 to H2 2021.

When we filter the analysis to only include OOH screens that are video-enabled, Video represents an even larger share, comprising 32% of total spend for H2 2021.

As demand for high-quality video inventory grows, we expect the share of Video OOH spend to continue to increase.

Guaranteed & Non-Guaranteed Spending



Programmatic OOH buyers continue to transact heavily on non-guaranteed deals, which offer high levels of buying flexibility and allow marketers to flexibly scale campaigns up or down in response to market dynamics and evolving consumer behavior patterns.

About Place Exchange

Place Exchange is the leading SSP for programmatic out-of-home media. Integrated with omnichannel DSPs, Place Exchange's patented technology uniquely offers agencies and advertisers the opportunity to fully unify buying and measurement of OOH media with other digital channels, leveraging the same workflow, creatives, reporting, and attribution as for online and mobile advertising. Place Exchange's unmatched premium supply ecosystem adheres to its Place Exchange Clear certification program that delivers buyers quality, consistency, transparency, and compliance. For OOH media partners, Place Exchange offers the opportunity to access untapped programmatic ad spend with full transparency and control. AdExchanger named Place Exchange a 2020 and 2021 Programmatic Power Player.

For more information about Place Exchange, visit www.placeexchange.com.

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