H1 2023
Place Exchange Programmatic OOH Trends Report

July 2023

PLACE EXCHANGE

Overview

The Place Exchange Programmatic OOH Trends report provides a snapshot of select US programmatic OOH spending patterns within the Place Exchange platform, analyzing delivery across billions of programmatic OOH impressions. These results compare data from H1 2023 with data from H2 2022.

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Select Takeaways

Select Takeaways

- From H2 2022 to H1 2023, the top 3 programmatic OOH advertising categories remained the same (Food/Drink, Personal Finance, and Health/Fitness) and accounted for almost half of spend. In both time periods, the other half of spend was balanced across a broad mix of categories.
  - The fastest-growing categories were Arts/Entertainment, Law/Gov't/Politics, Travel, Food/Drink, and Style/Fashion.
- Billboards remained the single largest asset category by spend. With the number of programmatic OOH screens increasing by 37%, other formats (notably place-based screens/TVs, display panels, and kiosks) continued to represent a significant portion of total programmatic OOH spend.
- The average CPM for programmatic OOH inventory was $7.17 in both H2 2022 and H1 2023.
- Video continued to represent a material portion of spending, comprising one third of programmatic OOH spend on video-enabled screens.
- While programmatic OOH supports a wide variety of creative formats, the majority of spending remained concentrated in a few formats:
  - 70% of programmatic Video OOH ads are 15 seconds in length, though other (shorter and longer) video durations are gaining in share.
  - 80% of programmatic OOH video spend is attributed to the top 4 sizes (WxH): 640x360, 1920x1080, 1080x1920, 360x640.
  - The majority of programmatic OOH video spend is on horizontal video formats, but vertical video formats are expected to grow in share.
  - 80% of programmatic OOH display spend on static display creatives is attributed to the top 3 ad sizes (WxH): 1400x400, 1080x1920, 1920x1080.
- Programmatic OOH buyers continue to transact predominantly via Private Marketplace deals, which offer high levels of campaign flexibility, price transparency and media quality.

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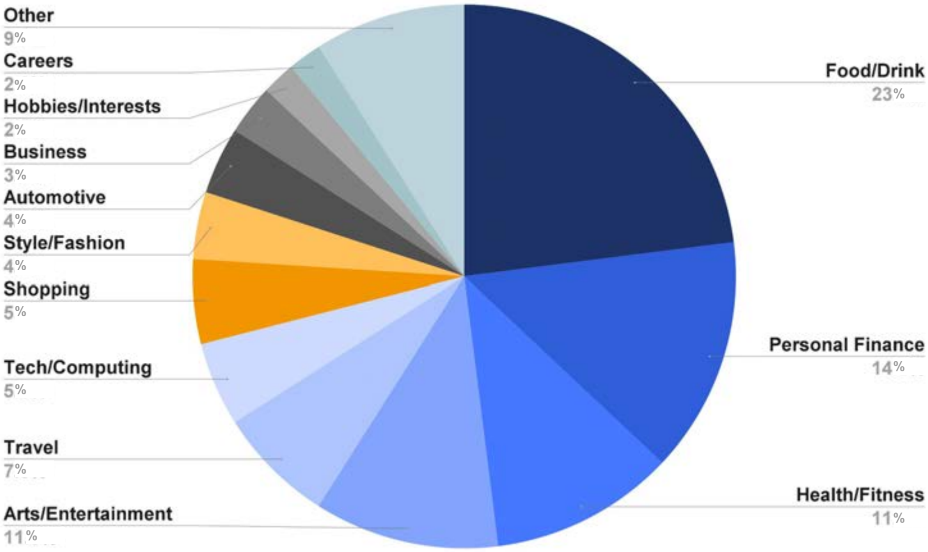
Advertiser Category Trends

