



What's New at Place Exchange

Contents

Introduction

Place Exchange Platform Updates

Inventory, Network and Targeting



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

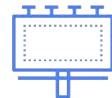
Why programmatic buyers choose Place Exchange



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

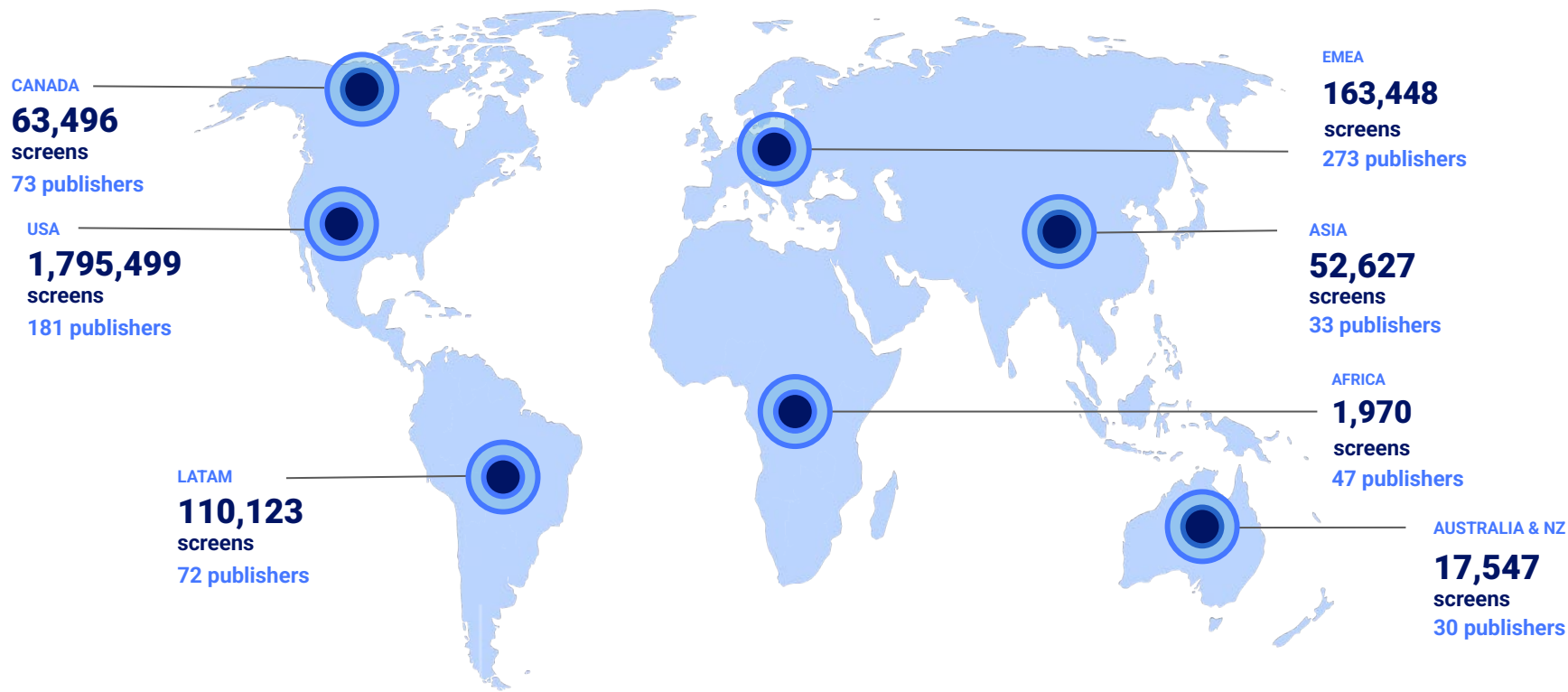
48%

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

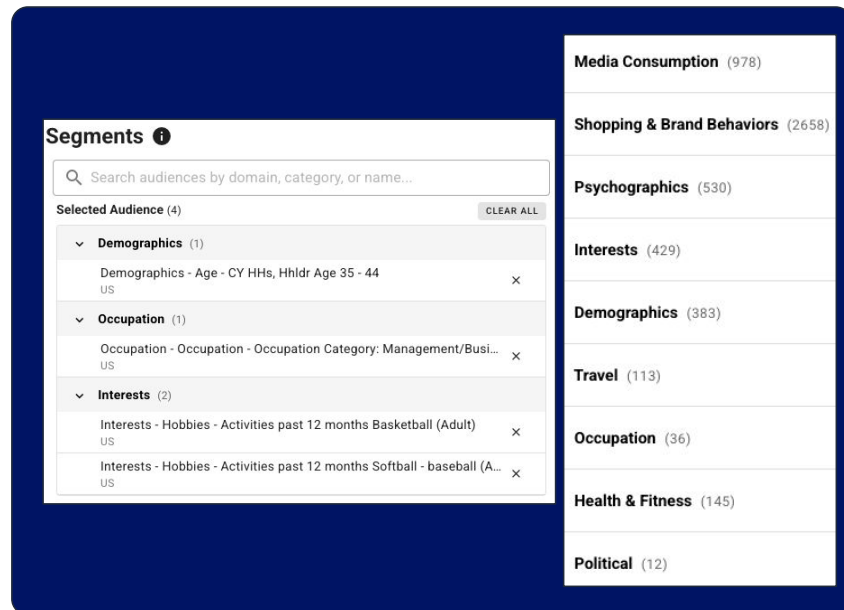
