



Place Exchange EMEA Media Kit



Overview





Drive results in the physical world.

From highways to elevators, malls to airports, subways to taxis, and arenas to street corners, the vast and growing scale of digital media in the physical world presents enormous opportunities for brands. OOH offers massive reach and high-impact experiences woven into consumers' daily journeys between home, work, shopping, and entertainment.

All without the fraud, viewability, and brand safety issues that have plagued other media. But it could never be bought truly programmatically, until now.

Real programmatic out of home.

Place Exchange unifies execution, reporting, and attribution for OOH with other programmatic channels for the first time – all with unmatched scale, full transparency, and built-in brand safety.



Simple & Transparent Execution

- Open auction RTB and private deal buying
- Support for standard IAB creatives and custom OOH creatives
- No arbitrage or hidden fees
- Fully transparent media, with no bundling



True Omni-Channel Integration

- Unified workflows with online and mobile campaigns
- Single point of management for budgets across OOH and other media
- Third-party ad tag tracking support



Focus on Performance and Results

- Log-level impression data for planning, optimization, and analytics
- Unified device-level attribution with other channels (*coming soon*)
- Ability to drive and measure impact at every stage of the funnel



Supply & Demand Integrations



Place Exchange provides access to the vast majority of premium OOH supply, with coverage of across Europe's largest markets, across all major formats.



Place Exchange has direct integrations with leading premium OOH and place-based publishers, and our portfolio is rapidly growing.



London Lites



smartoutdoor



REVVTV

Coming Soon.....



Centercom
NL



CS Digital
NL



IWALL
Spain



Bluebell
Finland & Sweden



Exterior Plus
Spain

Place Exchange is
integrated with
leading global DSPs
providing immediate
demand across
Europe



Media Types

Place Exchange partners with top publishers to provide access to a diverse array of premium digital assets in a wide variety of consumer contexts.



Place Exchange Media Types

Category	Examples
Billboards	Bulletins, Posters, Wall Murals
Entertainment & Leisure	Displays & Spectaculars in Entertainment Venues
Health Clubs	In-gym TVs, Vending Machines
Office Buildings	Movie Theater Lobbies
Point of Care	Lobby Displays, Elevator Displays, Vending Machines
Restaurant & Bars	Waiting-room Displays
Retail Locations	Digital Displays in Malls, Shopping Centers, and Stores
Spectaculars	Dominations, Custom Large Format Installations



Place Exchange Media Types

Category	Examples
Street Furniture	Bus Shelters, Digital Urban Panels, Kiosks, Newsstands
Transit	Platform Displays, Station Entrances

Billboards

These large-format, elevated digital displays deliver maximum exposure to vehicular traffic on expressways and highways, and to pedestrians in urban environments.

Publishers: Alight Media, City Outdoor, Clear Channel (CCO) Belgium, CCO Finland, CCO Netherlands, CCO Italy, CCO Spain, CCO Switzerland, CCO Finland, IQOOH, London Lites, Mass Media, Ocean Outdoor, Smart Outdoor, Global Netherlands

Coverage

Digital Screens	1,250
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4-Week Impressions	5B+
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Images are for illustrative purposes only



Entertainment & Leisure

Large screens in reserved group locations, shared spaces, and on HD spectaculars in entertainment and leisure venues reach consumers when they are having fun and in a positive mood. Guests spend on average 2 hours per visit at these venues.

Publishers: AtmosphereTV, Blue Billboard, Tumedio

Coverage

Digital Screens **100+**

4-Week Impressions **29M+**

 Images are for illustrative purposes only



Health Clubs

Digital displays in health clubs deliver relevant content and advertising to valuable audiences in specific consumer contexts.

Publishers: Atmosphere TV, Blue Billboard, Zoom Media UK, REVTV, WeTek

Coverage

Digital Screens **1,370+**

4-Week Impressions **660M+**

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Office Buildings

Office digital screens positioned within lobbies and elevators provide a platform to connect with an influential audience in a captive environment during the workday.