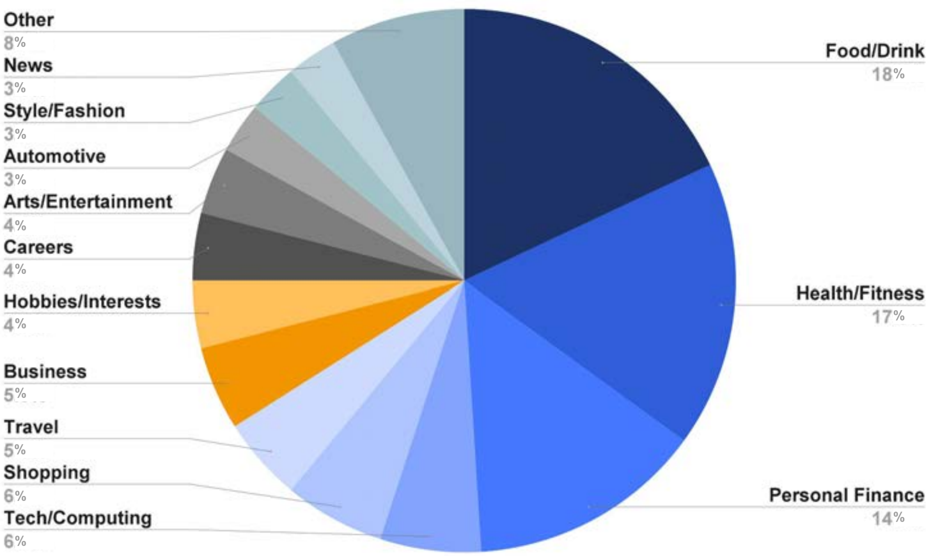
Top Spending Advertiser Categories

By IAB Categories

H1 2023



H2 2022



Comparing H1 2023 to H2 2022:

- **The top 3 categories - Food/Drink, Personal Finance, and Health/Fitness** - accounted for almost half of the spend in both periods.
- **Food/Drink** remained the top category, growing to 23% of all spend.
- **The Arts/Entertainment category gained share among the top 4**, increasing from 4% to 11%.
- **The Travel category also gained share,** increasing from 5% to 7%
- In both periods, the remaining 50% of spend outside the top 3 categories was **balanced across a broad array of categories**.

Advertiser Categories with the Highest Growth*

H2 2022 to H1 2023

	Growth Rate
Arts/Entertainment	170%
Law/Gov't/Politics	32%
Travel	23%
Food/Drink	15%
Style/Fashion	10%

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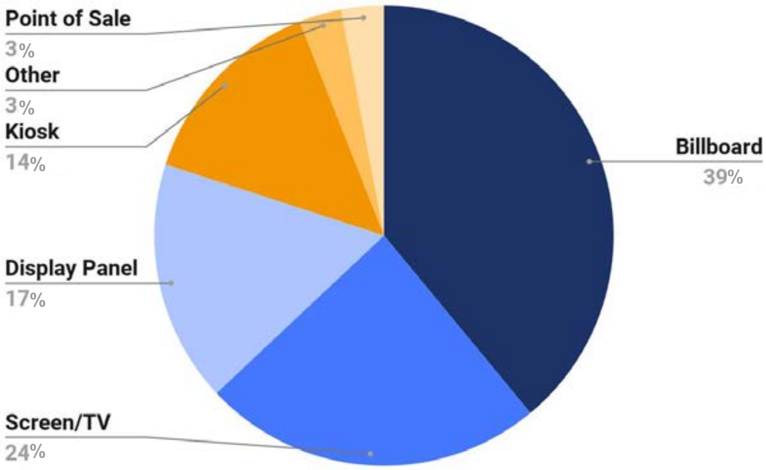
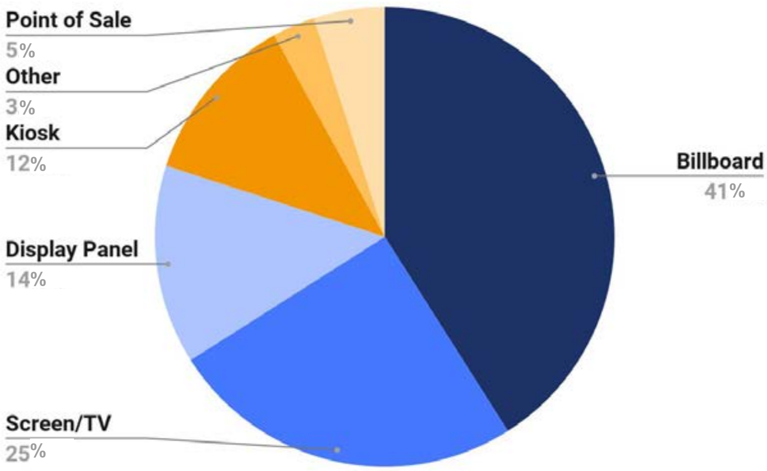
Asset Category and Pricing Trends

Spend Distribution by Asset Category

H2 2022



H1 2023



Asset Category Designations

Billboard

Large format, free standing, elevated digital displays.

