



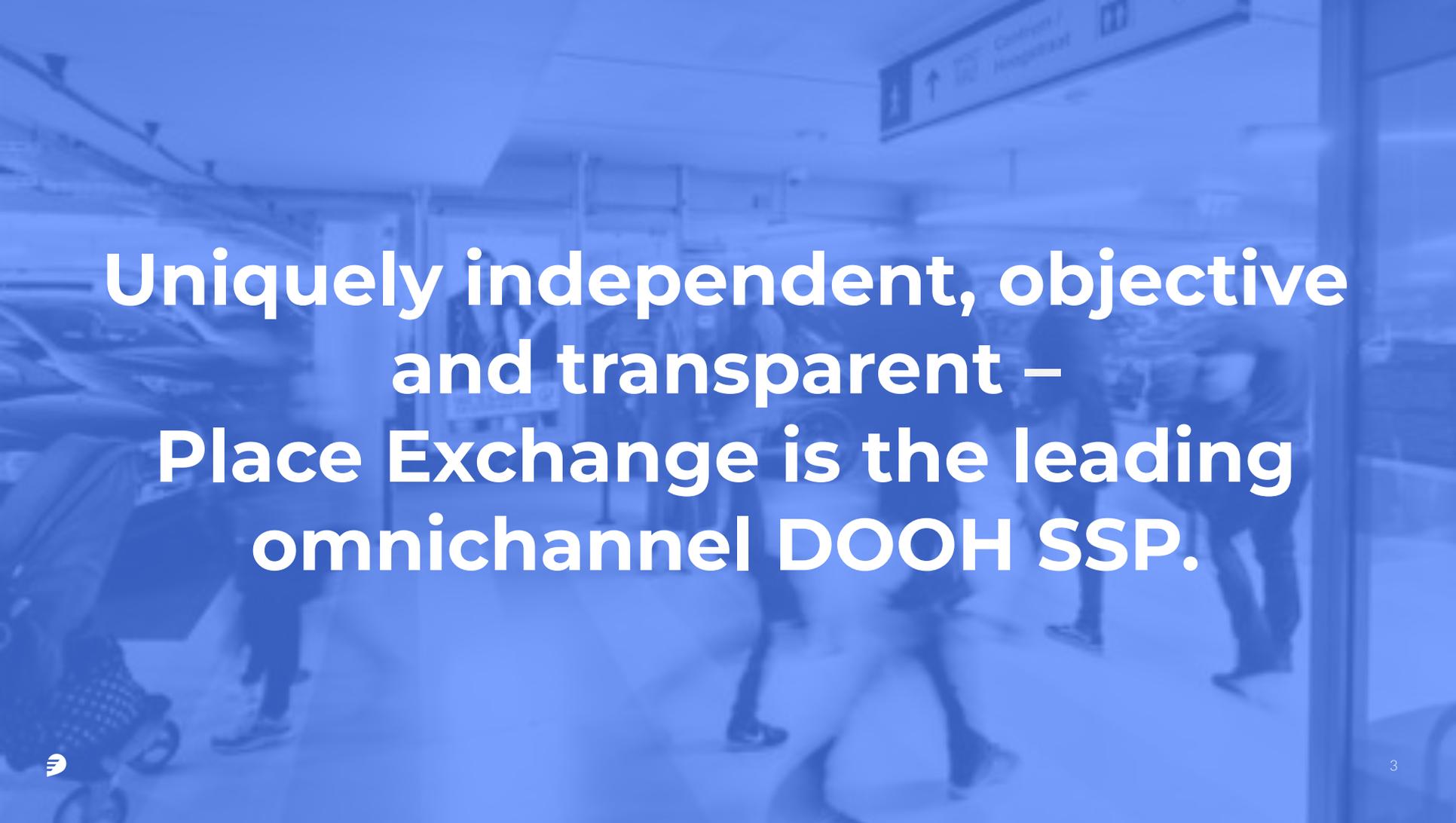
What's New at PX & 2026 Planning Guide



Table of Contents

1. Introduction
2. PX Platform Updates
3. Inventory, Network and Targeting
4. 2026 Tentpole Spotlights
5. Appendix





**Uniquely independent, objective
and transparent –
Place Exchange is the leading
omnichannel DOOH SSP.**

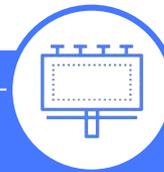
Powered by an omnichannel vision, our differentiators set us apart



Independent, objective
& transparent



Unique programmatic features
for DOOH across targeting,
creative, and more



Access to more premium supply,
all fully certified by Place
Exchange Clear



Integrated with the world's
largest omnichannel DSPs



Campaign & outcomes measurement
across the entire marketing funnel -
with access to  PerView



Industry leading service from team
of programmatic DOOH experts



Marketers are shifting more spend to this powerful one-to-many medium

OOH is the only mass reach medium with the power to reach and engage consumers in the physical world through a dynamic array of formats and new technologies.

