



FUTURE OF DIGITAL OUT OF HOME SCREENS

ADDRESSABLE. ACCOUNTABLE. ATTRIBUTABLE.

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AGENDA

- DOOH LANDSCAPE
- 3A MAKING DOOH RIGHT
- PROOF POINT OF 3A

DOOH – DIGITAL OUT OF HOME

DOOH LANDSCAPE

DOOH MEDIA IS GROWING FASTER:

- Compared to other medium like TV, Print

TOTAL INVESTMENT IN DOOH DOUBLING TO \$34B BY 2025

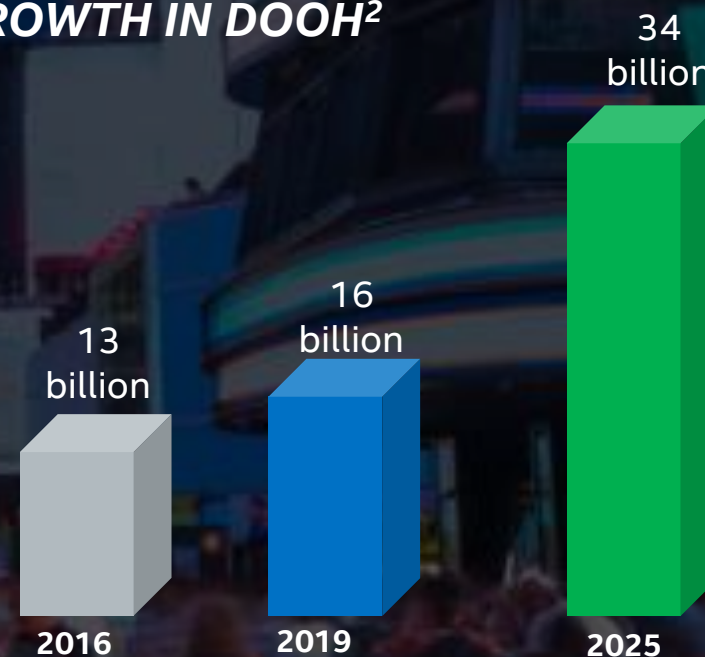
INCREMENTAL GROWTH WILL BE DRIVEN BY:

- Digitalization of screens
- Automation of the buying
- Better audience metrics and measurement capacities



US RESIDENTS (AGED 12 OR OLDER) REPORTED SEEING A DIGITAL VIDEO DISPLAY IN A PUBLIC VENUE IN THE LAST MONTH¹

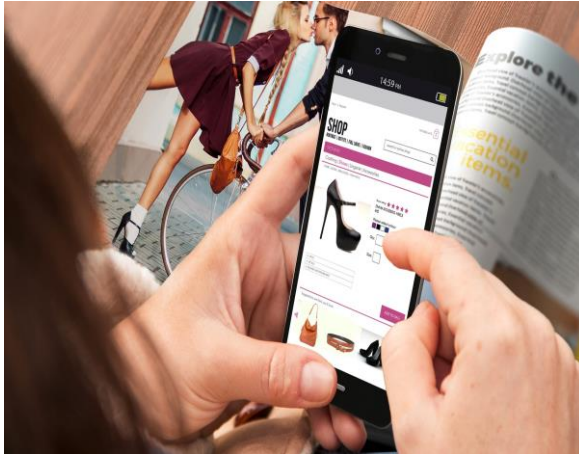
GROWTH IN DOOH²



3A READY DOOH SCREENS



ADDRESSABLE



Addressable enables programmatic activation of digital advertisement

ACCOUNTABLE



Accountable measuring the effectiveness of advertisement

ATTRIBUTABLE



Attributable measuring real business outcomes based on the advertisement

BUSINESS IMPACT

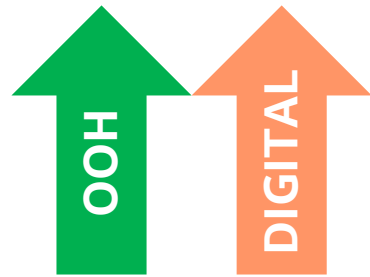
Target the right audience

Create the right Impressions

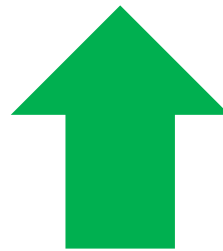
Brand Lift,
Sales Lift,
Increase footfall