Display Panel

Mid-to-large format digital displays mounted at or near eye level.

Kiosk

Interactive displays that are part of an easily-accessible, free-standing structure.

Point of Sale

Screens on a terminal or interface at which purchase transactions take place between a merchant and a customer.

Screen/TV

Small-to-mid size digital displays delivering information to a captive audience.

Other

Elevator Display: Displays located within elevators.

Shelter: A ground level, free standing enclosure such as newsstand or a bus shelter.

Spectacular: A large, non-standard display located in high impact areas.

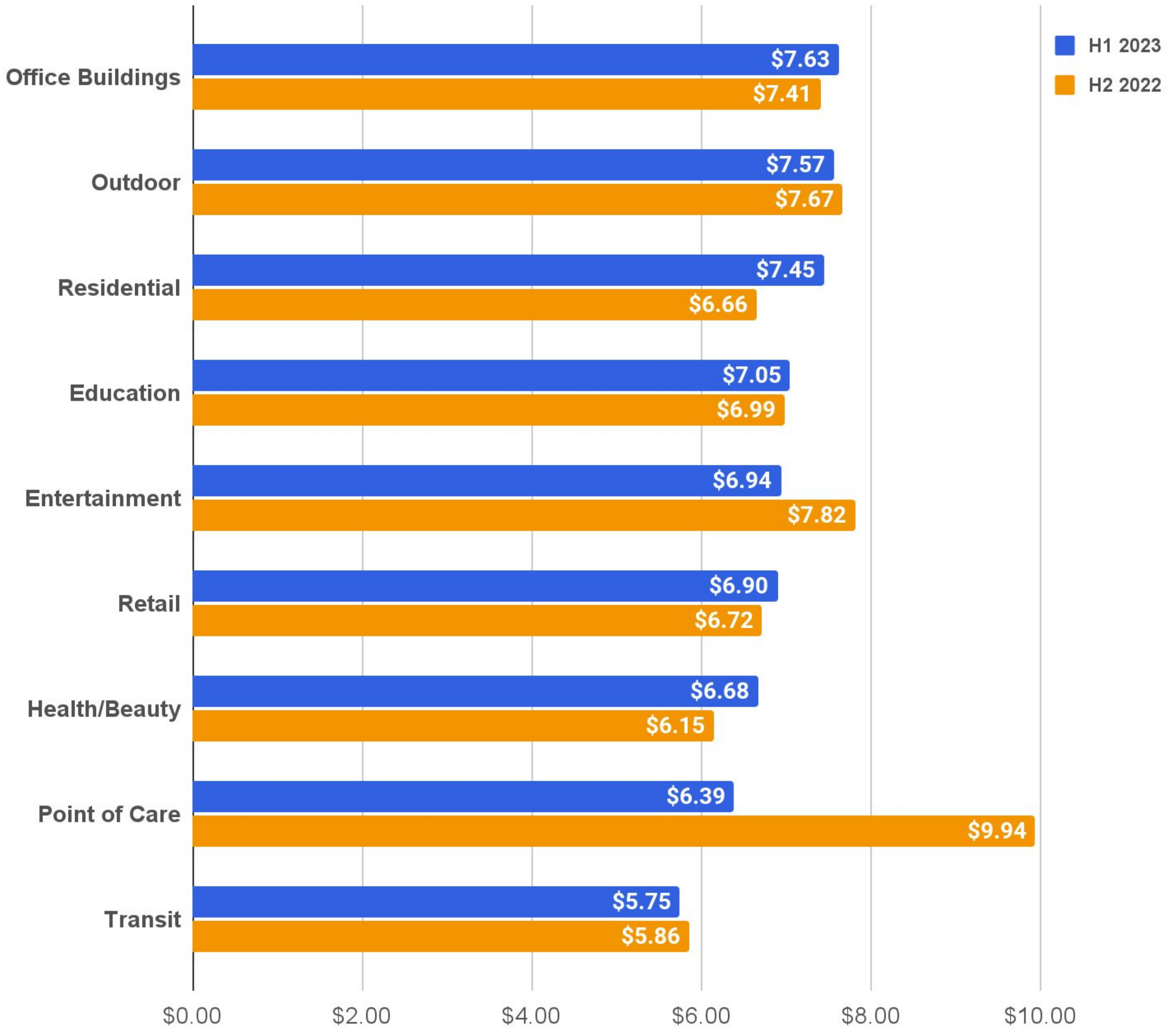
Vending Machine: An automated machine through which various goods may be purchased.

