



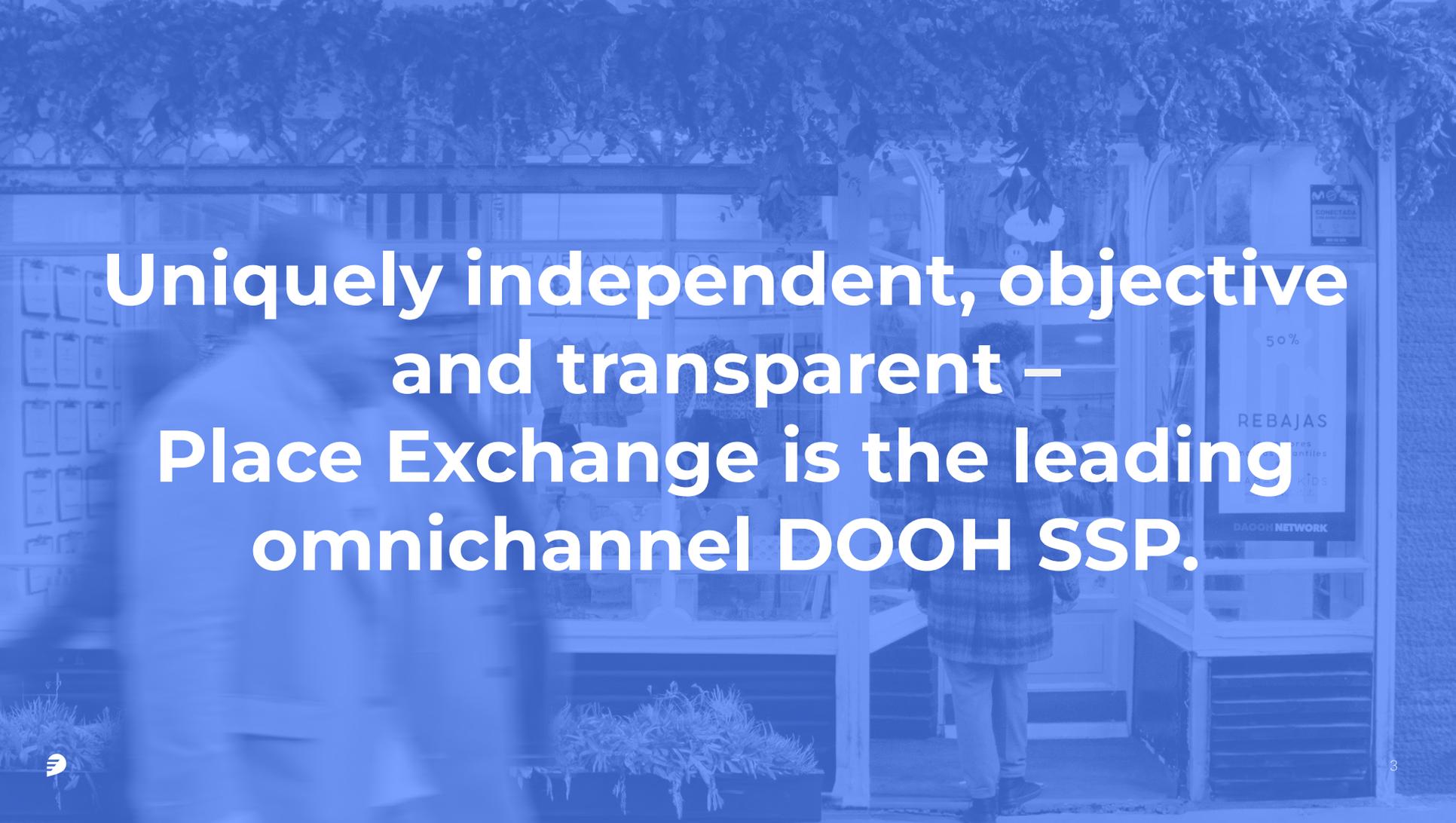
What's New at PX & 2026 Planning Guide



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

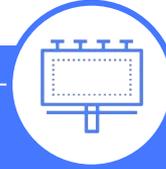
Powered by an omnichannel vision, our differentiators set us apart



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



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

\$2.2 billion

was spent spend Programmatic OOH globally in 2025

65

of the top 100 US OOH advertisers increased their spend YoY

Source: eMarketer, 2025, WOO 2025, Statista, 2024

PX Platform Updates



TASTE THE FEELING®

LAS VEGAS
5.27 MILES / FROM £560

...led to Putting
The World
Your Fingertips

THE NEW ALBUM

ENGINEERED

Get the... today

All may and CD/DVD Rights owned by...
These are provided to... only... will be...



