



What's New at PX & 2027 Planning Guide

Contents

Introduction

Place Exchange Platform Updates

Inventory, Network and Targeting

2027 Tentpole Spotlights



**Place Exchange is the
leading DOOH SSP
for omnichannel
marketers**

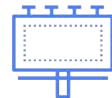
Why programmatic buyers choose Place Exchange



Seamlessly integrated
with the world's largest
omnichannel DSPs



Execute across any buy type with
universal transaction and
creative format support



Access the largest premium
OOH supply footprint in the
world



Reach your ideal customer with
actionable audience segments



Prove campaign impact
with 3rd party measurement,
MAID passback, and PerView



Leverage 20+ years
of specialized OOH innovation
and expert service



Marketers continue to shift 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.

\$35 billion

projected global spend for DOOH in 2027

\$1.37 billion

projected US spend for Programmatic OOH in 2027

76%

of people take action after viewing a DOOH ad

Source: eMarketer, 2025, Digital Signage Today 2026, Statista, 2024

Programmatic OOH Shows Continued Momentum

Insights from the latest [PX Programmatic OOH Trends Report](#), analyzing spending patterns in 2025 on the Place Exchange and Broadsign Platforms.



42%

Video accounted for roughly 42% of programmatic OOH spend in 2025, crossing 50% when limiting the analysis to video-capable screens. 10s and 15s spots are by far the most common video durations.

32%

Screen/TV surpassed Billboard (26% of spend) for the largest asset category, highlighting the growth of video advertising in Digital OOH

48%

Outdoor accounted for nearly half of all 2025 spend (48.4%), followed by Retail (18.5%) and Transit (12.7%).