\$23 billion

projected global spend for DOOH in 2026

\$1.23 billion

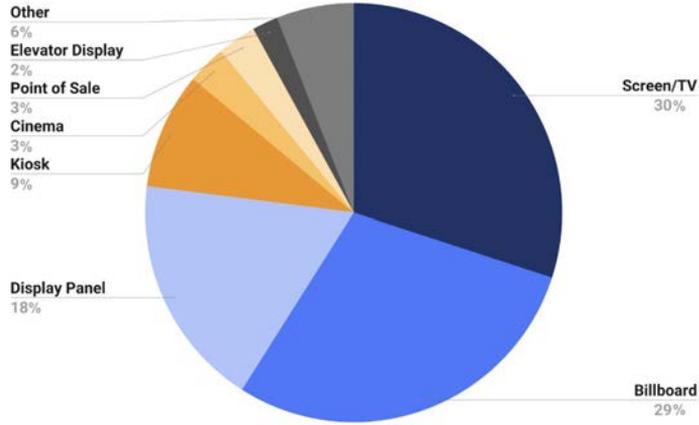
projected US spend for Programmatic OOH in 2026

65

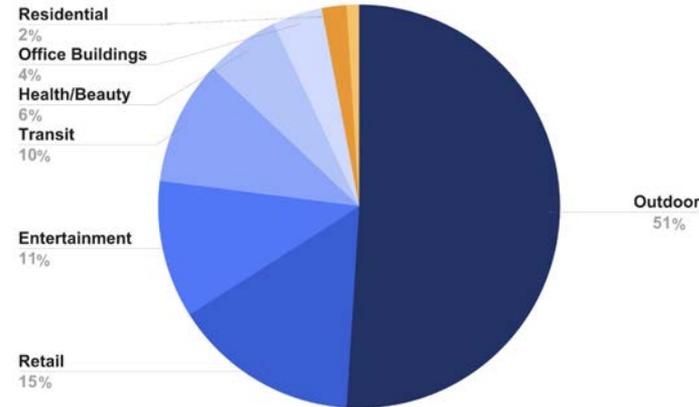
of the top 100 US OOH advertisers increased their spend YoY

Source: eMarketer, 2025, OAAA 2025, Statista, 2024

Spend Distribution by Asset Category



Spend Distribution by Venue Category



Programmatic OOH Shows Continued Momentum

Insights from the latest [PX Programmatic OOH Trends Report](#), analyzing spending patterns in H2 2024 compared with H1 2025 on the PX platform.

46%

Video OOH comprises almost half of spend on video-enabled screens, especially as advertisers have started to leverage short-form video content from social campaigns and the abundance of OOH CTV screens available

30%

Screen/TV narrowly surpassed Billboard (29% of spend) for the largest asset category, highlighting the growth of video advertising in Digital OOH

51%

Outdoor (including billboards and street furniture) remains the largest venue type overall by spend



Selma

A Place To Reclaim
A Yourself
CAFFÉ HUB

CAFFÉ HUB HOLLYWOOD

OPEN

MARC COBS

MARC JACOBS

PX Platform Updates



2025: 70 new media owners & networks and 600,000+ new premium DOOH screens



Newly integrated DSP partners



GroundTruth

taptap

DATA
FUSION

Flow City

APPcelerate
Unique data for higher conversion

CONVRUS

groovinads

Surfside.

“Out-of-home has always been a powerful awareness channel, but marketers have struggled to prove the real business results it drives. By bringing our attribution technology and audience targeting to DOOH, we’re giving advertisers confidence that their out-of-home campaigns can be tied to real-world outcomes like foot traffic.”

Rosie O’Meara

Chief Executive Officer
GroundTruth



Product and feature updates

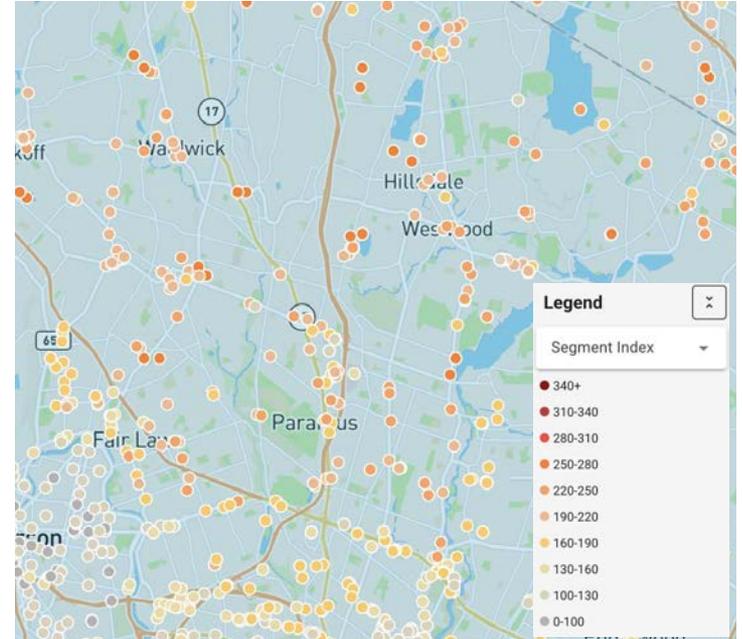
The **Place Exchange Planning Tool** enables advertisers to easily build and activate OOH media plans using an array of advanced targeting capabilities including audiences, venues types, POIs, and more.

Screen Level Indexes (SLI)

Did you know that you can measure how each individual screen matches against desired audience segments? SLIs are calculated based on the composition of the targeted populations in the viewsheds of each screen.

SLIs are exportable from the PX Planning Tool. This will allow users to analyze this important data and incorporate it into other processes and workflows.

[Click here](#) to learn about the full set of features.



Product and feature updates

Place Exchange's **Programmatic Guaranteed (PG) solution** offers buyers a streamlined way to secure premium DOOH with guaranteed pricing and placements, all while benefiting from the automation and efficiency of programmatic buying. With Place Exchange, buyers can seamlessly transact their PG deals across DOOH networks within their DSP of choice, and unify execution, reporting, attribution, with non-guaranteed buys.