Billboards continued to represent the largest single asset category, increasingly slightly from H2 2022 to 41% of spend. Overall, the distribution of spend among asset categories remained relatively consistent between the two time periods.

From H2 2022 to H1 2023, overall programmatic screen count grew by 37%, driven by new screens in retail locations, entertainment venues, moving media, and office buildings.

Average CPMs by Venue Category

By OpenOOH Venue Categories



Overall, the **average CPM for H1 2023 was $7.17**, identical to the average in H2 2022.

With the exception of a large decline the average CPM at Point of Care locations, prices remained relatively stable across venue categories, with typical fluctuations of 10% or less.

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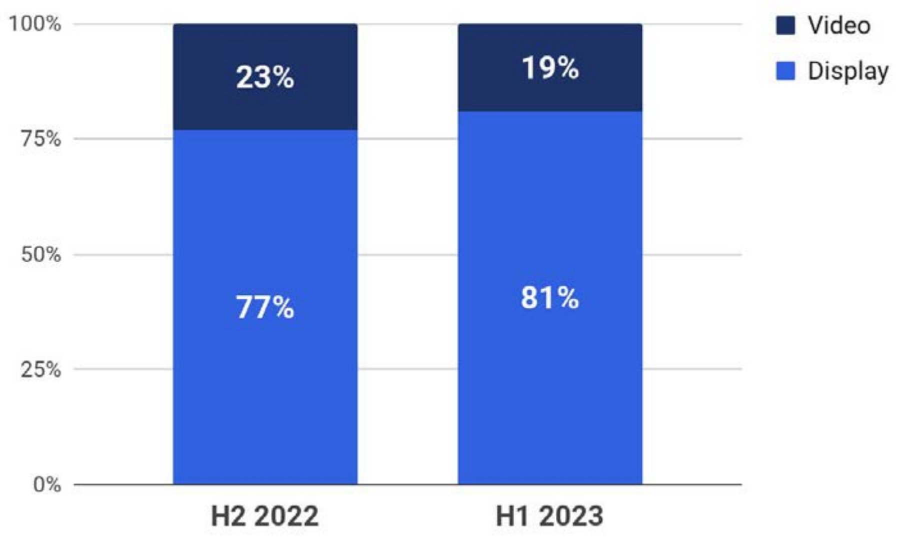
Creative Format and Transaction Type Trends

Display & Video Spending

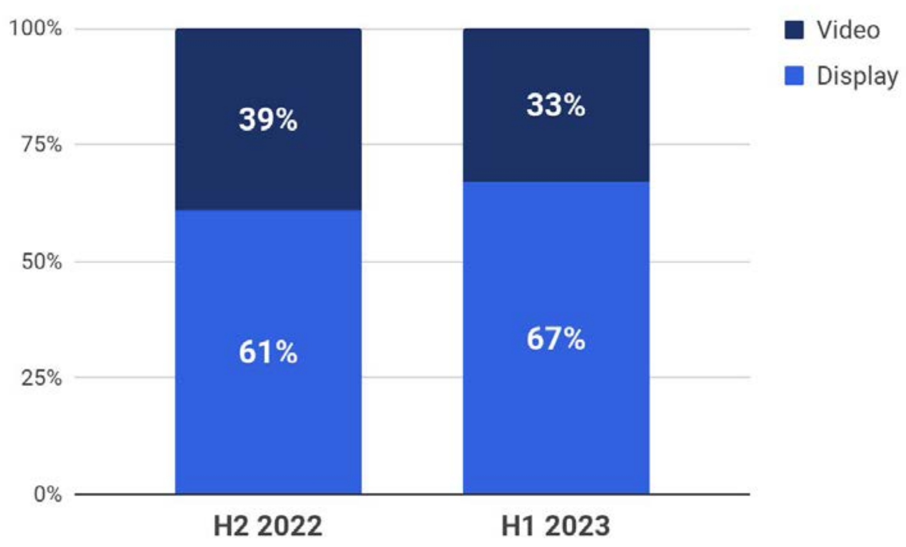
All Display & Video Spend



Programmatic Video OOH saw a slight decline in share, going from 23% of spend across all programmatic OOH screens in H2 2022 to 19% in H1 2023.