Enhanced UI picker for segments to improve basic operations with segment selection: search, addition, and deletion.

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

Bars and Restaurants



Movie Theaters

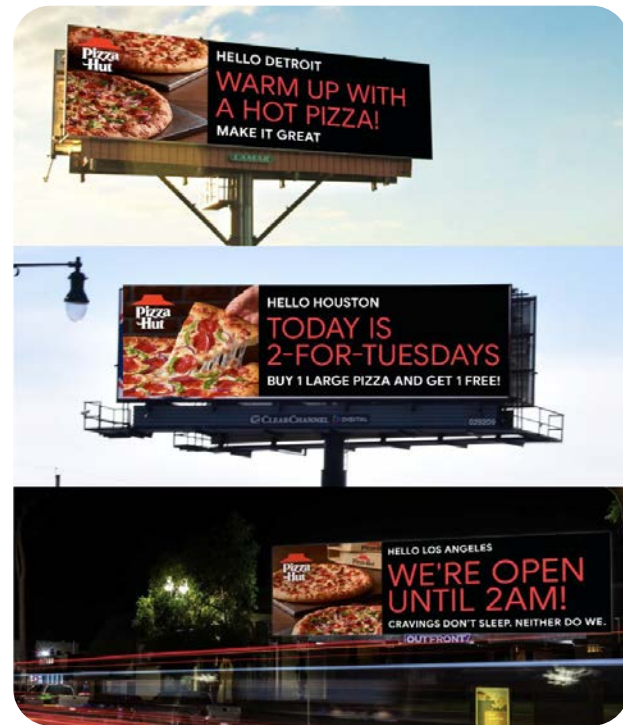


Place Exchange's dynamic creative solution

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

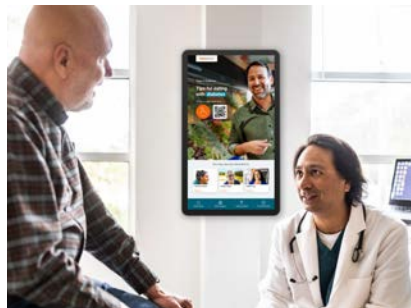
Robust measurement capabilities, with the ability to use healthcare data from Crossix and IQVIA

