



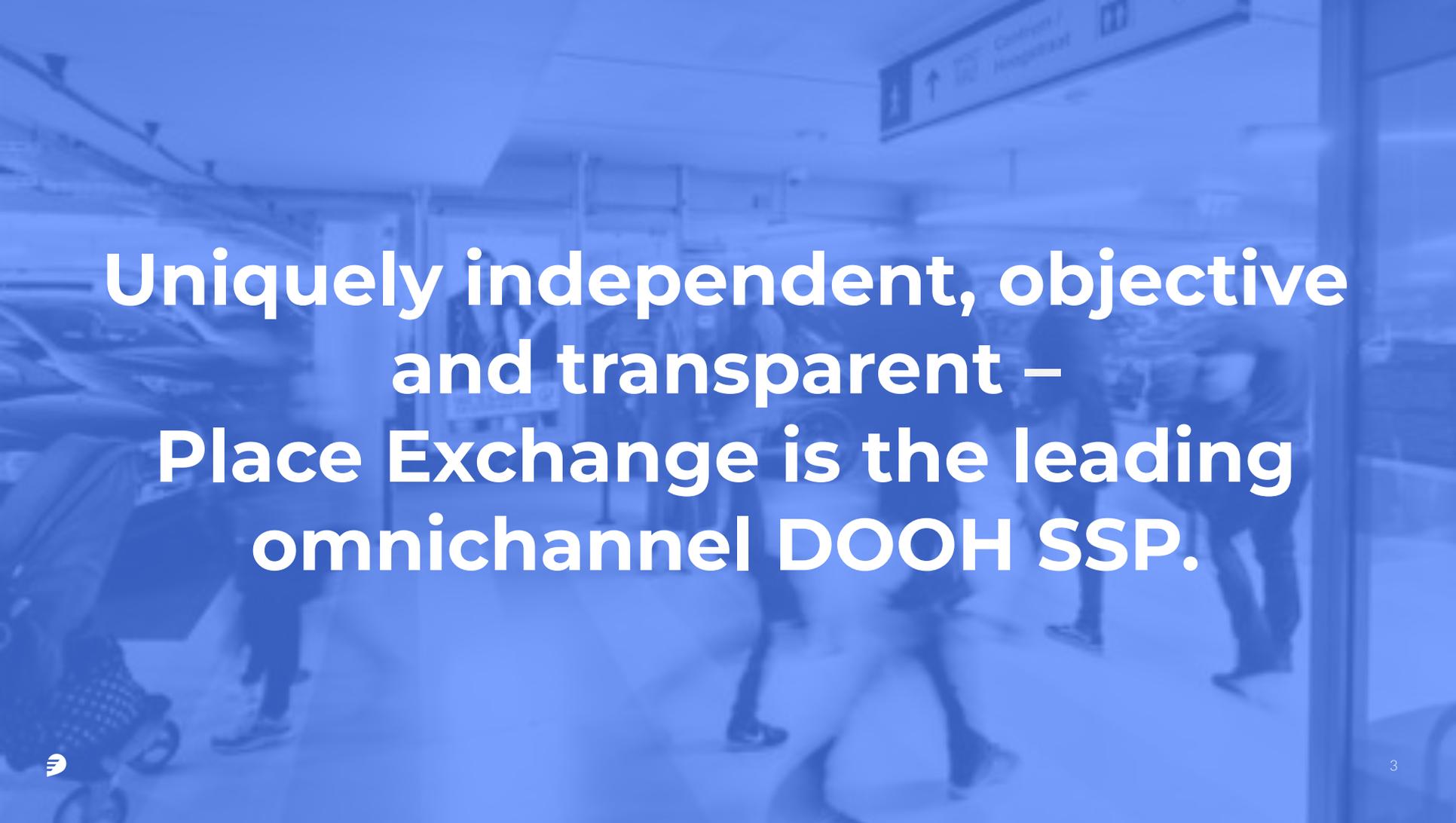
# What's New at PX & 2026 Planning Guide