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

USA



LATIN AMERICA



EUROPE & MIDDLE EAST



CANADA



AUSTRALIA & NEW ZEALAND



Newly integrated DSP partners



GroundTruth

scoota.

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

An aerial photograph of a multi-lane highway with heavy traffic. A large billboard for a BMW car is visible, featuring the text 'THE NEW i5' and '100% ELECTRIC'. To the right of the highway is a tall, decorative pillar with intricate circular patterns. In the background, there are gas stations, a car wash, and a parking lot filled with cars.

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



7,000+ screens, 2+ billion monthly impressions across EMEA in-store retail environments

GROCERY



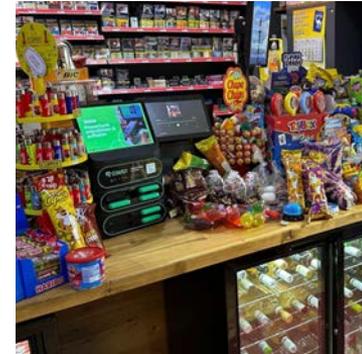
MALL



PHARMACY



C-STORE



SHOPPING DISTRICT



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



Audience 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 DMAs.



E.g. Target by POI

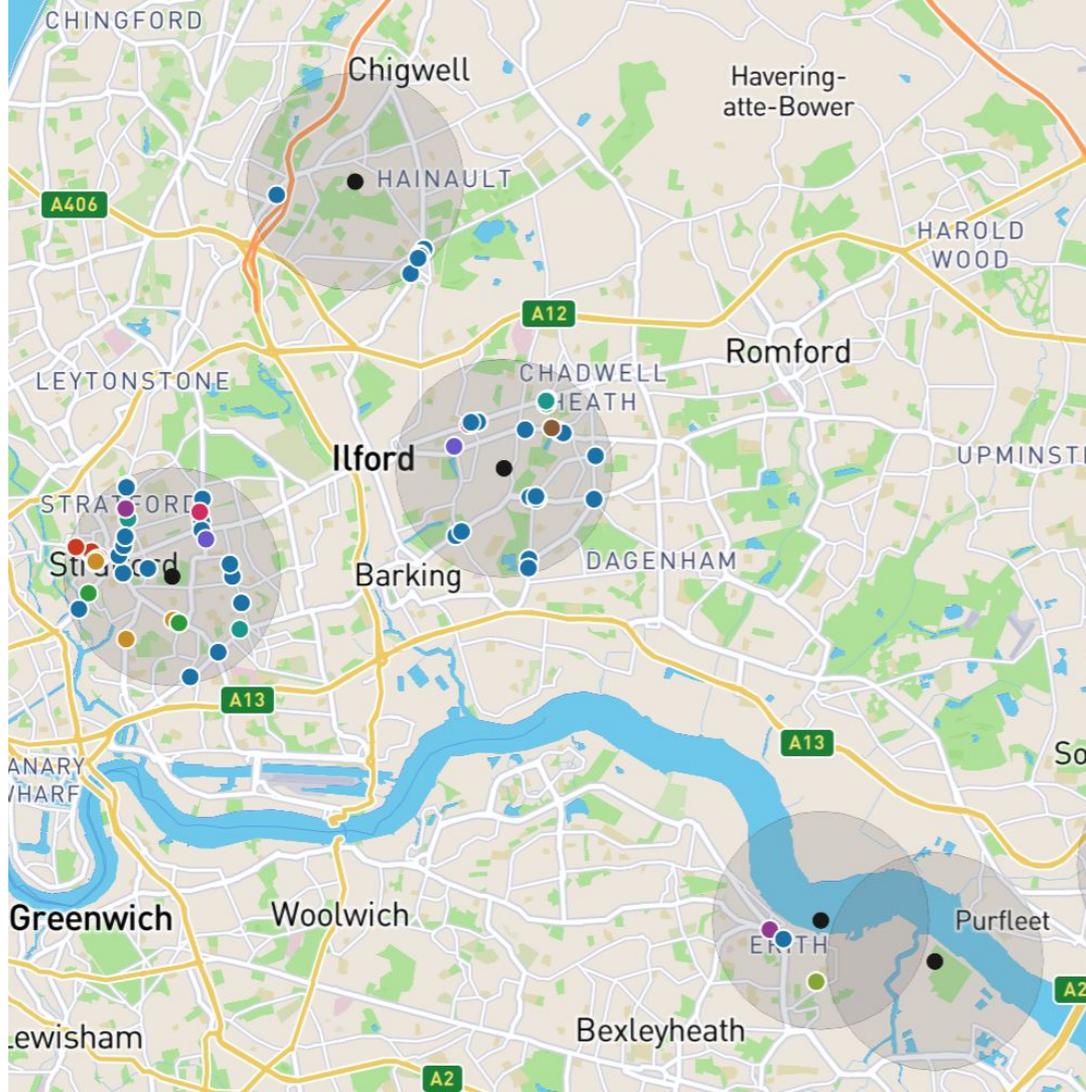
Premier League Stadiums

Map showing sample inventory within 2-kilometers of the Premier League Stadiums in London.

- Total Screens: 114
- Impressions (4-week): 39.4M

Venue Types

Urban Panels	●
Gyms	●
Subway Platforms	●
Billboards	●
Malls	●
Train Stations	●
Highway Billboards	●
Bars	●
Other	●
Premier League Stadiums	●



E.g. Target by City

Dubai

Map showing sample inventory within Dubai.