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



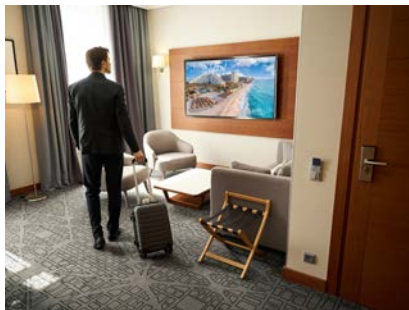
OFFICE BUILDINGS



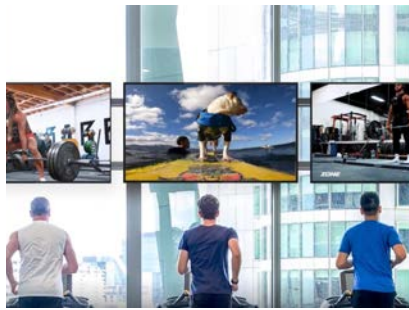
BARS



HOTEL ROOMS



FITNESS



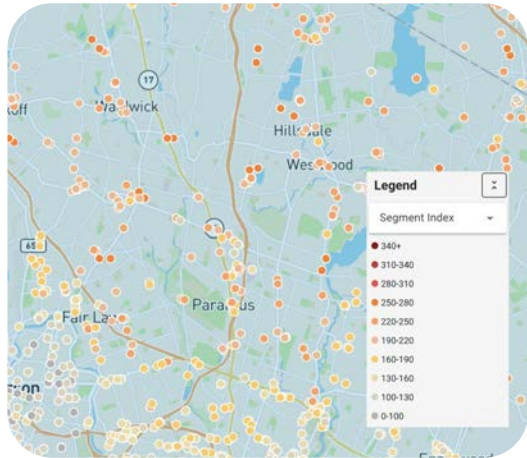
WAITING ROOMS



EDUCATION

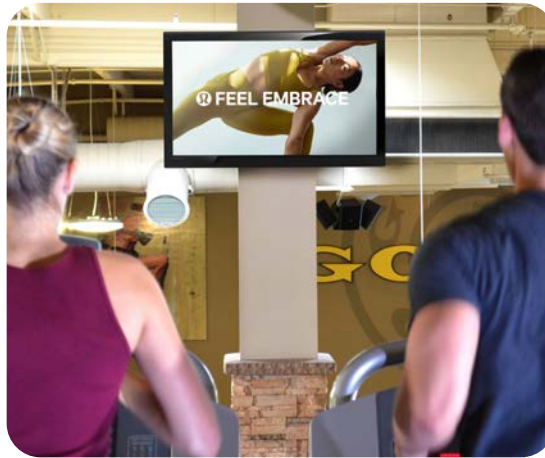


Robust targeting capabilities



Audience Matching

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



Contextual Venue Targeting

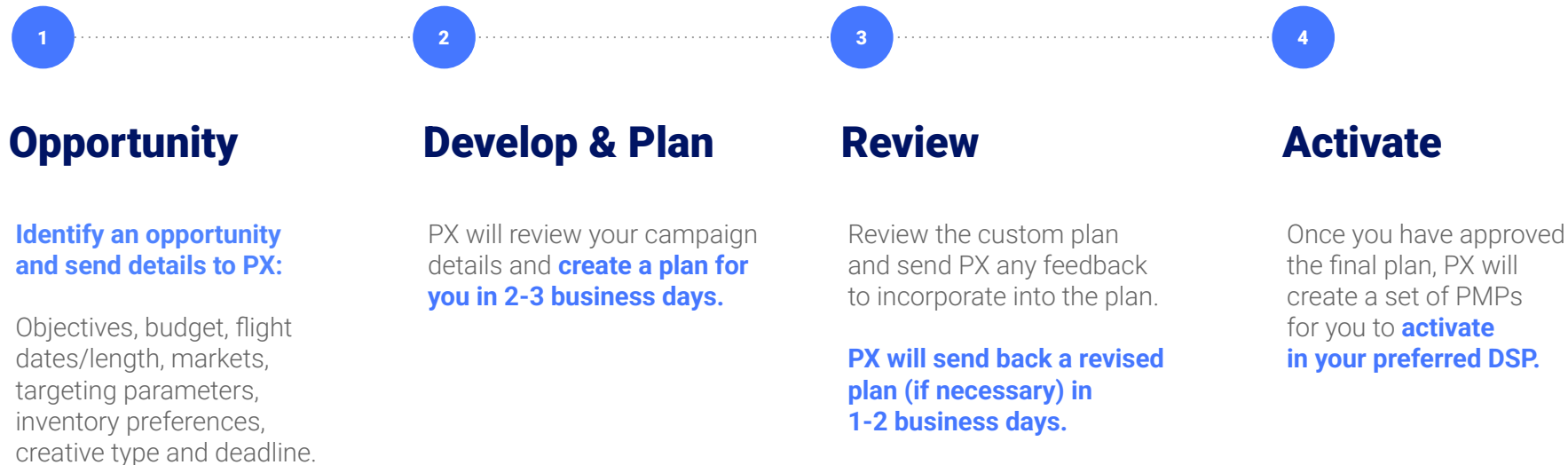
Target screens by venue type and physical environment, ensuring your message is delivered in a contextually relevant setting.



Location

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

How to work with us



Unlock the real power of OOH.

us-programmatic-sales@broadsign.com