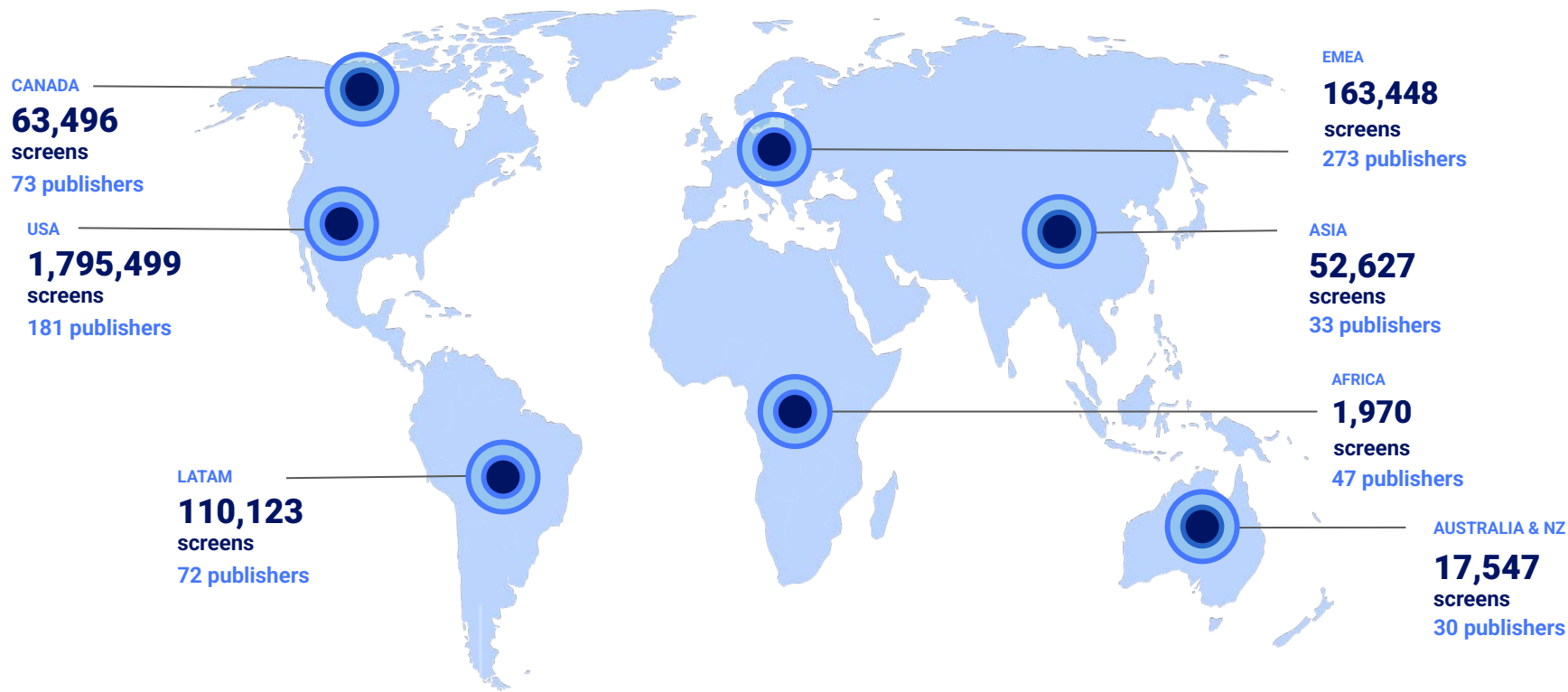
Platform Updates



PLACE EXCHANGE

by ► Broadsign

A year of global growth



2026: 180 new media owners and 600,000+ new premium DOOH screens



The largest premium OOH supply in the world

1.5T+

monthly
impressions

231B+

United States
impressions

660+

media owner
integrations

40+

venue
categories

All inventory fully certified by [Place Exchange Clear](#)

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.

New Segments Picker

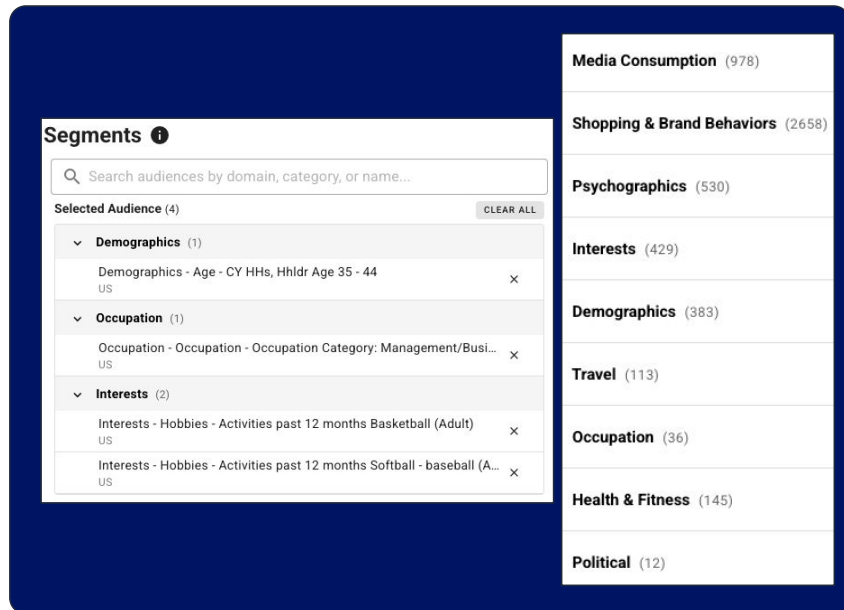
Enhanced UI picker for segments to improve basic operations with segment selection: search, addition, and deletion.

Renewed Segments Dataset

Refreshed base US audience segments from the 2026 Claritas dataset to ensure high accuracy and up-to-date targeting.

Updated Taxonomy & Search

Reorganized segments into intuitive categories and sub-categories to streamline planner workflows and selection UX.



Live Content: connect your brand to every moment

Available via any DSP, [Live Content Signals](#) trigger your ads based on the content playing on the screen, placing your brand next to key moments in real-time. Ensure your message is always meaningful, engaging, and relevant to your audience, cutting through the noise in daily environments.

Leverage your content signal options

- Live sports and broadcasts
- On-screen cinema
- Align with content
- Align with the audience