- ★ Largest footprint of PG certified supply partners
- ★ Support for advanced planning and targeting (by audiences, geos, points-of-interest, venues, keywords, and more), creative management and approvals, campaign delivery controls including budgeting and pacing
- ★ Use cases include tentpole moments, event and conference sponsorships, short-flight and large budget campaigns, and more





STARBUCKS
Meet the New
PAIRINGS
MENU
Featuring our new,
best-ever iced coffee.

PAIRING \$5

PAIRING \$6

Inventory Networks & Targeting Highlights

The moment for DOOH retail media

85%

of all retail sales take place in-store,
where DOOH is front and center

#1

unlock the largest DOOH retail media
network with Place Exchange

**ADVANCED
CONSUMER TARGETING**

combine the power of online and
DOOH retail media data in your DSP

29%

increase in DOOH screens in retail
locations on Place Exchange YoY



720,000+ screens, 183+ billion monthly impressions across a broad array of retail media environments

GROCERY



BIG BOX



PHARMACY



C-STORE



MALL



SHOPPING DISTRICT



AIRPORT



TRANSIT HUB



GAS STATION



Score Big with Programmatic DOOH During Sporting Events

56%

of Americans watch sports at least once per week¹

330,000 screens

vast coverage across all 2026 FIFA World Cup host cities

66%

of adults watch sports in a restaurant or a bar²

\$115 billion

sponsorship revenue, across all sports in North America³

Source: ¹PMG, ²Nielsen, ³PWC



Leverage 800,000+ screens delivering 160+ billion monthly impressions across the full fan experience

BARS



AIRPORTS



CITY CENTERS



HOTEL ROOMS



RETAIL



ROADSIDE



DESTINATIONS



TRANSIT



Access the largest movie theater network in the North America

84%

of consumers say they noticed advertisements before, during or after a movie at the cinema¹

#1

unlock the largest DOOH cinema media network with Place Exchange

Premium On-screen Inventory

engage consumers who are energized, attentive, and receptive to brand messaging

\$8.4 billion

in 2025 box office revenue²

Source: ¹DISQ, ²Statista

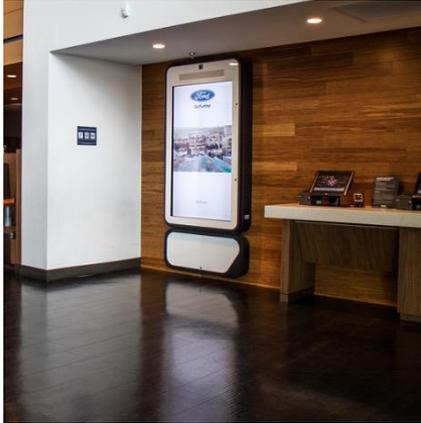


Leverage 55,900+ screens delivering 2+ billion monthly impressions across the entire cinema experience

ON SCREEN



IN-LOBBY



THEATER ENTRY



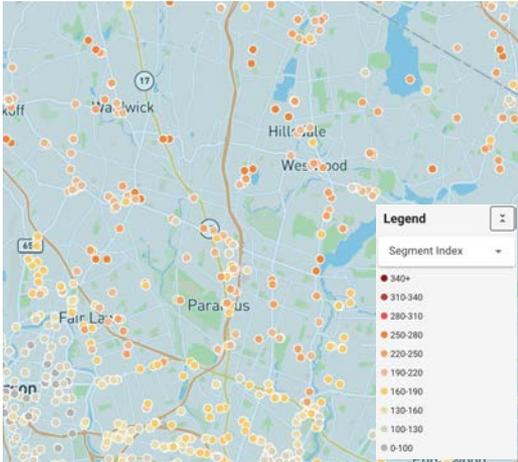
THEATER DINING



Robust targeting capabilities

Audiences

PX can match **1st and 3rd party audiences** to individual screens and deliver ads to those that index highest for the target audience.



Physical Context

The PX taxonomy of the physical world enables targeting based on the right physical context for any message.



Location

PX enables location targeting at any level of granularity, from distinct points of interest, to custom geofences, zips, or DMAs.