- Total Screens: 1,230
- Impressions (4-week): 48M

Venue Types

Highway Billboards



Apartment Elevators



Retail



Office Buildings



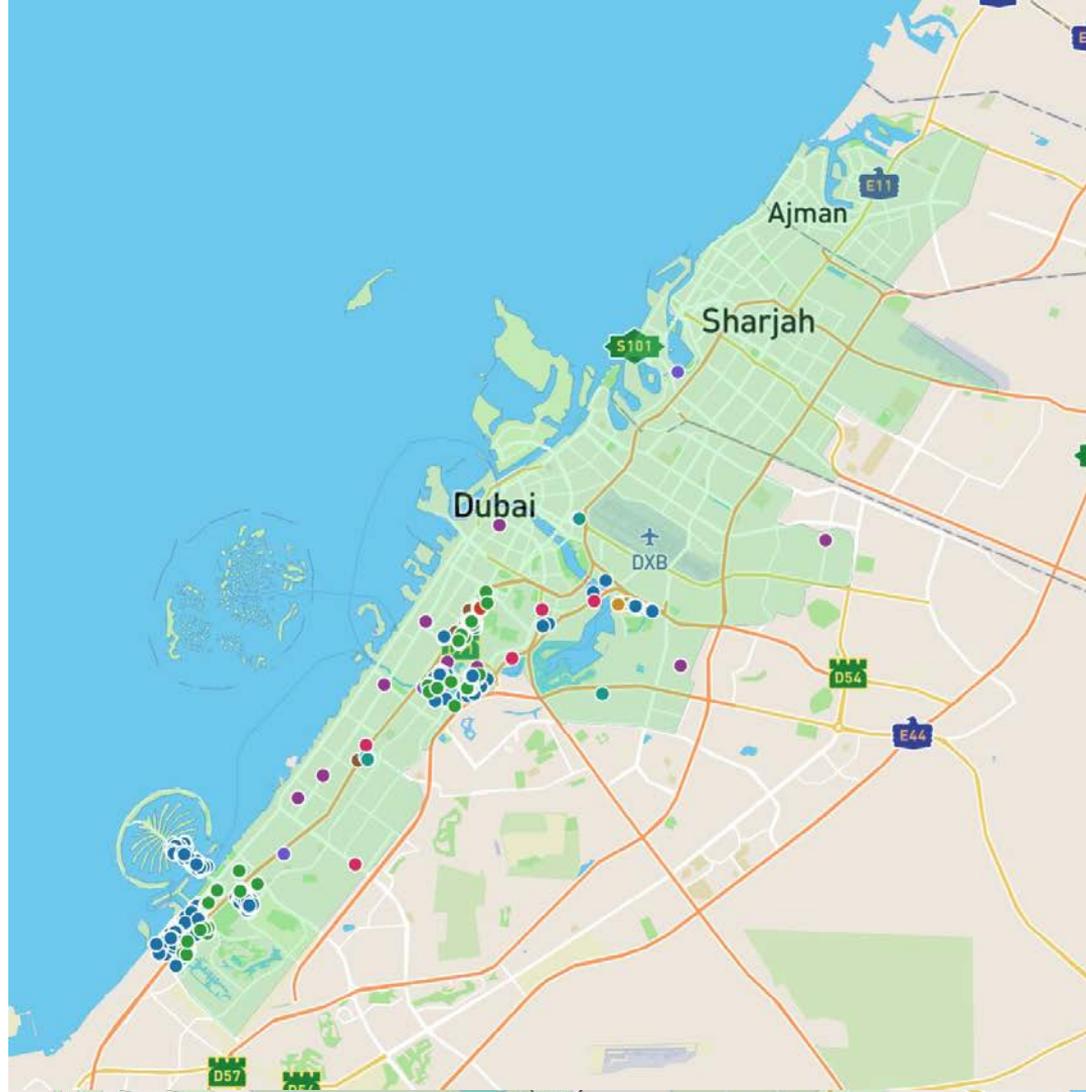