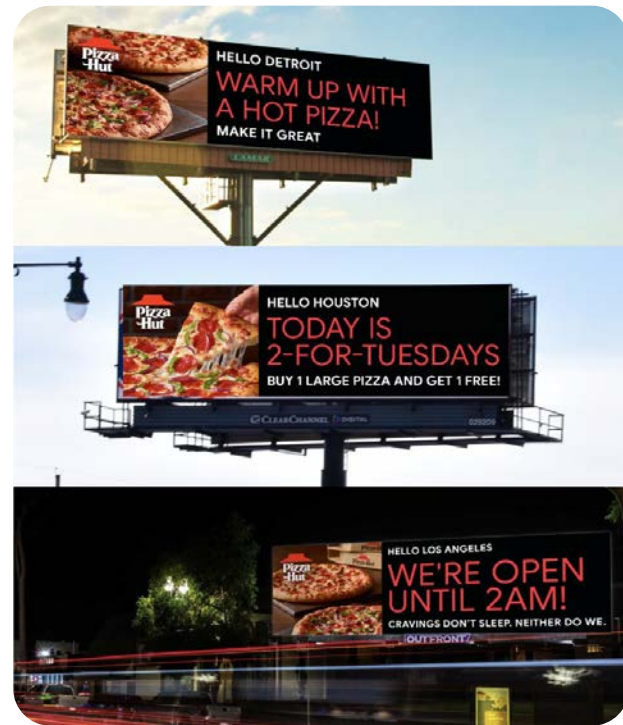


Place Exchange's dynamic creative solution

Customize your DOOH creatives effortlessly to increase relevance and engagement.

 **NOW OFFERING VIDEO**

- Tailor your ad for each DOOH screen based on factors such as the time and location of the ad being delivered
- Modify messaging based on relevant data inputs (e.g., weather, sports scores, etc.)
- Seamlessly activate dynamic creative campaigns at scale across the majority of PX publishers and DOOH venue types
- Activate dynamic creative for DOOH through any preferred DSP
- Activate your campaign with third party ad servers



Inventory Networks & Targeting Highlights

 PLACE EXCHANGE
by  Broadsign

The moment for DOOH Pharma media

61%

increase in screens in point of care and pharma locations on Place Exchange YoY

#1

unlock the largest DOOH pharma media network with Place Exchange

ADVANCED PHARMA MEASUREMENT

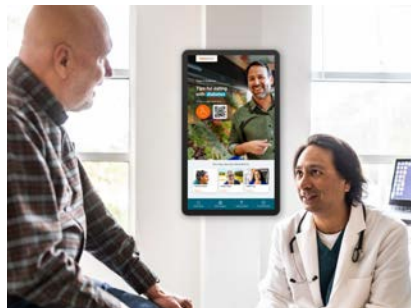
Robust measurement capabilities, with the ability to use healthcare data from Crossix and IQVIA

LONG FORM CREATIVE SUPPORT

Leverage longer video creatives in real life environments with high dwell times

Our Pharma network: 1.3M screens, 116B+ monthly impressions across a broad array of 60 sec capable environments

POINT OF CARE



CINEMA



PHARMACY



RESTAURANTS



HOTEL ROOMS



FITNESS



RIDESHARE



GAS STATION



Score Big with Real World Premium Video

56%

of Americans watch sports at least once per week¹

\$5-\$15

Leverage the most trusted medium with the lowest average CPM

\$37.5 billion

is spent on CTV advertising in the United States²

66%

of adults watch sports in a restaurant or a bar³

Source: ¹PMG, ²Stackadapt, ³Nielsen

Leverage 900,000+ screens delivering 97+ billion monthly impressions with Live Premium Video