# 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.**

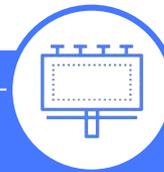
# Powered by an omnichannel vision, our differentiators set us apart



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

**\$467** million

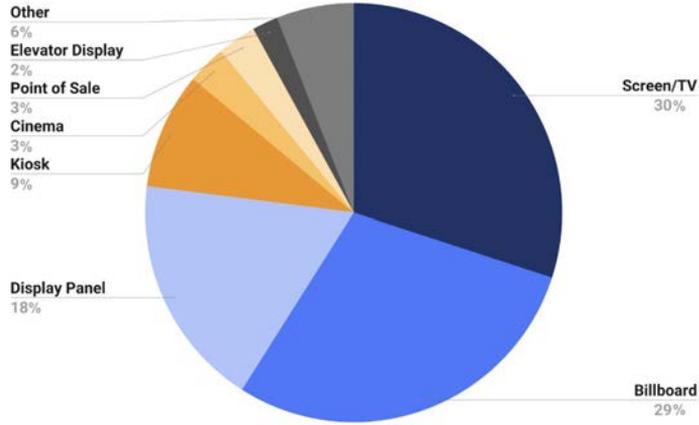
was spent on DOOH in Canada in 2025

**65**

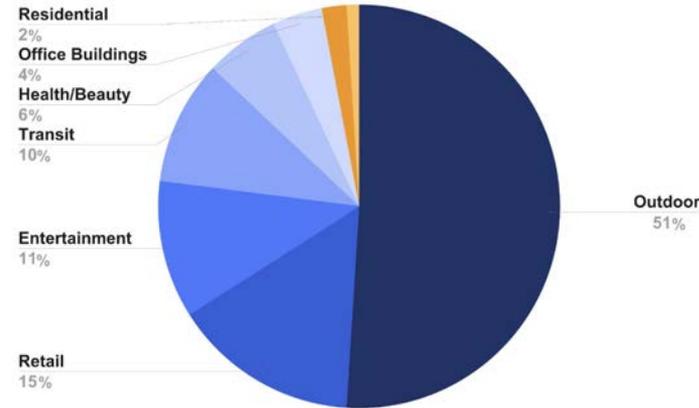
of the top 100 US OOH advertisers increased their spend YoY

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.

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

**46%**

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

**30%**

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

**51%**



paco rabanne  
PHANTOM  
the new frontier for men

CF Toronto Eaton Centre

September 19  
Walk Canada's Wonderland and  
help Baycrest defeat dementia.  
Register Now:  
awalkfortheages.ca

CAROL POLAC  
Future 1  
FEBRUARY  
SCOTIABA  
LIVE NATION GET

JACK ASTOR'S  
PARTY IS THIS WAY

# PX Platform Updates

Event 21 (Event 2021) (Event 2021) (Event 2021)

Disney  
A.W.R.  
YONGE DUNKIN'

milestones  
GRILL & BAR



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



# Newly integrated DSP partners



GroundTruth

scoota.