Malls



Grocery Shop Entrance



Office Elevators

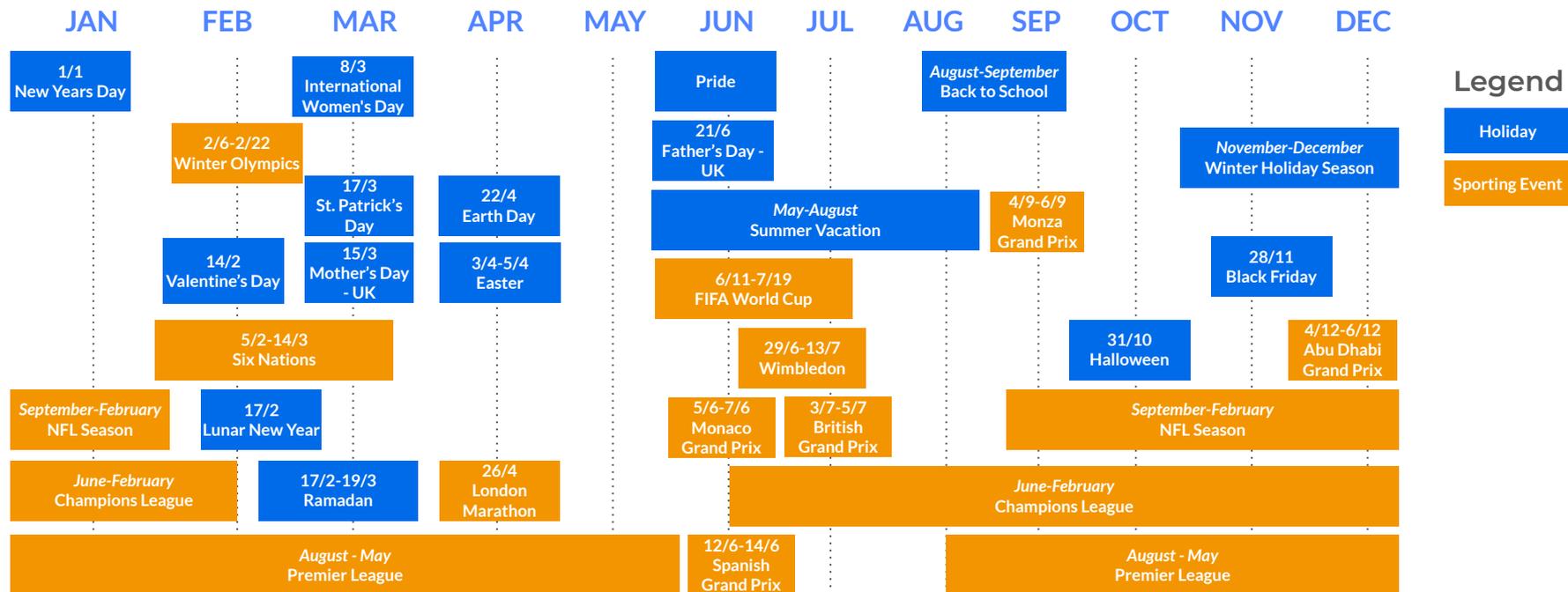




Tentpole Spotlights

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.

