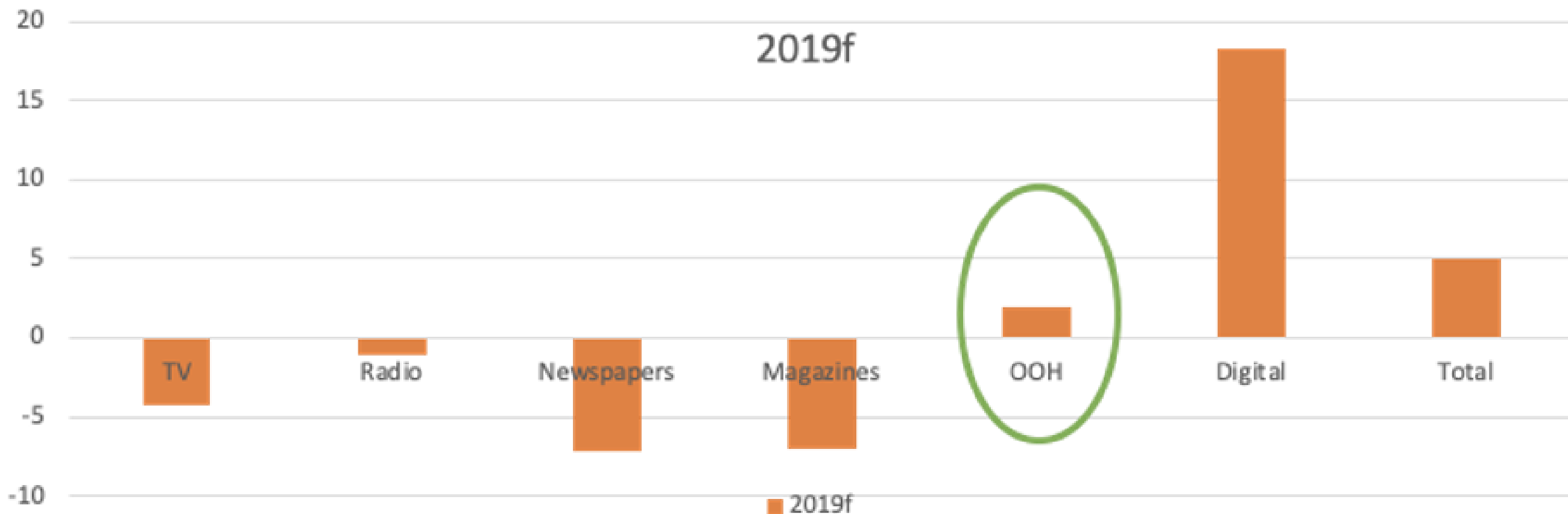




Global DOOH +14.8% in 2018 to \$15.3 Billion; Highest Growth Rate Since 2011

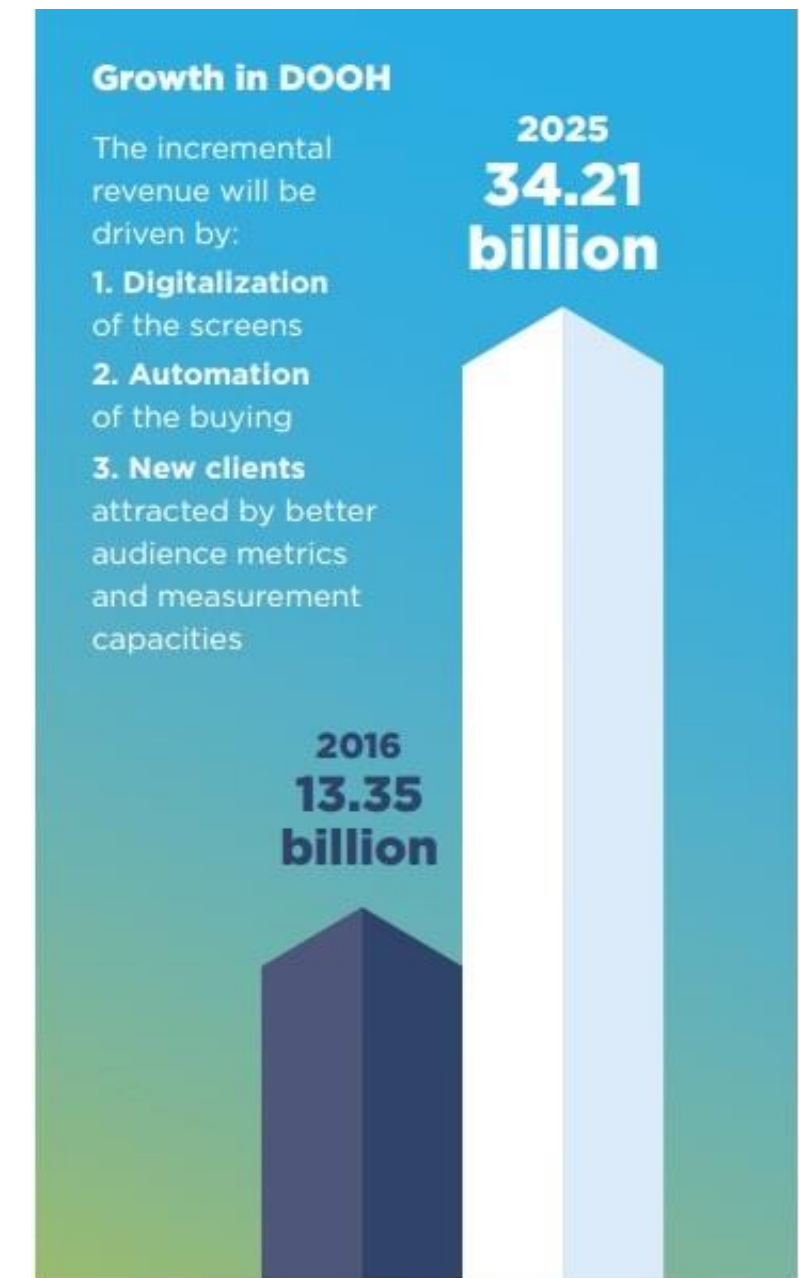
2019 Revenue Forecast



Source: MoffettNathanson

WPP Just Served US An Amazing Report!

- Global President of Xaxis gave DPAA a map/path for growing ad\$
- Xaxis just published The Rising Value of Programmatic DOOH:
 - Enhanced capabilities, Omnichannel amplifications, engagement, and targeting
 - Programmatic improvements – sharper measurement, AI
 - Challenges to DOOH – fragmentation
 - Offered a path towards a solution
 - Conclusion: Programmatic DOOH drives outcomes



The background is a dark blue field featuring a complex network of thin, light blue lines connecting various circular icons. These icons represent a wide range of concepts including technology (laptop, smartphone, server, cloud), industry (factory, gear, robot arm), nature (leaf, water drop, sun), and general business (handshake, target, bar chart).

REMARKABLE PROGRESS

HELPING BRANDS CONNECT WITH CONSUMERS

An aerial view of a city skyline, likely New York City, with numerous skyscrapers and buildings. The image is overlaid with a semi-transparent blue filter. The text is positioned in the upper half of the image.

FUTURE OF SCREEN IS PREDICATED ON INDUSTRY ABILITY TO MAKE **DIGITAL SIGNAGE** BECOME **ADDRESSABLE, ACCOUNTABLE,** **ATTRIBUTABLE**

Our Objectives:

- Enable every screen to become 3A compliant
- Achieve parity with digital media
- Raise ad value
- Become a core media

Mobile & viewability data are
changing all the rules of
DOOH...

Mobile data for DOOH activation

Mobile data for DOOH attribution

Location Companies Working on DOOH Audience Planning and Activation



GroundTruth®



Computer Vision Partners for DOOH attribution



V S B L T YTM

Quividi

Companies that are Attributing Online Conversions to DOOH Exposure

bombora



SAFE GRAPH

**It's Now About Solving 3A
@ Scale**

An aerial photograph of the New York City skyline, featuring numerous skyscrapers and buildings. The image is overlaid with a semi-transparent blue filter. The text "THANK YOU!" is prominently displayed in the upper center in a bold, white, sans-serif font.

THANK YOU!