FUTURE OF DOOH SCREENS

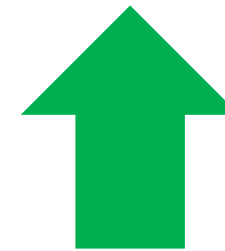
3A ENABLED SCREENS WILL DRIVE



**ACHIEVE PARITY
WITH DIGITAL
“ONLINE” MEDIA**



**INCREASE DIGITAL
AD SPEND**



**INCREASE
CPM VALUE**

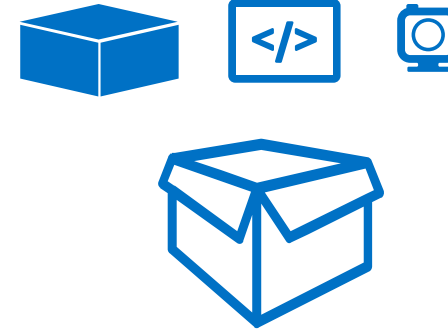
CPM – COST PER THOUSAND VIEWS

IMPLEMENTING 3A

Make 3A Implementation easy for Media Owners/ Network Operators

- Turnkey Kits to convert existing DOOH Infrastructure to 3A Ready
- Preconfigured / Build to Order
- Options to choose Software providers

3A READY KITS



VISION
SENSOR

SOFTWARE

PC/MEDIA
PLAYER

KIT PROVIDERS

SENECA
3A KIT

Seneca nowmicro

Seneca Broadsign

signagelive

NAVORI LABS



Mobilize

Quividi



DOOH ECOSYSTEM PLAYERS

ADDRESSABLE



ACCOUNTABLE



ATTRIBUTABLE



3A PROOF POINT

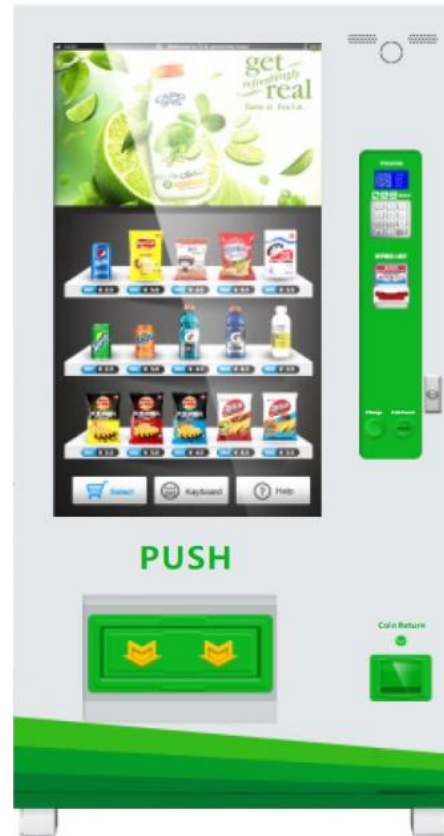


Nation's First All-Digital Airport Advertising Network – San Jose International Airport



Utilizing Intel technology, Clear Channel Airport developed the first all-digital airport advertising network. "CCA's network of 82 new digital screens represent the future of digital out-of-home media advertising, where the screens are addressable, accountable and attributable," said Jose Avalos, Intel VP IOT Group & GM Visual Retail

3A PROOF POINT



BAUNE VENDING

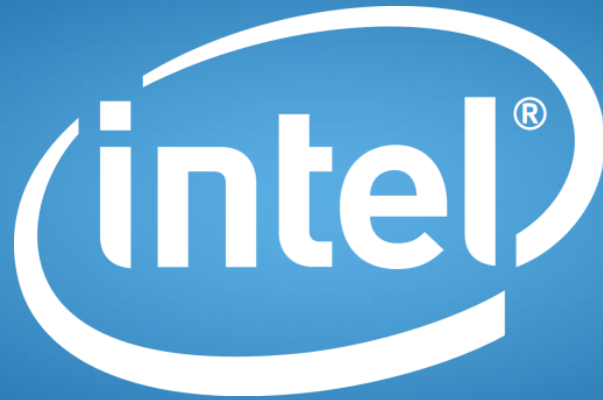
1st 3A Ready Vending Platform!