taptap™

DATA  
FUSION

Flow City

**APP**celerate  
Unique data for higher conversion

CONVRSUS

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

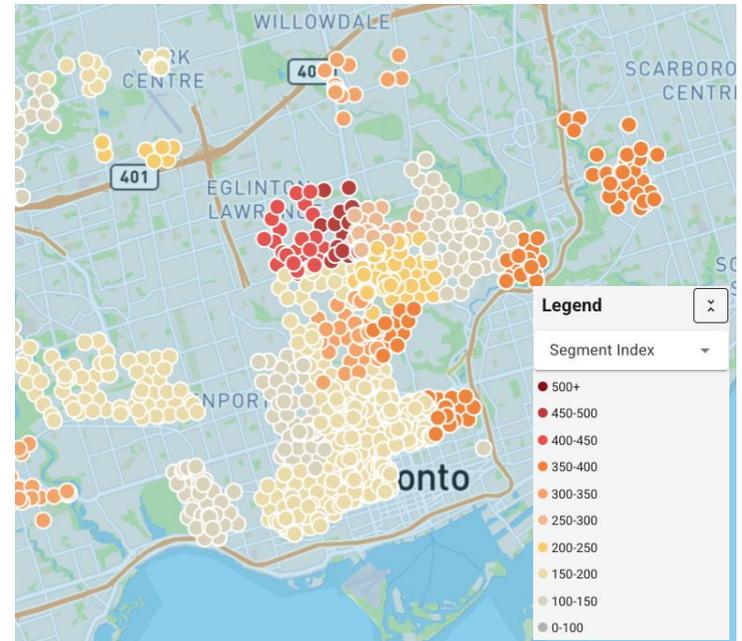
The [Place Exchange Planning Tool](#) enables advertisers to easily build and activate OOH media plans using an array of advanced targeting capabilities including audiences, venues types, POIs, and more.

## 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





# 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



# 16,000+ screens, 2+ billion monthly impressions across a broad array of Canadian retail media environments

MALL



BIG BOX



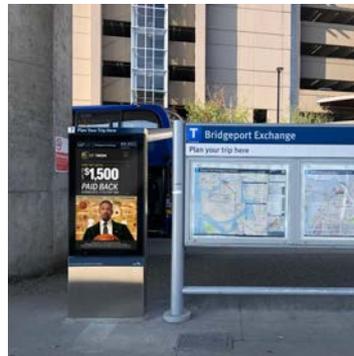
C-STORE



AIRPORT



TRANSIT HUB



GAS STATION



# Score Big with Programmatic DOOH During Sporting Events

**\$4 billion**

Canadian sports betting revenue in 2024<sup>1</sup>

**330,000 screens**

vast coverage across all 2026 FIFA World Cup host cities

**66%**

of adults watch sports in a restaurant or a bar<sup>2</sup>

**\$115 billion**

sponsorship revenue, across all sports in North America<sup>3</sup>

Source: <sup>1</sup>Grand View Research, <sup>2</sup>Nielsen, <sup>3</sup>PWC



# Leverage 19,000+ screens delivering 7+ billion monthly impressions across the Canadian fan experience

BARS



AIRPORTS



CITY CENTERS



RETAIL



ROADSIDE



DESTINATIONS



TRANSIT



# Access the largest movie theater network in North America

**84%**

of consumers say they noticed advertisements before, during or after a movie at the cinema<sup>1</sup>