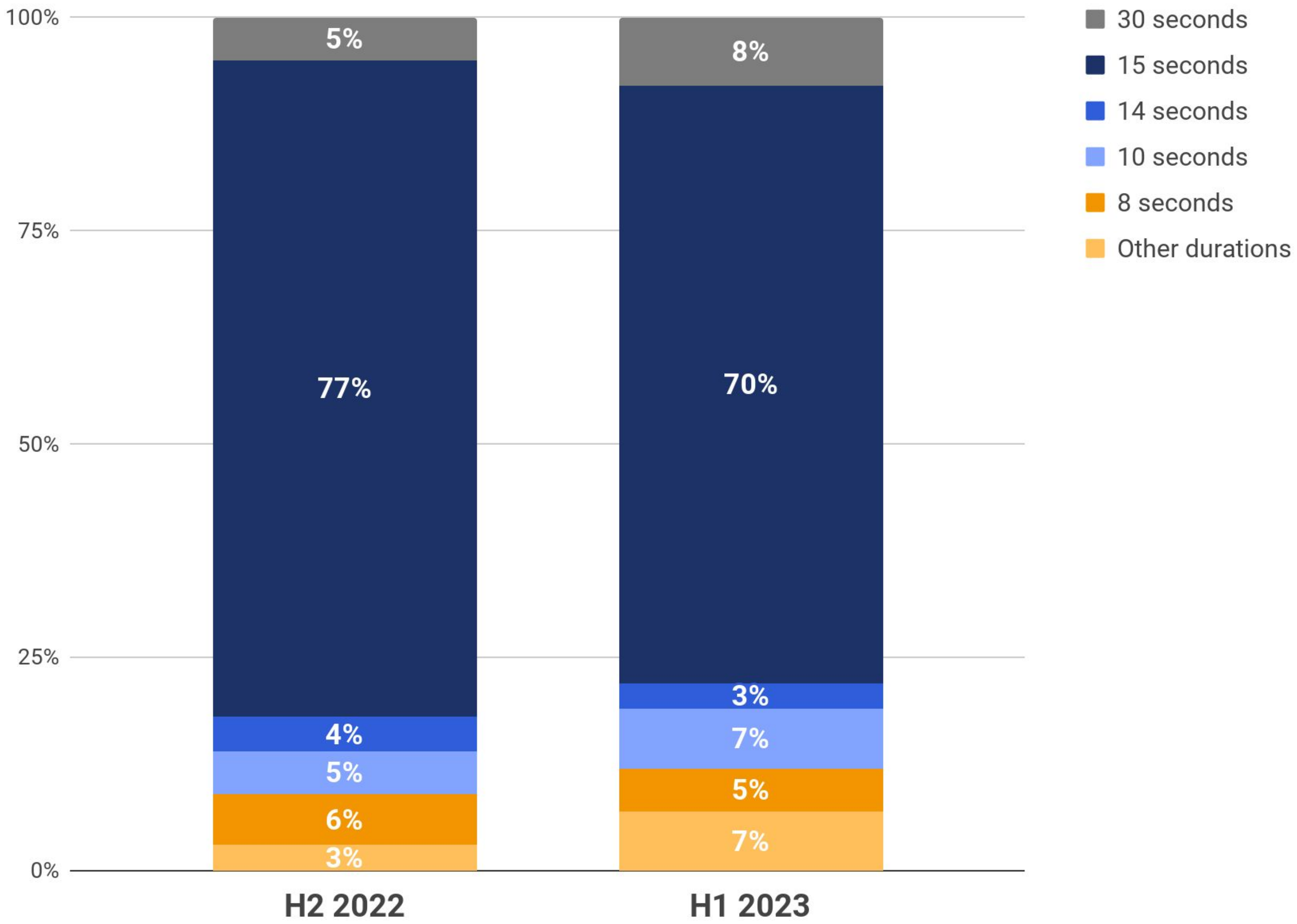
Display & Video Spend, ex-Billboards

(i.e., video-enabled screens only)