RESIDENTIAL



CINEMA



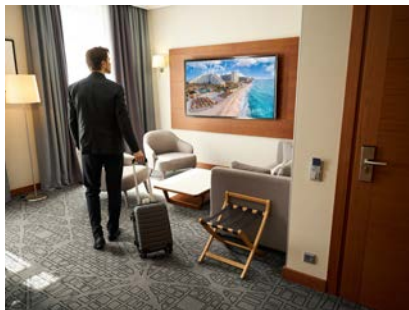
OFFICE BUILDINGS



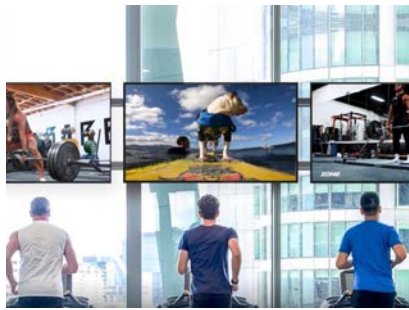
BARS



HOTEL ROOMS



FITNESS



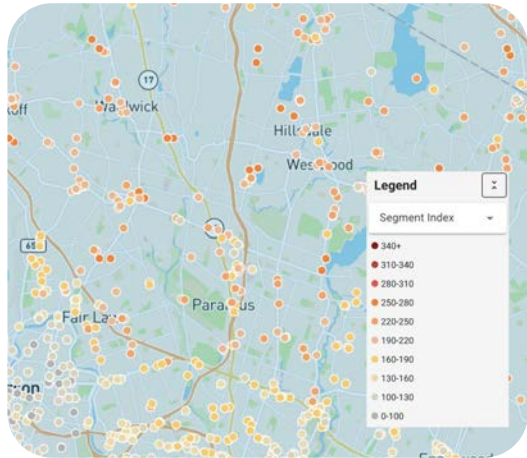
WAITING ROOMS



EDUCATION

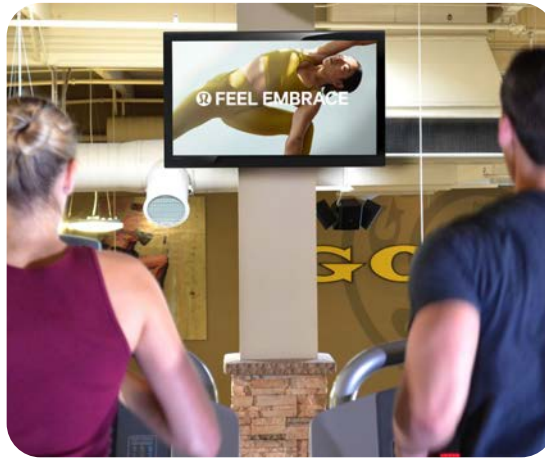


Robust targeting capabilities



Audience Matching

Deliver impressions to the highest concentration of your 1st/3rd party audience via screen level scoring



Contextual Venue Targeting

Target screens by venue type and physical environment, ensuring your message is delivered in a contextually relevant setting.



Location

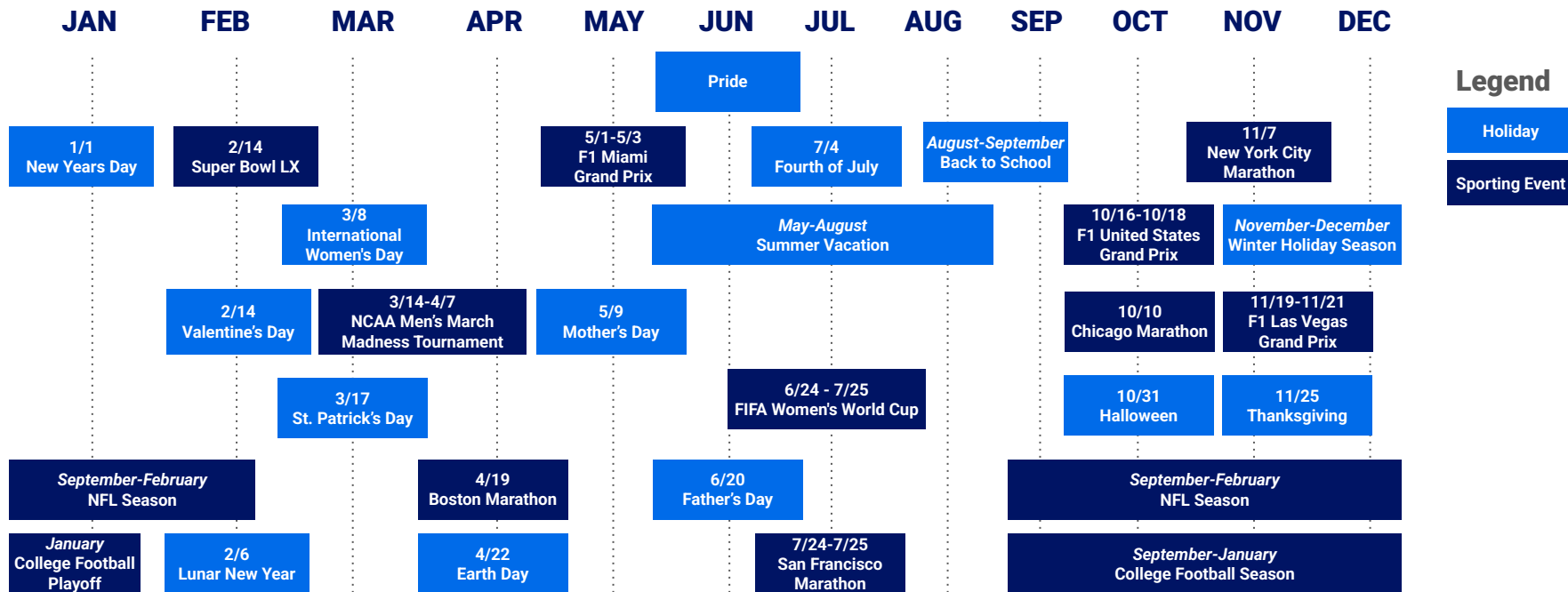
Activate inventory at any scale from custom geofences and points of interest to specific DMAs and zip codes.