**#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 revenue<sup>2</sup>

Source: <sup>1</sup>DISQ, <sup>2</sup>Statista



# Leverage 2,000+ screens delivering 1.7+ billion monthly impressions across the cinema experience in Canada

IN-LOBBY & DINING



THEATER ENTRY



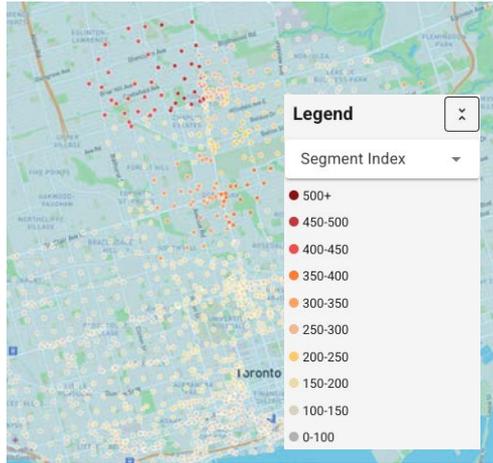
ON-SCREEN



# 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, postal codes, or cities.



# E.g. Target by Audience

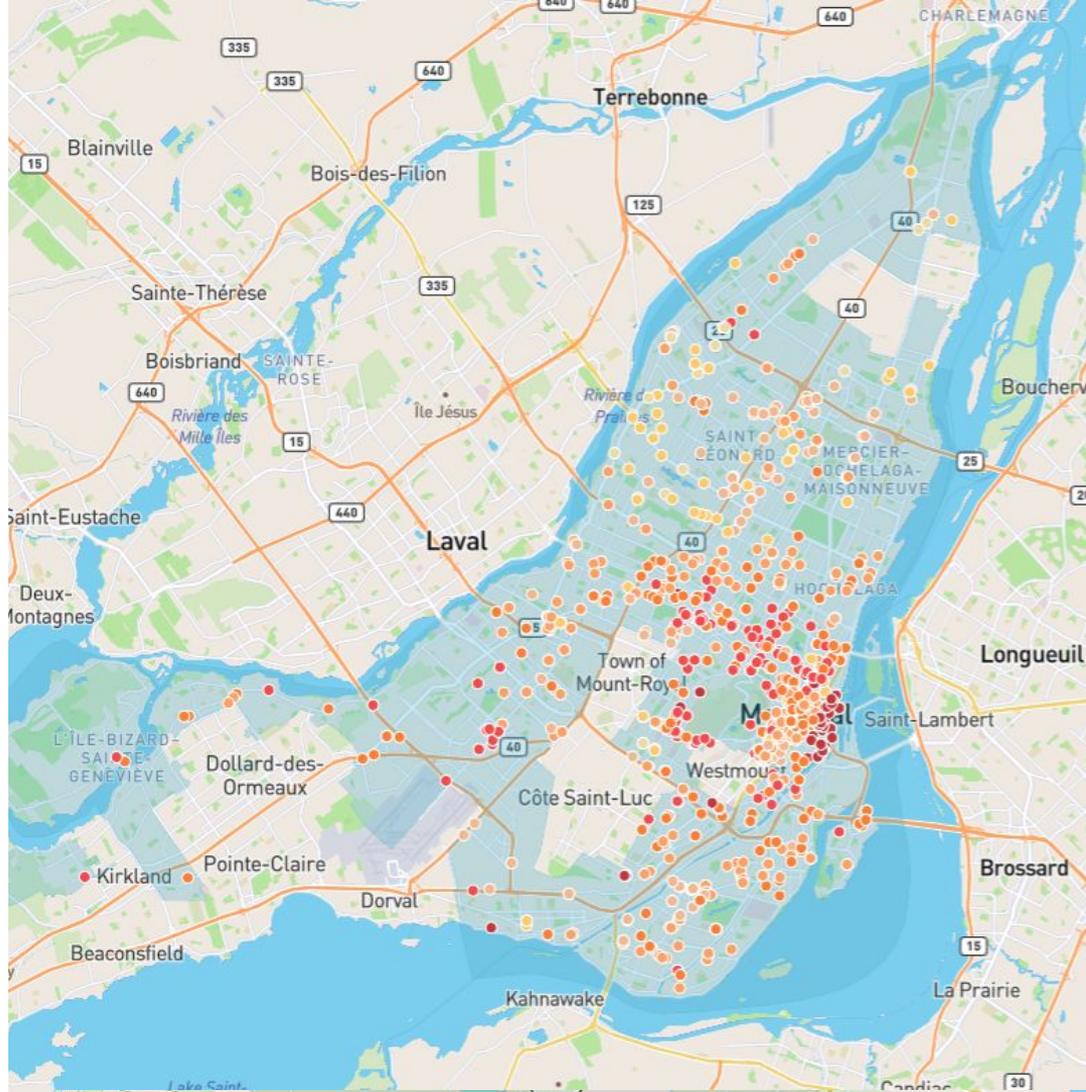
## French Speakers

Map showing sample inventory in areas of Montreal with a high concentration of French speakers.