Publishers: Atmosphere TV, Blue Billboard, Executive Channel Network (ECN)

Coverage

Digital Screens **274**

4-Week Impressions **29M+**

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Point of Care

Digital screens positioned in waiting rooms at doctor's offices provide a unique opportunity to connect with patients and providers.

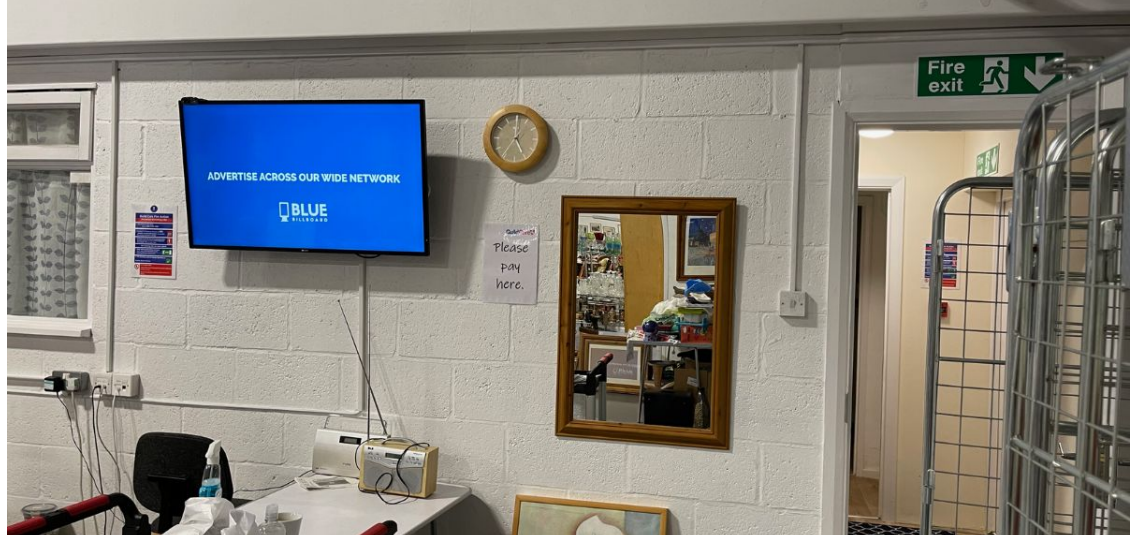
Publishers: AtmosphereTV, Blue Billboard

Coverage

Digital Screens **45**

4-Week Impressions **400K+**

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Restaurants & Bars

Premium TV screens situated in highly-visible locations within each venue. Reach consumers in their moments of leisure and relaxation. Screens average dwell times of up to 2 hours.

Publishers: ACMS, Atmosphere TV, Blue Billboard, TuMedio

Coverage

Digital Screens **127**

4-Week Impressions **20M+**

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Retail Locations

Premium digital screens strategically placed within retail locations give access to consumers at the point-of-purchase and deliver contextually relevant messaging to shoppers.

Publishers: AtmosphereTV, Blue Billboard, Clear Channel UK, CCO Finland, CCO Italy, CCO Spain, London Lites, Global, TuMedio

Coverage

Digital Screens	900+
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4-Week Impressions	2B+
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Spectaculars

Spectaculars are designed to elevate brands, and command attention in high traffic urban spaces. These eye-catching units take the traditional billboard to the next level with massive size, non-standard structures, and custom designed elements.

Publishers: City Outdoor, Clear Channel UK, Ocean Outdoor, Global Netherlands

Coverage

Digital Screens **190+**

4-Week Impressions **815M+**

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Street Furniture

Strategically placed throughout consumers' daily journeys, these eye-level, free-standing structures offer engaging advertising experiences that can be localized for contextual relevance.

Publishers: Alight Media, Clear Channel UK, Mass Media, Ocean Outdoor, Global Netherlands

Coverage

Digital Screens 6000+

4-Week Impressions 524M+

 Images are for illustrative purposes only



Transit

Transit screens marry advertising with frequently updated transit content, drawing consistent attention from captive commuters on-the-go.