Filtering the analysis to include only OOH screens that are video-enabled, **Video accounted for a third of spend in H1 2023.**

Spend by Video Ad Duration



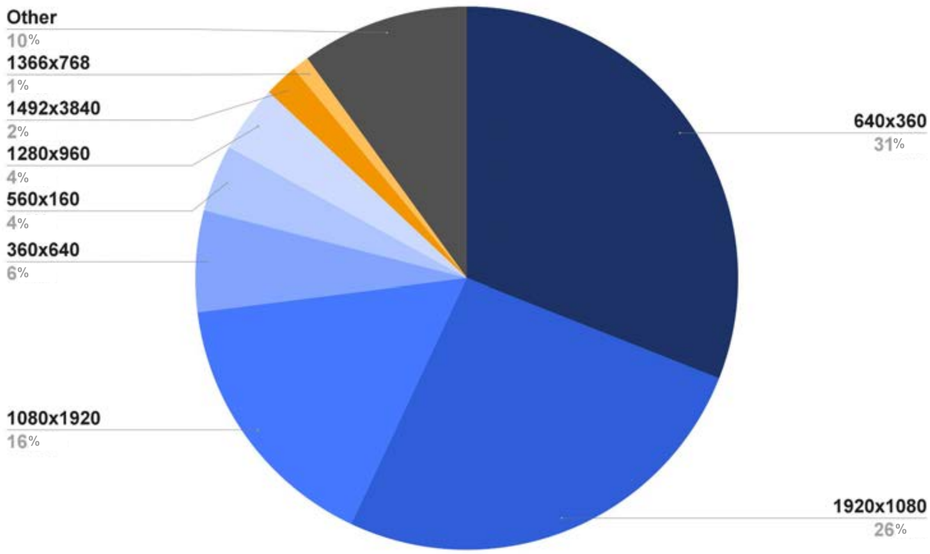
15 seconds continued to be the most common video ad duration, representing over two thirds of all video spend.

Comparing to H2 2022, other durations made up a larger portion of spend, growing from 23% of spend in H2 2022 to 30% in H1 2023.