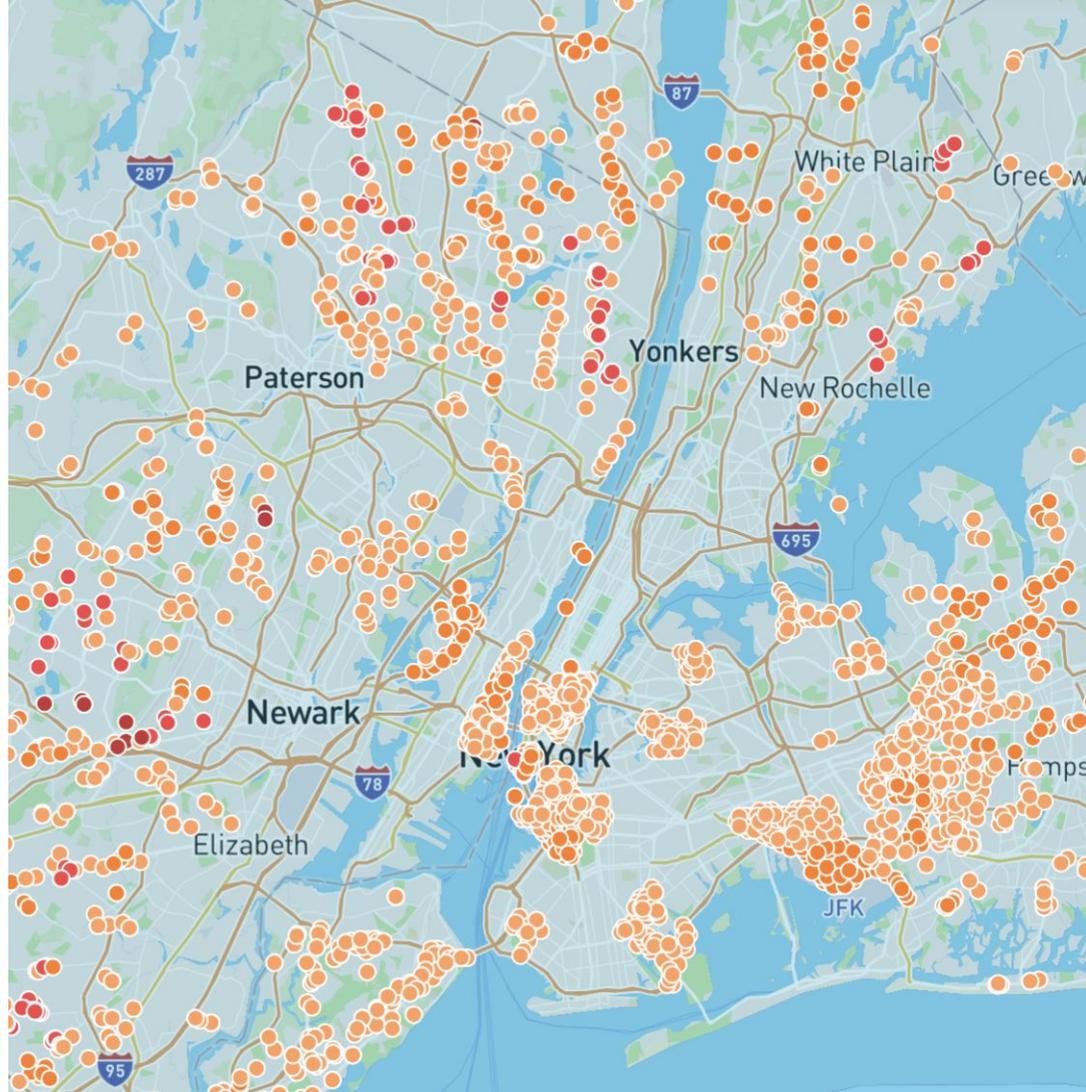
E.g. Target by Screen Level Indexes (SLIs) Soccer Fans

Sample map showing Place Exchange inventory in New York City with a high index of soccer fans