- Total Screens: **1,442**
- Impressions (4-week): **1.5B**

### Segment Index

500+	●
450-500	●
400-450	●
350-400	●
300-350	●
250-300	●



# E.g. Target by POI

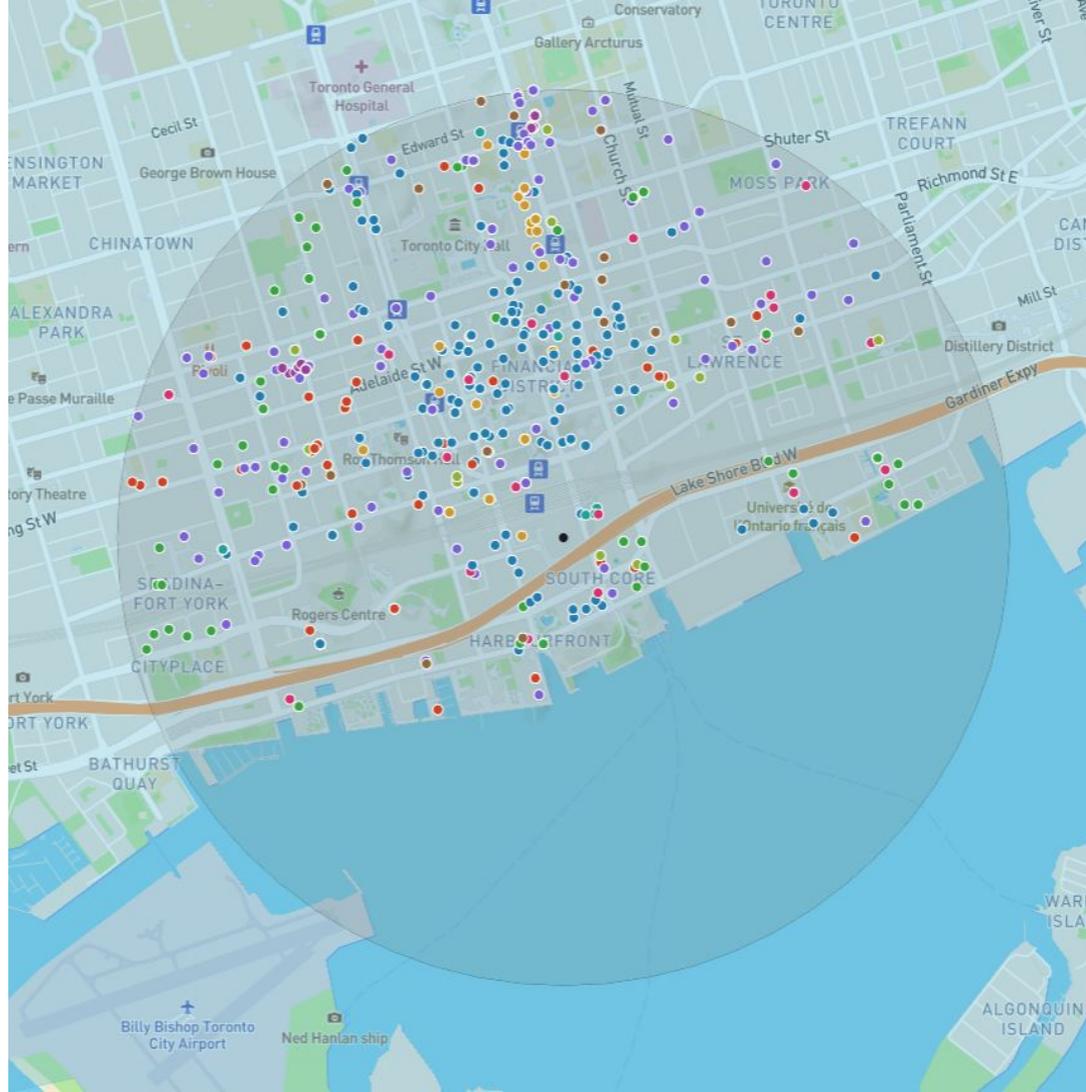
## Scotiabank Arena

Map showing sample inventory within 1 mile of Scotiabank Arena in Toronto

- Total Screens: 716
- Impressions (4-week): 1.2B

### Venue Types

Office Buildings	●
Apartment Buildings	●
Malls	●
Movie Theaters	●
Convenience Stores	●
Casual Dining	●
Sports	●
Other	●
Scotiabank Arena	●