Tentpole Spotlights

 PLACE EXCHANGE
by  Broadsign

2027 at a glance

2027 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

Source: Drive Research, 2024



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

Capitalize on fan frenzy leading up to 2027's major sporting events 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.

[Click here](#) for more information.

**\$2.8
billion**

spent on 2026 FIFA
world cup
sponsorships¹

**2.6
billion**

people followed the 2026
Winter Olympics²

Source: ¹SportsValue, 2026, ²Olympics.com, 2026



DOOH You Want to be My Valentine?

According to the latest National Retail Federation Valentine's Day Spending Survey, 55% 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.

\$29
billion

was spent by US
consumers on
Valentine's Day

\$199

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

Source: National Retail Federation, 2026

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



Tap Programmatic OOH for St. Patrick's Day

St. Patrick's Day is estimated to bring in \$7.7 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.

60%

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

\$47

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

Source: National Retail Federation, 2026



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.

**\$38
billion**

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

77%

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

Source: ¹National Retail Federation, 2026



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.

240k

runners applied for the 2026 New York City Marathon¹

32k

runners participated in the 2026 Boston Marathon²

Source: ¹The New York City Marathon, 2026, ²The Boston Marathon, 2026



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

750k+

fans attend
Coachella and
Stagecoach²

460k+

fans attend
Lollapalooza
in Chicago³

Source: ¹ GovBall, 2026, ² Statista, 2026 ³ Lollapalooza, 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.

67%

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

73%

of LGBTQ+ adults intentionally purchase Pride products²

Source: ¹Statista, 2026, 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 planned to spend over \$3,940 on average on summer vacations in 2026.¹

[Click here](#) for more information.

67% of Americans traveled at least once in summer 2026²

87% of consumers celebrated Independence Day in 2026³

Source: ¹Nerdwallet, 2026, ²US News, 2026, ³National Retail Federation 2026



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.

\$864

average spend per
family on BTS supplies

**\$43
billion**

was spent on BTS
shopping in 2026

Source: National Retail Federation 2026



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



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.