- Total Screens: 4,338
- Impressions (4-week): 2B

Segment Index

180+	●
170-180	●
160-170	●
150-160	●
140-150	●
130-140	●



E.g. Target by route

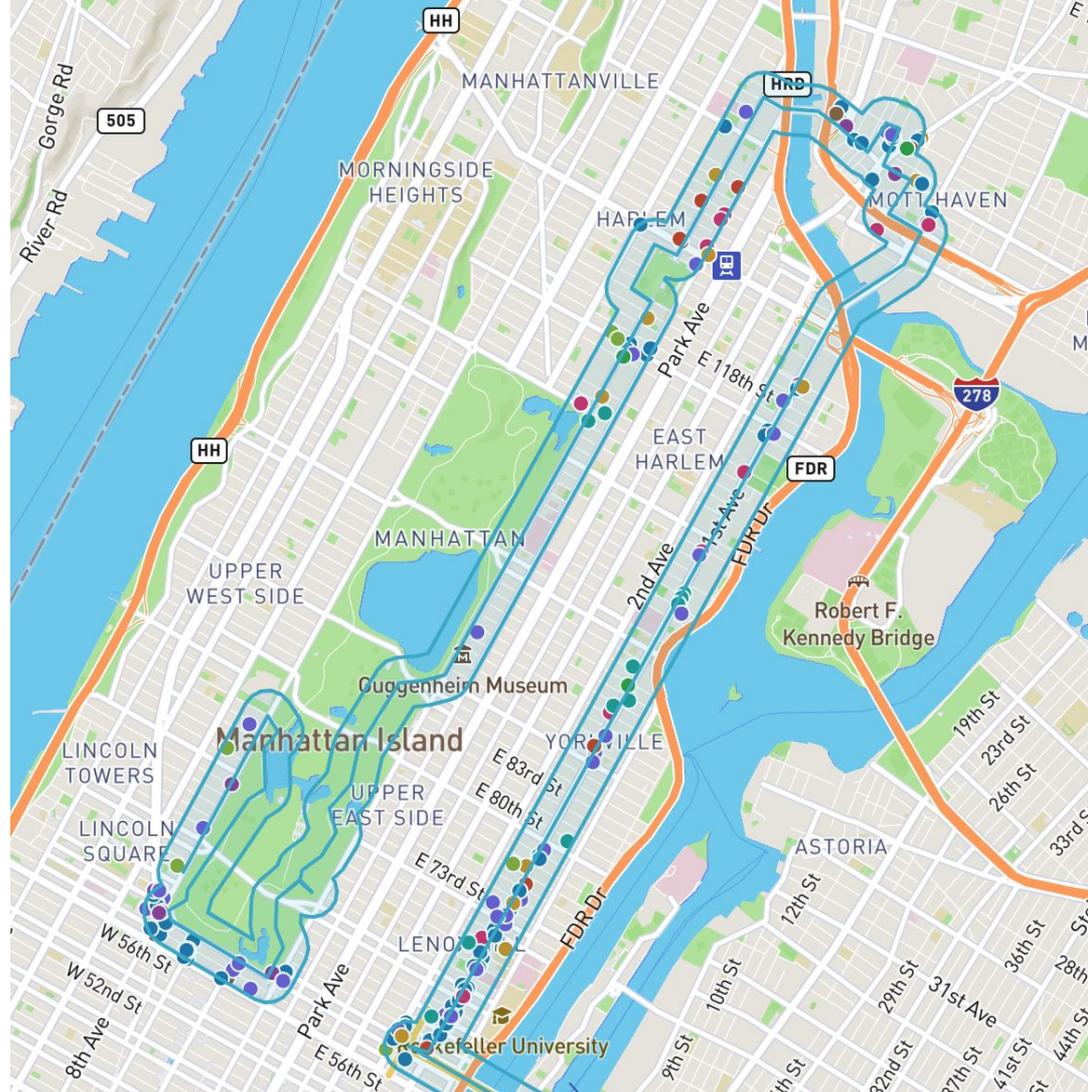
NYC Marathon

Map showing sample street-side, retail, and entertainment inventory along the New York City Marathon route through Manhattan and Bronx.

- Total Screens: 943
- Impressions (4-week): 343M

Legend

Urban Panels	
Pharmacies	
Casual Dining	
Convenience Stores	
Subway Platforms	
Apartment Buildings	
Grocery Stores	
Office Buildings	
Marathon Route	



E.g. Target by POI

Rockefeller Center

Map showing sample inventory within one half mile of Rockefeller Center.