**FIFA**  
**TORONTO**

# Tentpole Spotlights

**West49**

INDULGE  
IN  
TORONTO'S  
CULTURAL  
HEART

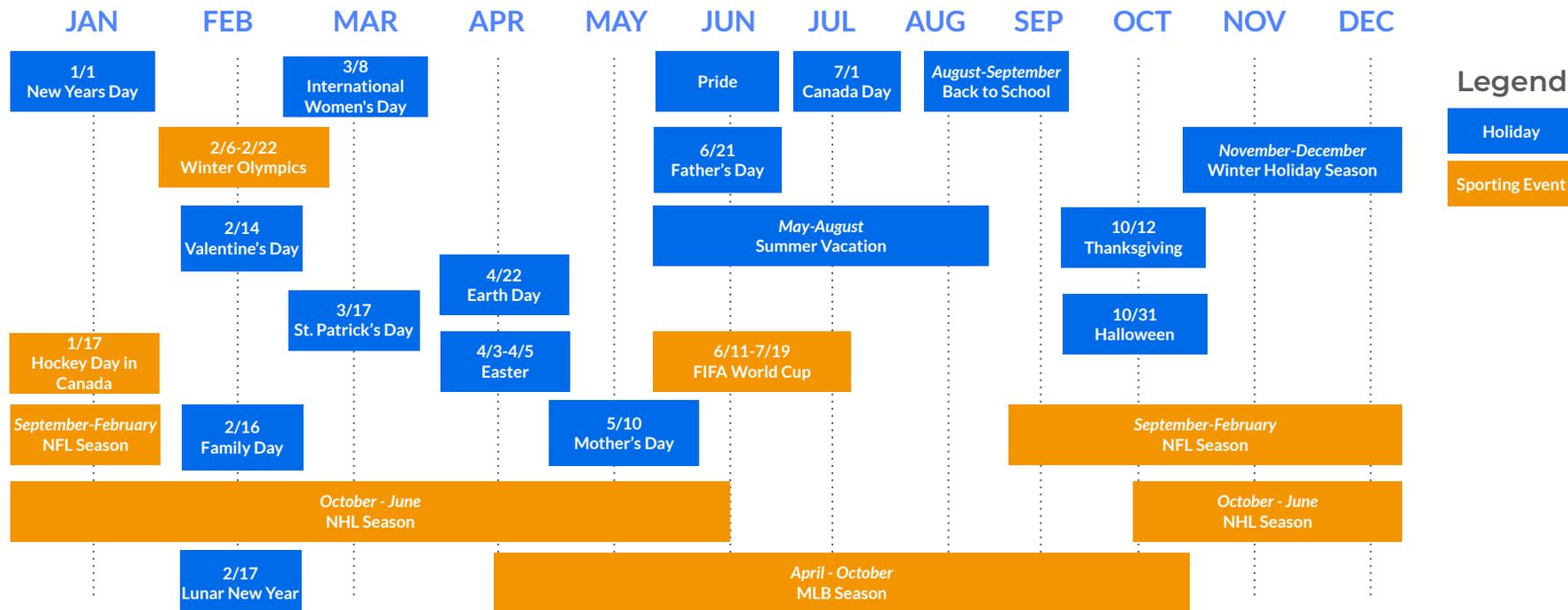
**CARGO  
CABBIE**

WINNERS

WINNERS

# 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.

**48%**

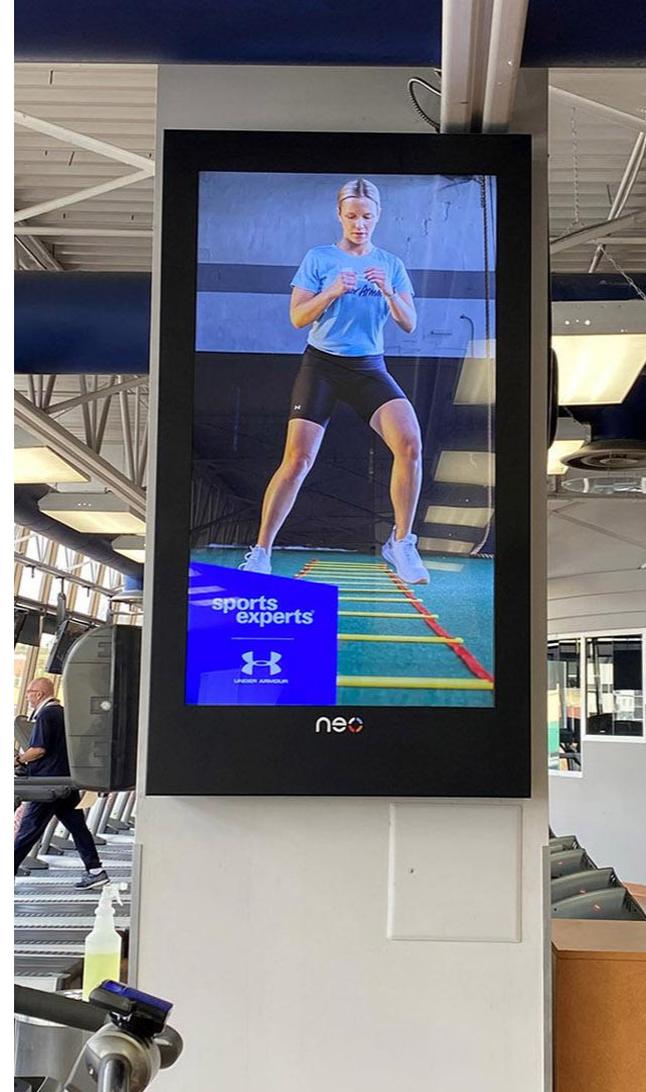
of Canadians make a New Year's resolution

**71%**

of Canadians making New Year's resolutions want to focus on health



Source: Narrative Research, 2025



# DOOH You Want to be My Valentine?

According to the latest Drive Research Valentine's Day Survey, 59% of global 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.

**56%**

of Canadians who celebrate Valentine's Day plan to spend over \$50

**74%**

of Canadians shop for Valentine's Day in stores

Source: Retail Council of Canada 2025

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



# 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. the NHL Playoffs and the Winter Olympics) 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 spectacles 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.

**\$3.2  
billion**

spent on sports merchandise by Canadians in 2025<sup>1</sup>

**77%**

of Canadians are sports fans<sup>2</sup>

Source: <sup>1</sup>Vividata 2025, <sup>2</sup>The Strategic Council 2025



# 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<sup>1</sup>

**77%**

of women consider diversity and inclusion when making purchasing decisions<sup>2</sup>

Source: YouGov, 2024, <sup>2</sup>Kantar, 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.

**75%**

of consumers shop in person for Mother's Day and Father's Day gifts

**90%**

of consumers aim to increase or maintain their spending compared to last year

Source: Retail Council of Canada, 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.