Publishers: Clear Channel UK, Pixology Outdoor, Global Netherlands

Coverage

Digital Screens **200+**

4-Week Impressions **12K+**

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Creative Compatibility

Deliver ads seamlessly with the rest of your programmatic campaigns to ensure ease of execution



Native OOH Display Formats

High-resolution, full-screen creative that align with the asset and venue to ensure maximum impact and relevance.

Top OOH Native Display Formats

Display Resolution	Aspect Ratio
1080 x 1920	9:16
1920 x 1080	16:9
1024 x 768	4:3
1400 x 400	7:1
840 x 400	21:10

All native OOH display formats are supported.



Images are for illustrative purposes only



Standard IAB Display Formats

Leverage existing digital ads being delivered across other digital channels to maximize efficiency and ease. Supported ad sizes include:

- 300x250
- 728x90



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Video

Standard video formats supported across all PX video inventory, including 16:9, 9:16, 4:3.

VAST support across the majority of premium OOH inventory.

Video Specs

- **Protocol:** VAST / Wrapped VAST
- **Mime Type:** video / mp4
- **Preferred Codecs:** H.264 / AVC / MPEG-4 AVC / MPEG-4 part 10



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Targeting

Reach your desired audience in meaningful ways through a variety of targeting capabilities



Place Exchange Targeting Capabilities

A circular graphic with a blue tint. The background shows a blurred crowd of people walking on a city street. The word "Audience" is centered in white text.

Audience

A circular graphic with a blue tint. The background shows a city street with tall buildings and a pedestrian crossing. The word "Location" is centered in white text.

Location

A circular graphic with an orange tint. The background shows a store interior with shelves of books and a computer monitor. The words "Physical Context" are centered in white text.

Physical
Context

Audience

The power of OOH lies in its ability to reach groups of highly desirable consumers at the same time. Place Exchange can match first and third party audiences to locations, delivering ads to the places those audiences index highest.

Audience Data (not exhaustive)

- Demographics
- Psychographics
- Lifestyles
- Digital Behaviors
- In-market and purchase behaviors



Location

Target geographies with precision across a wide variety of physical contexts.

Location Options

- Points of Interest (POI)
- Custom Geofences
- Zip Codes
- Cities / DMAs
- States



Physical Context: Surroundings

Ensure brand relevance to real-world surroundings by targeting distinct areas with a high concentration of desired audiences.

Example Contexts (not exhaustive)

- Shopping centers
- Business districts
- Nightlife destinations
- Public parks
- Sporting arenas



Physical Context: Venues

Target audiences based on the space in which the display is located, reaching consumers in specific environments that matter to your brand.

Example Venues (not exhaustive)

- Grocery Stores
- Gyms
- Subway Platforms
- Bars



Optimization & Measurement

Utilize device-level data to drive campaign optimization and power digital attribution, all in exactly the same way as for other programmatic channels



OOH Campaign Optimization

Place Exchange's proprietary integration with omnichannel DSPs enables buyers to optimize campaigns mid-flight.

Optimization Levers examples:

- Publisher / Network
- Screen / Venue
- Creative
- Location
- Time of day

Optimization can drive to any pixel-able event:

- Site/app page visits
- Digital conversions (CPA/CPL)
- Shopping cart value
- ...And more



Measurement - (coming soon)

Place Exchange's patented IP captures and passes mobile device IDs on individual impressions, allowing marketers to perform digital attribution and decisively measure impact.

Metrics supported:

- Cost per Page Visit
- Cost per Conversion
- ROI / ROAS
- Baseline or incrementality/lift

Place Exchange enables the native digital attribution process within DSPs and can also export log-level impression data, including device IDs, for use with other measurement & analytics platforms.

Place Exchange can also enable upper funnel branding and engagement metrics, including brand awareness and affinity, purchase intent, tune-in, and foot traffic, and more.



Unlock the real power of OOH.

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