- Total Screens: **641**
- Impressions (4-week): **1.7B**

Venue Type

Malls 

Urban Panels 

Billboards/Spectaculars 

Bus Shelters 

Bars 

Taxi TV 

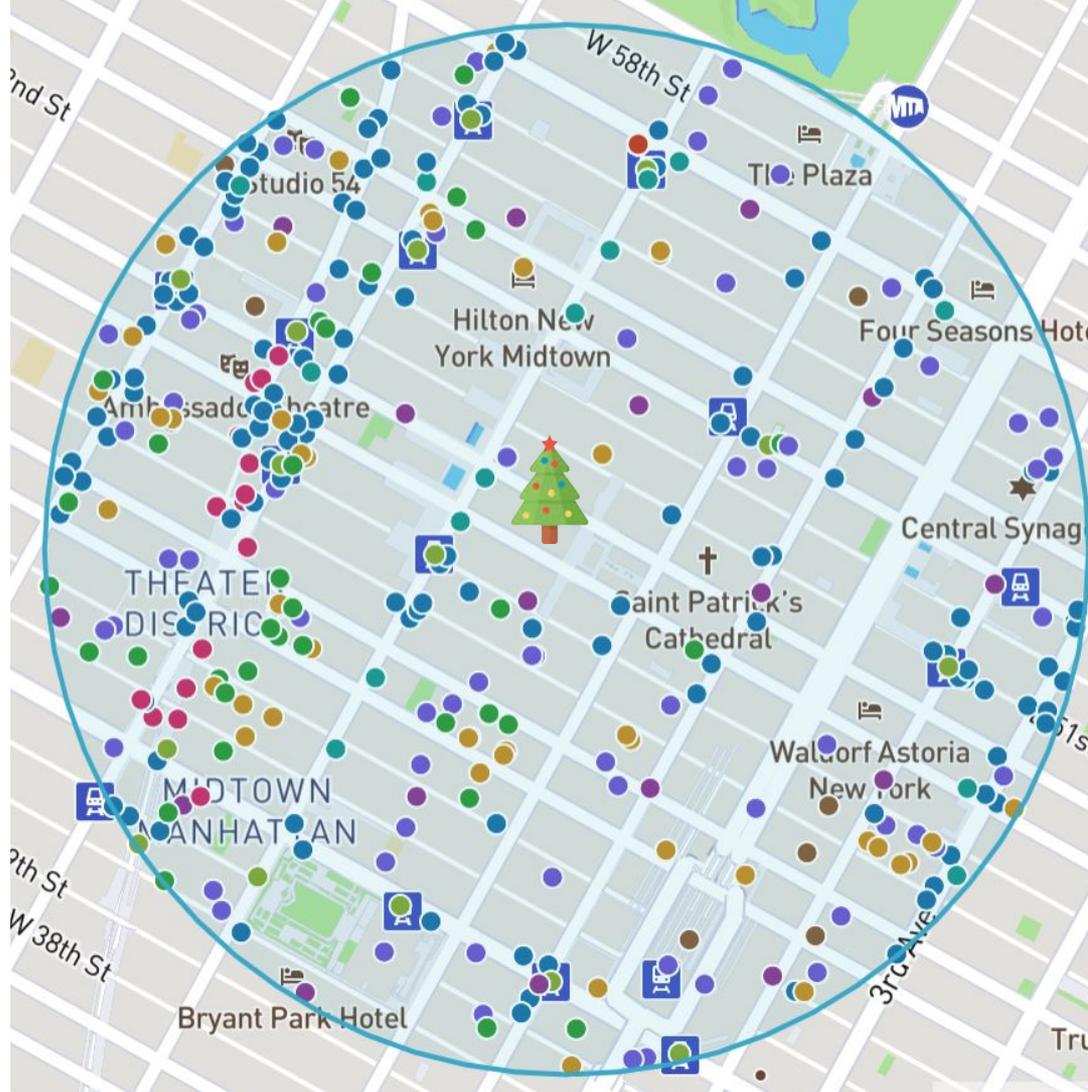
Taxi Top 

Casual Dining 

Convenience Stores 

Other 

 Rockefeller Center 

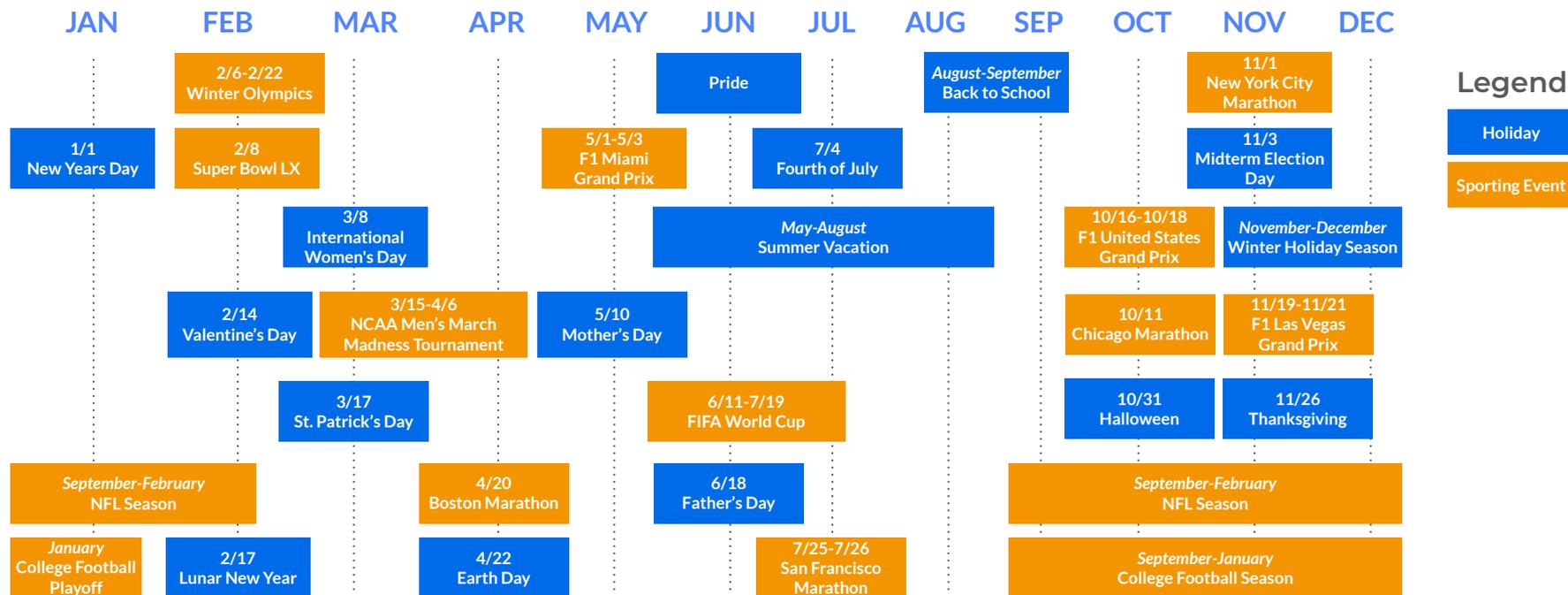


Tentpole Spotlights



2026 at a glance

2026 is shaping up to be a big year for advertisers to activate around high-impact holidays and sporting events. Here are some of the tentpole events throughout the year. [Click here](#) for the full calendar.



Inspire Fitness and Wellness Goals with Programmatic OOH

In the new year, millions of consumers commit to their health and fitness goals with renewed energy, making it a prime time for brands to reach them with messaging that aligns with their wellness journey.

Programmatic OOH offers the ability to deliver targeted, contextually relevant messages to consumers in the real world—whether they're heading to the gym, visiting the doctor's office, shopping for nutritious meals, or simply on the move. Amplify the impact of “New Year, New You” campaigns with Place Exchange's global footprint of premium digital OOH inventory across all major venues and formats.

[Click here](#) for more information.

53%



of Americans make a New Year's resolution to exercise more

79%

of Americans make a New Year's resolution to eat healthier



Capitalize on Fan Frenzy Leading up to This Year's Major Sporting Events

Capitalize on fan frenzy leading up to 2026's major sporting events (e.g. Super Bowl LV and NCAA March Madness) 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.

Connect with sports enthusiasts through high-impact spectaculars and billboards. Drive awareness of your brand among commuters using unmissable street furniture and transit screens. Reach fans around sports stadiums, stocking up for the game at grocery stores, and watching the game at bars, restaurants, and entertainment venues across the nation.

[Click here](#) for more information.

\$114
billion

spent globally on sports sponsorships in 2024¹

59%

of the world follows sports²



Source: ¹360iResearch, 2025, ²TGM Research, 2025



DOOH You Want to be My Valentine?

According to the latest National Retail Federation Valentine's Day Spending Survey, 56% of US consumers celebrate Valentine's Day. Digital OOH allows advertisers to leverage larger-than-life screens across a variety of physical environments - from retail locations to entertainment venues to billboards and more - to deliver unforgettable brand impact and drive purchases online and in stores.

[Click here](#) for more information.

\$27 billion was spent by US consumers on Valentine's Day

\$188 average spend by a US consumer on Valentine's Day gift

Source: National Retail Federation, 2025

Top gifts consumers plan to give on Valentine's Day, by spend (in billions)



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.

Leverage Place Exchange's vast footprint of global premium digital OOH inventory with coverage across all markets, 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.

2+
billion

viewers tuned in for the 2022 Winter Olympics¹

\$1.2+
billion

was spent on 2024 Summer Olympic ad sales²

Source: ¹IOC 2022, ²NBC 2024



Show Your Support for Gender Equality on International Women's Day

International Women's Day, March 8th, is the perfect opportunity for advertisers to show their appreciation and celebrate the achievements of women around the world, and reflect on how they can show their support in the fight for gender equality. Make a statement this year by leveraging larger-than-life screens across a variety of physical environments to deliver a meaningful brand message.