**57%**

of LGBTQ+ adults are more likely to support brands that support pride month through advertising

**53%**

of LGBTQ+ adults are more likely to switch to brands that share their values



Source: Civic Science 2024



# Go for Goal with Programmatic OOH 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 Cup<sup>1</sup>

**18**  
**million**

Canadians tuned into the 2022 World Cup<sup>2</sup>

Source: <sup>1</sup>FIFA 2025, <sup>2</sup>Bell Media 2022



# 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. Overall, consumers plan to spend an average of \$3,825 on transportation and lodging costs for their major summer trip.<sup>1</sup>

**77%** of Canadians took summer vacations in 2025<sup>1</sup>

**66%** of consumers purchased Canadian-made products for Canada Day<sup>2</sup>

Source: <sup>1</sup>TravelPulse 2025, <sup>2</sup>Numerator 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.

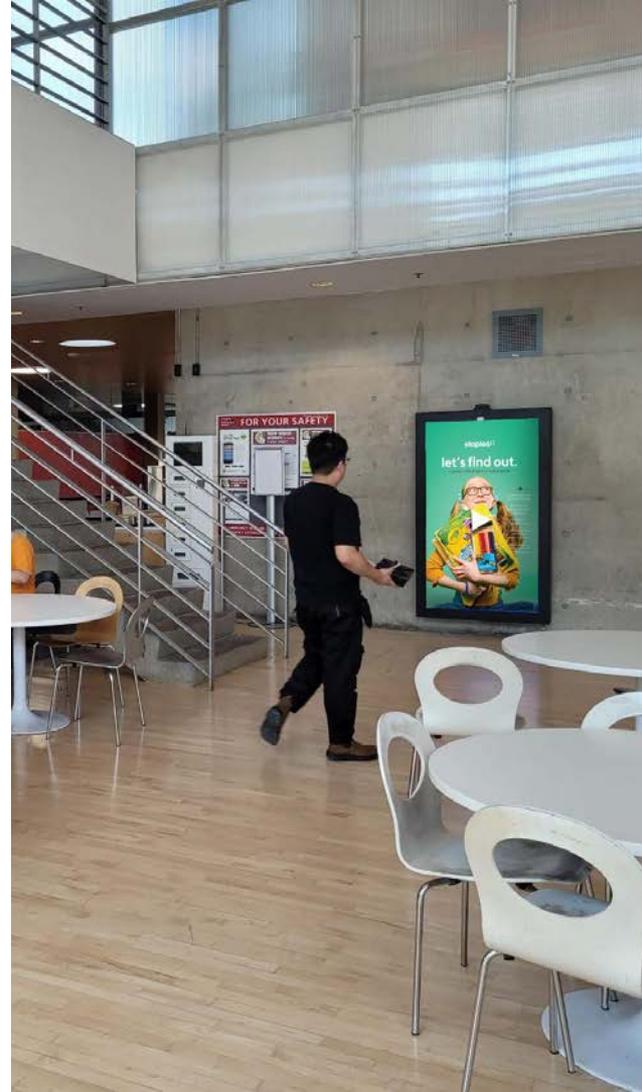
**\$750**

is spent per child on  
Back to School  
supplies

**99%**

of consumers do most  
of their back to school  
shopping in-store

Source: Retail Council of Canada, 2025



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

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!

---

**84%** of Canadians plan to increase Halloween spending in 2025

**59%** of Canadians celebrate Halloween

---

Source: Numerator, 2025



# Celebrate Black Friday with Programmatic OOH

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

---

**\$488**

is spent per  
Canadian on Black  
Friday<sup>1</sup>

**77%**

of Canadians plan to  
shop on Black Friday  
and Cyber Monday<sup>2</sup>

---

Source: <sup>1</sup>Locala 2025, <sup>2</sup>Statista 2025



# Spread Holiday Cheer with OOH

As the 2025 holiday season approaches, Canadian retail holiday sales are expected to increase by 2%<sup>1</sup>.

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.

**55%**

of Canadians will shop for Christmas gifts in store<sup>1</sup>

**96%**

of Canadians celebrate Christmas<sup>2</sup>

Source: <sup>1</sup>Deloitte 2025, <sup>2</sup>Numerator 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](mailto: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