WRAP UP

DOOH MEDIA IS GROWING

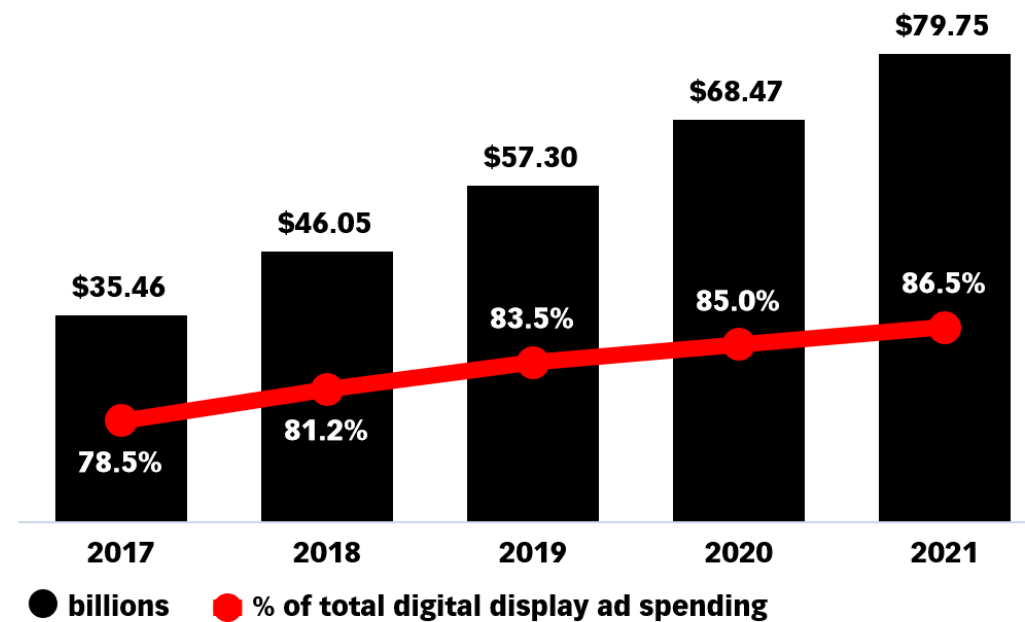
FUTURE DOOH SCREENS NEEDS TO BE 3A READY

CAN WE HELP YOU TO ENABLE 3A?



Programmatic Digital Display Ad Spending

US, 2017-2021



Source: eMarketer, October 2019

www.eMarketer.com

PQ Media: Global Ad & Marketing Revs Forecast To Jump 6% In 2020.

Source: http://www.insideradio.com/pq-media-global-ad-marketing-revs-forecast-to-jump-in/article_8e5483c2-fc71-11e9-9543-6b158ec0074c.html

Forecast: Global ad spend to push \$1.3T in 2020

Source: <http://www.bizreport.com/2019/11/forecast-global-ad-spend-to-push-13t-in-2020.html>

Look for a good-sized increase in advertising spending in the new year. That's the word from PQ Media's Global Advertising & Marketing Revenue Forecast, which predicts that the overall ad spend will increase nearly 5% to hit at least \$1.3 trillion, with revenues from ads hitting at least \$1.3 trillion by the end of 2019.

3A

Addressable // Accountable // Attributable

Influence brands and advertisers confidence to increase investment in digital out-of-home media through 3A!

Addressable enables programmatic activation of digital advertisement.

Accountable measuring the effectiveness of advertisement.

Attributable measuring real business outcomes based on the advertisement.

The digital-out-of-home (DOOH) market is a return to advertising's roots, quietly shifting the industry by way of reimagining the classic advertising experience. Nearly \$4.5 billion is expected to be spent on DOOH advertising in the U.S. by 2019, an increase of approximately \$1.2 billion from 2016. Zenith forecasts that DOOH will grow faster globally than all other buying methods, and PricewaterhouseCoopers predicts that DOOH advertising revenues will overtake traditional media spend in 2020, growing at a rate of 15% a year for the next four years.

Source: <https://adage.com/article/agency-viewpoint/digital-home-a-invention-advertising-s-origins/308906>