[Click here](#) for more information.

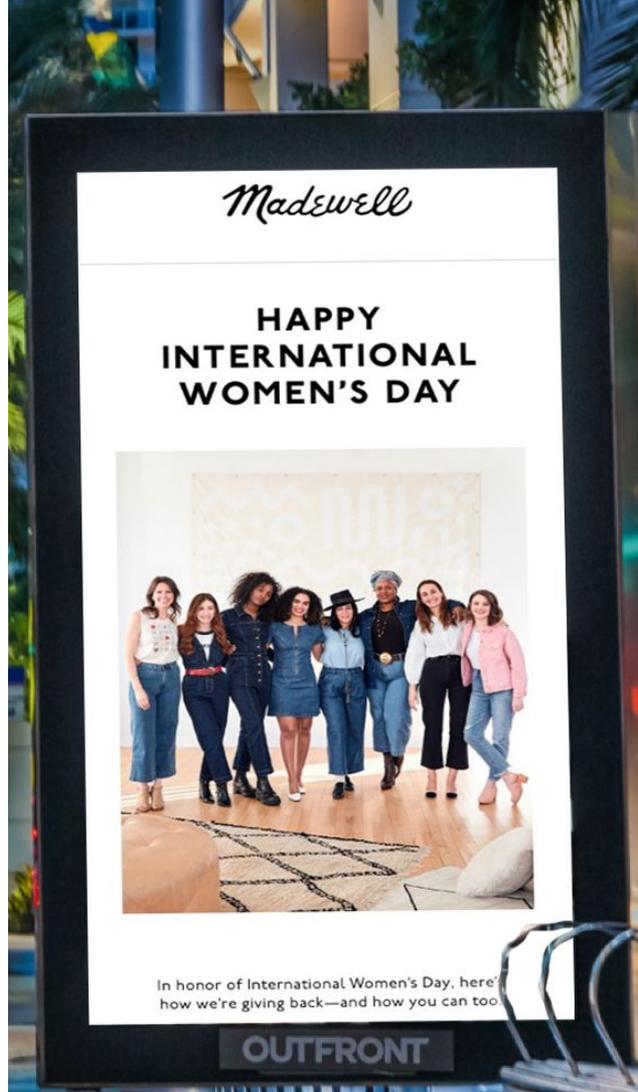
60%

of women expect fashion and beauty brands to have Women's Day promotions

77%

of women consider diversity and inclusion when making purchasing decisions²

Source: YouGov, 2024, ²Kantar, 2025



Tap Programmatic OOH for St. Patrick's Day

St. Patrick's Day is estimated to bring in **\$7 billion in consumer spending**. Brands can leverage Place Exchange to reach their target audiences in relevant physical contexts like bars, restaurants, grocery stores, and out on the streets where holiday parades are taking place - all with unparalleled scale, flexibility, targeting, and measurement.

[Click here](#) for more information.

61%

of US consumers plan on celebrating St. Patrick's Day

\$43

average spend by US consumers on St. Patrick's Day

Source: National Retail Federation, 2025



Make Mother's and Father's Day Memorable with DOOH

Consumer spending on Mother's Day and Father's Day have broken records each year since 2019. Consumers are eager to make meaningful purchases to honor their parent. Brands have the opportunity to stay top-of-mind with positive sentiments displayed across larger-than-life screens in any physical context.

[Click here](#) for more information on Mother's Day and [here](#) for more information on Father's Day.

\$34
billion

spent in the US by
consumers on gifts
for Mother's Day¹

76%

of US adults are expected to
celebrate Father's Day with
a purchase¹

Source: ¹National Retail Federation, 2025



Go for Goal with Programmatic DOOH During the World Cup

In 2026, FIFA returns to North America for the first time since 1994. Taking place across the US, Canada, and Mexico from June 11th through July 19th, capitalize on what is predicted to be some of the most watched football matches in history. With 48 teams taking part from across the globe, this World Cup is set to break viewing and consumer spending records.

Leverage Place Exchange's global footprint of premium digital OOH inventory with coverage across all 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.

[Click here](#) for more information.

\$40.9
billion

global GDP will be generated by the 2026 World Cup¹

53%

of fans watched the 2022 World Cup from a bar or restaurant²



Source: ¹FIFA, 2025, ²IPSOS, 2022



Run your messaging with OOH at major marathons across the US

From coast to coast, your brand can go the distance by tapping into Place Exchange's national footprint of premium digital inventory with full coverage of US DMAs. Millions of spectators cheer on tens of thousands of runners in marathons that span densely populated areas in cities like New York, Chicago, Los Angeles and San Francisco.

[Click here](#) for more information.

59k runners participated in the 2025 New York City Marathon¹

31k runners participated in the 2025 Boston Marathon²

Source: ¹The New York City Marathon, 2025, ²The Boston Marathon, 2025



Enter the Spotlight at Music Festivals with Programmatic OOH

From SXSW to Lollapalooza, music fans are willing to spend thousands of dollars to attend music festivals. Tap into Place Exchange's network of premium digital OOH inventory to engage music fans as they head to this year's marquee events.

Leverage Place Exchange's vast footprint of digital OOH inventory coverage across all markets, OOH formats, and venue categories. Place your message in brand-safe physical environments, with complete viewability, across the festival-goer's journey.

[Click here](#) for more information.