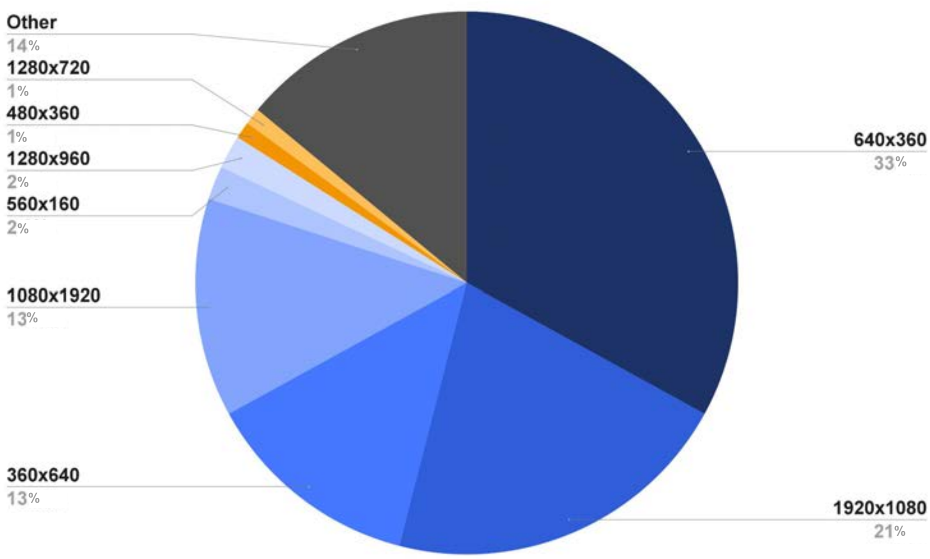
Spend by Video Size

Width x Height for video creatives

H1 2023



H2 2022



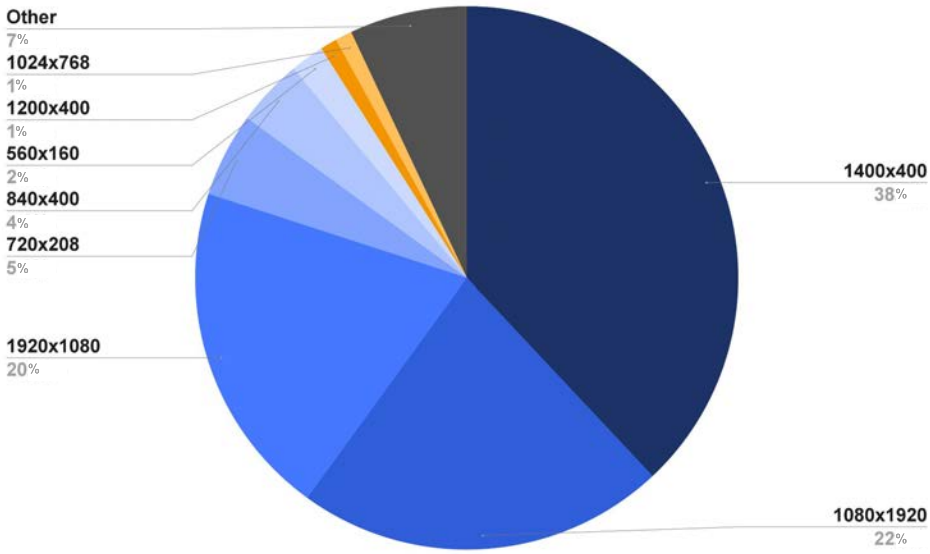
Among the top sizes for video creatives horizontal video formats in H1 2023 continued to make up the largest share of spend, with over 50% of spend attributed to the 640x360 and 1920x1080 sizes (similar to H2 2022).

Vertical video formats comprised over a quarter of spend in H1 2023, and are expected to represent a growing share as advertisers explore tie-ins between OOH and social media.