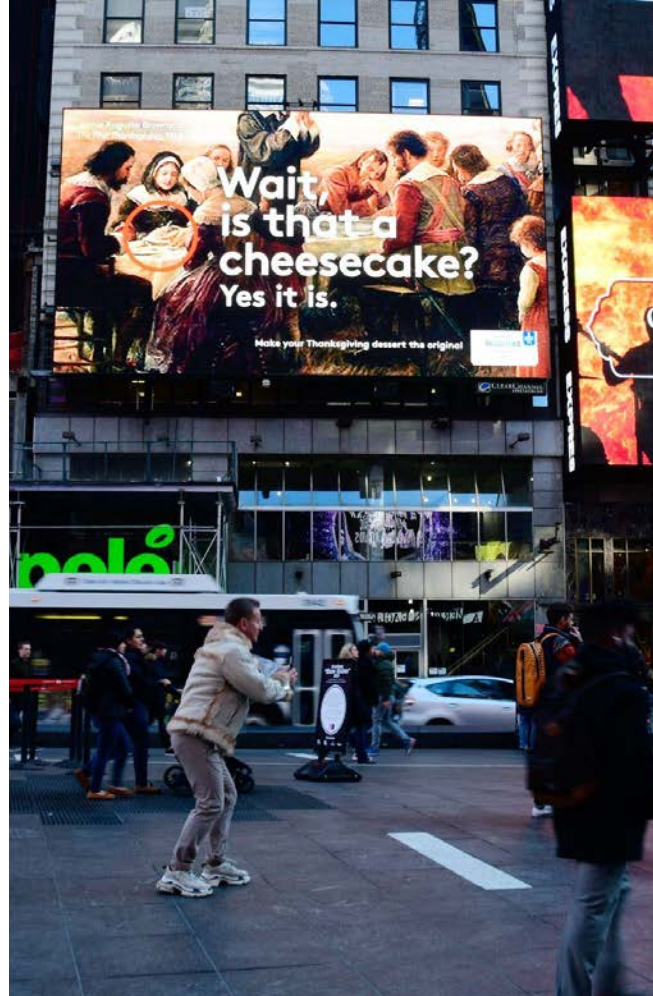
**203
million**

consumers shopped
between
Thanksgiving and
Cyber Monday²

**3.5
million**

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

Source: ¹Statista 2025, ²National Retail Federation 2025, ³NYC.gov, 2025



Spread Holiday Cheer with OOH!

As the 2027 holiday season approaches, US retail holiday sales are expected to eclipse 2026's \$257.8 billion.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
giving²

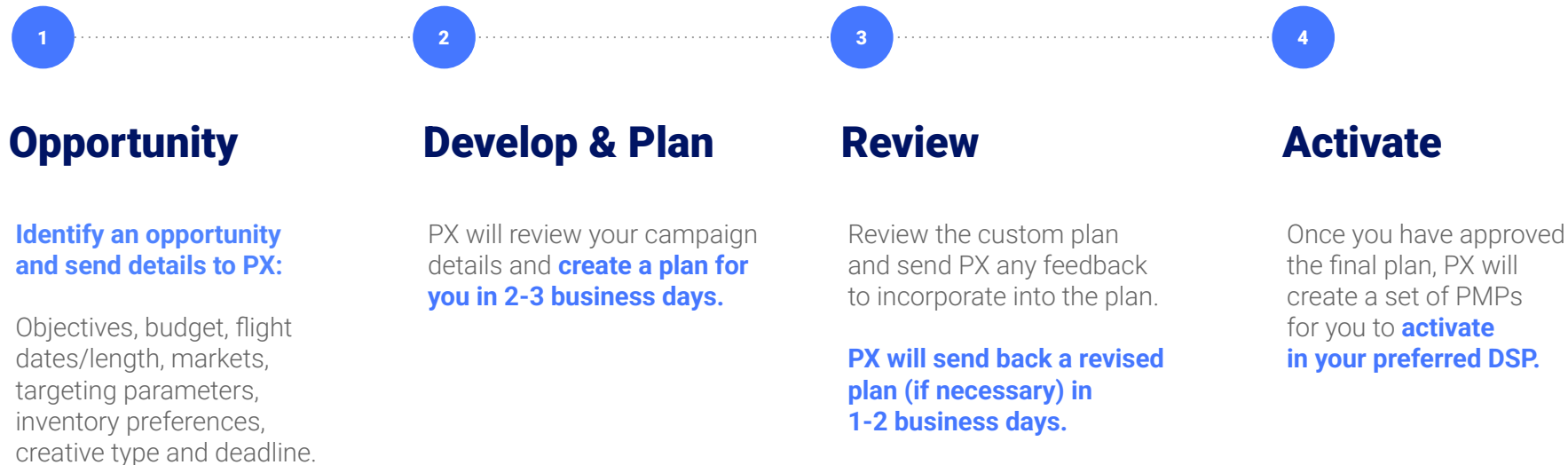
80%

of US consumers prefer
to shop for holiday gifts
in store³

Source: ¹Adobe for Business, 2025, ²National Retail Federation 2025, ³Experian, 2025



How to work with us



Unlock the real power of OOH.

us-programmatic-sales@broadsign.com





Case Study

Weight Loss Medication

Campaign objective

A pharma provider was looking to increase nationwide brand recognition and awareness of their weight loss medication.

Place Exchange was tapped to programmatically deliver ads across in-car moving media DOOH displays that could accommodate the brand's 75-second ad, taking advantage of the long dwell time and captive attention of riders.

The provider wanted to use this campaign to understand how a DOOH campaign would perform against Veeva Crossix metrics.

Campaign results

20M

4-week impressions delivered

17%

net lift in endocrinologist visits

12%

lift in conversion