120k+

people attend
Governors Ball in
New York City¹

250k+

fans attend
Coachella and
Stagecoach²

460k+

fans attend
Lollapalooza
in Chicago³

Source: ¹SponsorUnited, 2024, ²City of Indio, 2024 ³Lollapalooza, 2025



Celebrate Pride Month

This June, cities will be bustling with gatherings and events that advocate for the LGBTQ+ community. Brands can show their support, join in the action, and target specific neighborhoods with high-impact messaging using street furniture, moving media, billboards, and other engaging OOH formats.

Tap into street-level coverage around LGBTQ+ parades, events, neighborhoods, and more.

[Click here](#) for more information.

70%

of Americans are more likely to purchase from brands that offer Pride collections¹

73%

of LGBTQ+ adults intentionally purchase Pride products²

Source: ¹Glaad, 2025, ²eMarkter, 2025



Maximize Visibility this Summer with Programmatic OOH

Warmer weather is here and advertisers are turning to OOH to engage consumers in the physical world as they spend more time outside, enjoying city life, socializing with friends and family and going on roadtrips and summer vacations. Consumers are planning to spend over \$226 billion on summer vacations this year.¹

[Click here](#) for more information.

63% of Americans travel at least once between May and September¹

86% of consumers celebrated Independence Day in 2025²

60% of Americans took a road trip in 2025³

212 million American adults traveled during the 2025 summer season⁴

Source: ¹Allianz Travel, 2025, ²National Retail Federation 2025, ³Forbes, 2025, ⁴The Vacationer 2025



Back to School with OOH

While school supplies are in need year-round, peak back-to-school (BTS) shopping season begins at the start of the summer, and consumers are looking to OOH ads for special sales and deals as they make informed buying decisions.

In addition to influencing online purchases, programmatic OOH is in a prime position to reach all the BTS shoppers turning to brick-and-mortar stores with high-impact creative near and inside physical store locations.

[Click here](#) for more information.

\$858

average spend per family on BTS supplies

\$39 billion

was spent on BTS shopping in 2025

Source: National Retail Federation 2024



Say “B-OOH” This Halloween With Programmatic OOH!

With over 73% of US households participating in Halloween celebrations, Halloween has become the third largest commercial event behind Christmas and the Super Bowl.

Programmatic OOH connects brands with Halloween shoppers leveraging high-impact creative near and inside physical store locations. Leverage Place Exchange to reach your consumers this Halloween in a variety of real-world contexts, from the store to the street, all with scary levels of campaign flexibility!

[Click here](#) for more information.

\$3.9
billion

was spent on
Halloween candy in
2025

69%

of consumers plan to
buy Halloween items in
store



Source: National Retail Federation, 2025



Increase Voter Trust & Voter Engagement with OOH

Midterm elections are quickly approaching, and this year is forecasted to reach a record breaking \$10.8 billion¹ in political ad spending.

OOH helps political advertisers establish trust, with messaging displayed in the physical world, in contrast to the echo chambers found online, in social media. While broadcast networks and newspapers suffer from diminishing and fragmented audiences, OOH is the only remaining mass media with the power to reach everyone and bridge the demographic and ideological divide.

73% of consumers expressed a favorable view of DOOH ads, surpassing other forms of media²

174 million

Americans are registered to vote³

Source: ¹AdImpact 2025, ²OAAA 2024, ³Census.gov 2025



This Year, We're Thankful for Programmatic OOH!

With over 78%¹ of US households participating in celebrations, Thanksgiving has become one of the largest holidays in the United States.

Programmatic OOH connects brands with Thanksgiving shoppers, leveraging high-impact creative near and inside physical store locations. Work with Place Exchange to reach your consumers this Thanksgiving in a variety of real-world contexts, from the store to the street, all with maximum campaign flexibility!

[Click here](#) for more information.

197
million

consumers shopped between Thanksgiving and Cyber Monday²

3.5
million

people watched the Macy's Thanksgiving Day Parade in New York³

Source: ¹Statista 2024, ²National Retail Federation 2023, ³NYC.gov



Spread Holiday Cheer with OOH!

As the 2026 holiday season approaches, US retail holiday sales are expected to eclipse 2025's predicted \$890.49 billion per person.¹

Advertisers are turning to DOOH advertising to engage consumers in the physical world before and during crucial shopping periods, and Place Exchange unlocks the power of this channel with unparalleled audience targeting, campaign flexibility, and impact measurement.

[Click here](#) for more information.

91%

of the US celebrates winter holidays with gift giving¹

80%

of US consumers prefer to shop for holiday gifts in store²

Source: ¹National Retail Federation 2025, ²Experian, 2025



How to Work with Us

1

Opportunity

Identify an opportunity and send details to PX:

- Objectives
- Budget
- Flight dates/length
- Markets
- Targeting parameters
- Inventory preferences
- Creative type
- Deadline

2

Develop + Plan

PX will review your campaign details and create a plan for you in 2-3 business days.

3

Review

Review the custom plan and send PX any feedback to incorporate into the plan. PX will send back a revised plan (if necessary) in 1-2 business days.

4

Activate

Once you have approved the final plan, PX will create a set of deals for you to activate in your preferred DSP.

Unlock the real power of OOH.

sales@placeexchange.com



Appendix





Recent Case Studies

- [Crumbl x Kardashians | Social Media Added Value](#)
 - DOOH campaign ran on large format screens in iconic locations and delivered earned impressions on social media
- [Visit San Diego | Brand Lift and Foot Traffic](#)
 - DOOH campaign generated brand lift and increased visits to the target city
- [Designer Fragrance | Brand Lift](#)
 - Retail-focused DOOH campaign generated increase in purchase intent, brand consideration, and brand perception