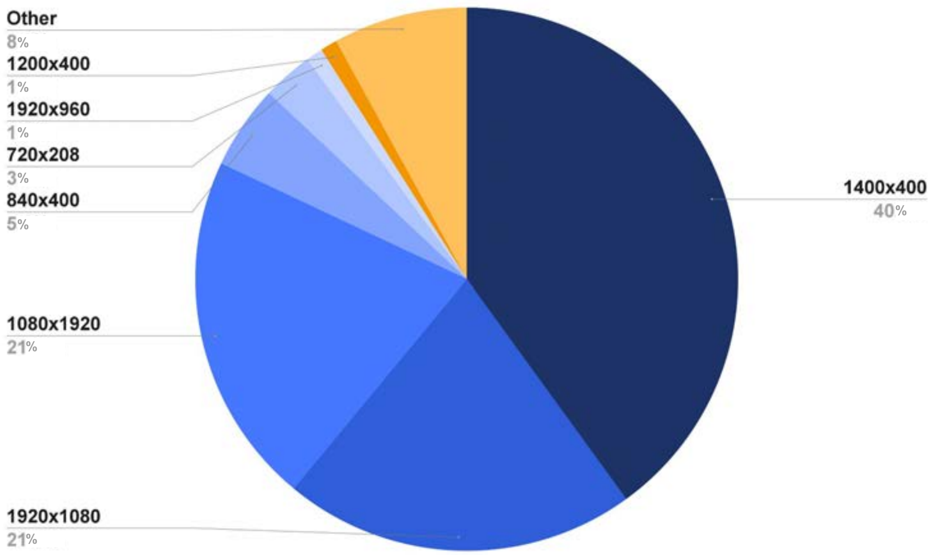
Spend by Display Size

Width x Height for display creatives

H1 2023



H2 2022

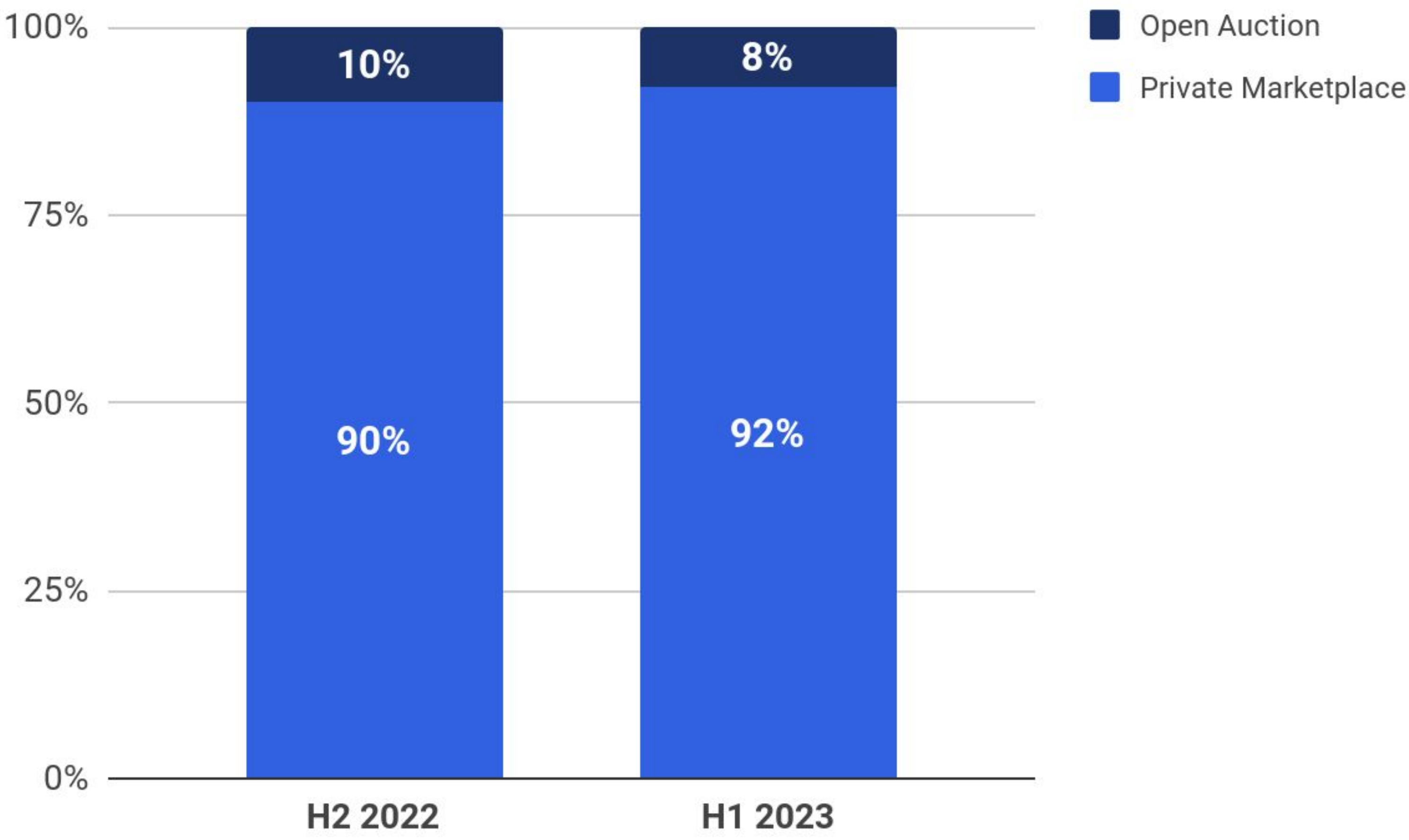


The top 3 sizes for static display creatives continued to account for 80% of programmatic OOH display spend, with a similar mix of spend by creative size in the two time periods.

The top display creative sizes in H1 2023 were:

- 1400x400
- 1080x1920
- 1920x1080
- 720x208
- 840x400
- 560x160
- 1200x400
- 1024x768

Spending by Transaction Type



Programmatic OOH buyers continue to overwhelmingly prefer transacting with private marketplace deals, which offer highly flexible campaign delivery, transparency around media pricing, and certainty around inventory quality - all factors that are growing in importance to buyers.

About Place Exchange

Place Exchange is the leading SSP for programmatic out-of-home media. Integrated with omnichannel DSPs and OOH DSPs, Place Exchange's patented technology uniquely offers agencies and advertisers the opportunity to fully unify buying and measurement of OOH media with other digital channels, leveraging the same workflow, creatives, reporting, and attribution as for online and mobile advertising. Place Exchange's unmatched premium supply ecosystem adheres to its Place Exchange Clear certification program that delivers buyers quality, consistency, transparency, and compliance. For OOH media partners, Place Exchange offers the opportunity to access untapped programmatic ad spend with full transparency and control.

For more information about Place Exchange, visit www.placeexchange.com.

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