48%

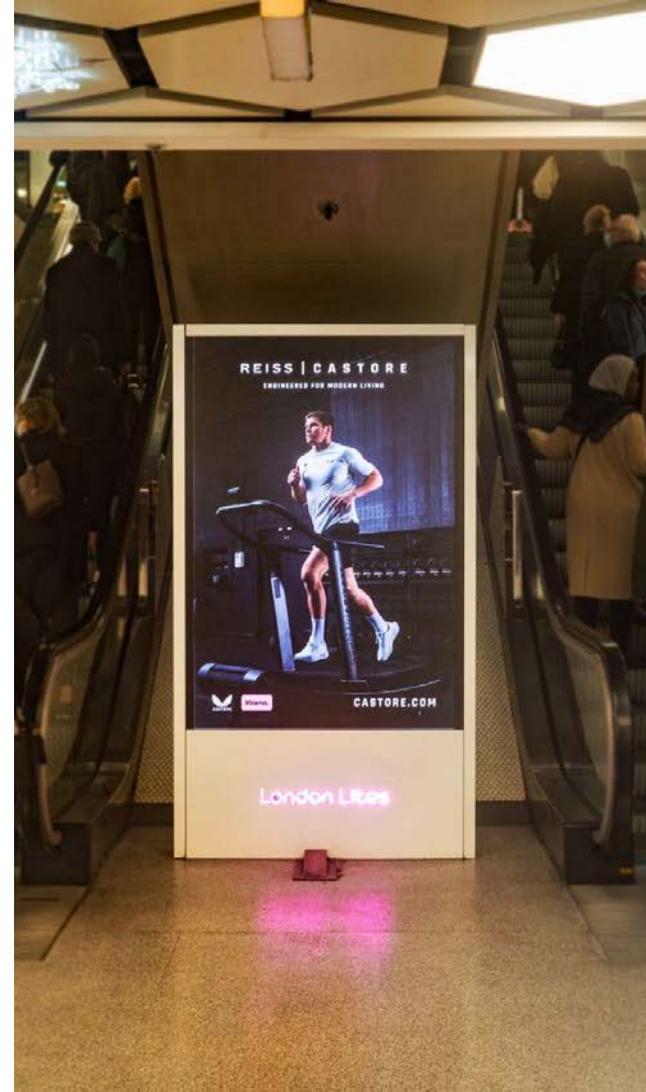
of Britons make a New Year's resolution to exercise more

45%

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



Source: Statista, 2024



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

Capitalize on fan frenzy leading up to 2025's major sporting events (e.g. Champions League and the Grands Prix) 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 region.

[Click here](#) for more information.

\$242
billio

annual spend on legal sports betting¹

67%

of the global population regularly follow sports²



Source: ¹Statista, 2024, ²YouGov, 2023



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.

\$26
billion

was spent by consumers on Valentine's Day¹

41%

of Britons shop for Valentine's Day gifts in store²

Source: ¹Capital One, 2024, ²Clint, 2024

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



Support 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

73%

of women believe it's important to support women-owned businesses ahead of International Women's Day

Source: YouGov, 2024



Tap Programmatic OOH for St. Patrick's Day

Every year, St. Patrick's Day is celebrated in over **200 countries**¹. 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.

500
thousand

attend the St. Patrick's Day parade in Dublin²

28%

of St. Patrick's Day visitors to Dublin are international tourists²

Source: ¹World Population Review, 2024, ²RTE, 2023



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.

**£1.4
billion**

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

48%

of Britons are expected to celebrate Father's Day with a purchase²

Source: ¹Statista, 2024, ²Mintel, 2024



Enter the Spotlight at Music Festivals with Programmatic OOH

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.

200k+

people attended
Glastonbury Festival in
the UK¹

400k+

fans attended
Tomorrowland in
Belgium²

130k+

fans attended
Primavera Sound in
Spain³

Source: ¹BBC, 2024, ²Tomorrowland, 2024, ³IQ Magazine, 2024



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



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.

68% of Europeans travel at least once between May and September

€1,918 the average budget, per family, for a summer trip

Source: Statista, 2023



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.

€1,086

average spend on BTS
supplies per primary
school child

€1,401

average spend on BTS
supplies per secondary
school child

Source: Euronews 2024



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!

£775
million

was spent on
Halloween in the
UK in 2024¹

79%

of consumers plan to
buy Halloween items in
store²

Source: ¹Statista, 2024 ²National Retail Federation 2023



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!

80%

of European consumers made a purchase during Black Friday 2024¹

€323

average budget per consumer for Black Friday and Cyber Monday spending²

Source: ¹Statista 2024, ²Analyzify, 2024



Spread Holiday Cheer with OOH

As the 2025 holiday season approaches, European retail holiday sales are expected to eclipse 2024's £309 billion¹.

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.

£88
billion

is spent on
holiday gifts in
the UK in 2024²

€461

was spent on Christmas
gifts per family in 2024¹

Source: ¹Statista 2024, ²eMarketer 2022



How to Work with Us

1

Opportunity

Identify an opportunity and send details to PX at sales@placeexchange.com:

- 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