



#DataDrivenDOOH

10 listopada 2022

KONIEC ANALOGOWEGO OUTDOORU?

Nowe dane

Partner
merytoryczny:

mediacom

Partner
medialny:

iab.^{polssc}

Patronat
honorowy:

NowyMarketing

ams

DATA
DRIVEN
DIGITAL **OOH**



Radek Gołqb

Szef Grupy Roboczej Digital
Out-Of-Home w IAB Polska



Co nas czeka w
najbliższej
przyszłości?



Co z tymi danymi?



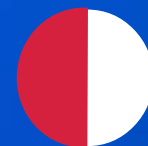
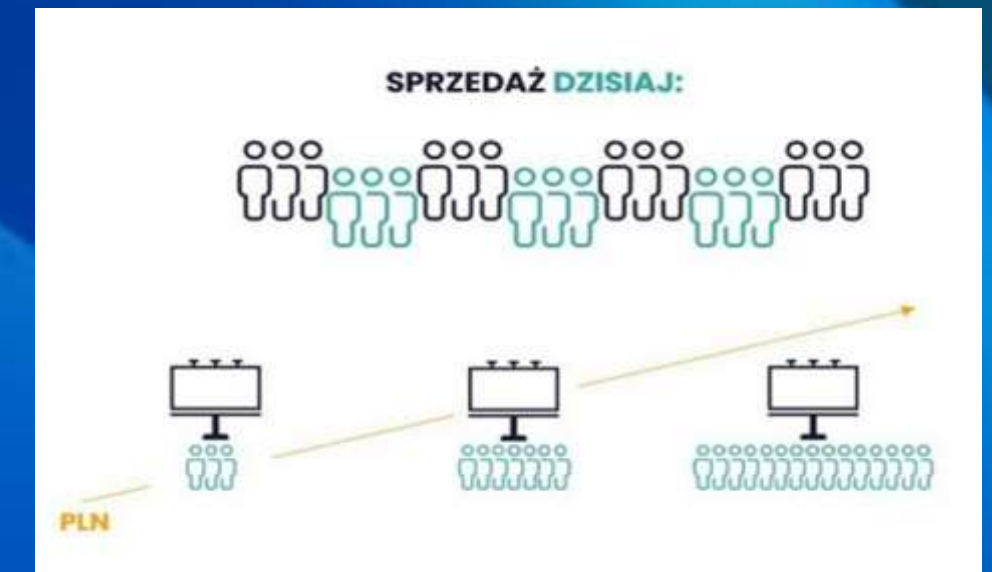
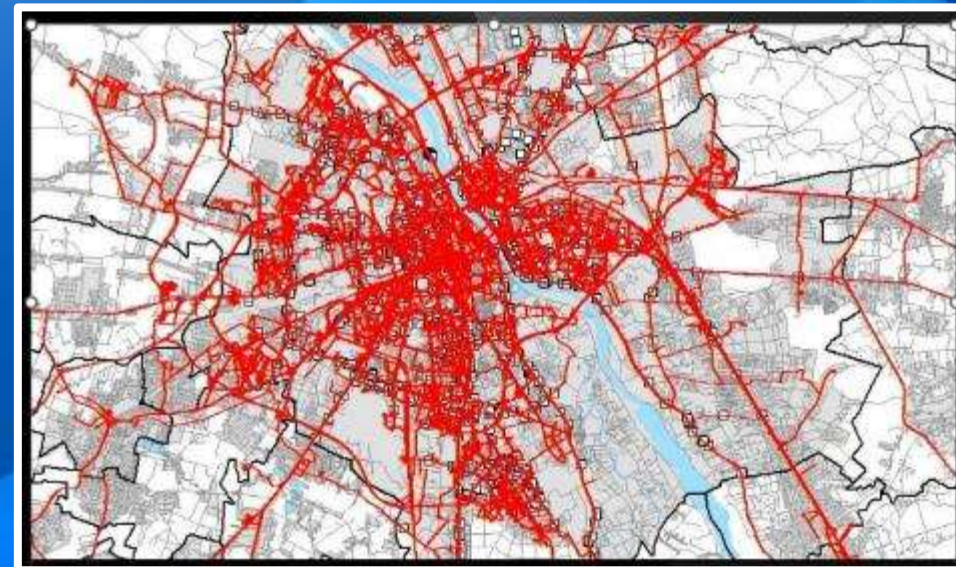
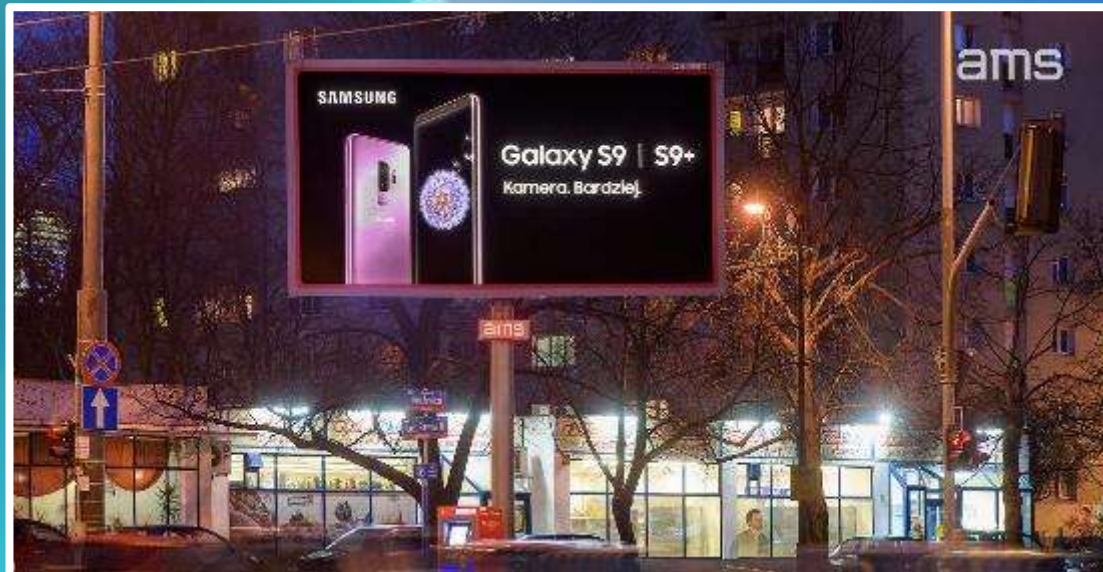
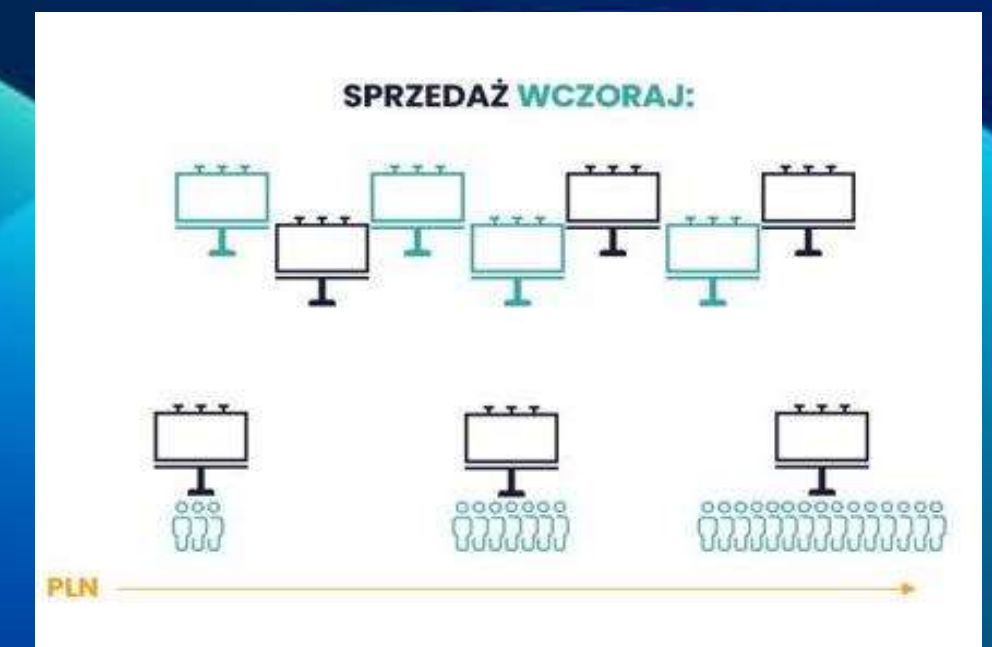
Co z tymi danymi?



160 lat: czas i lokalizacja

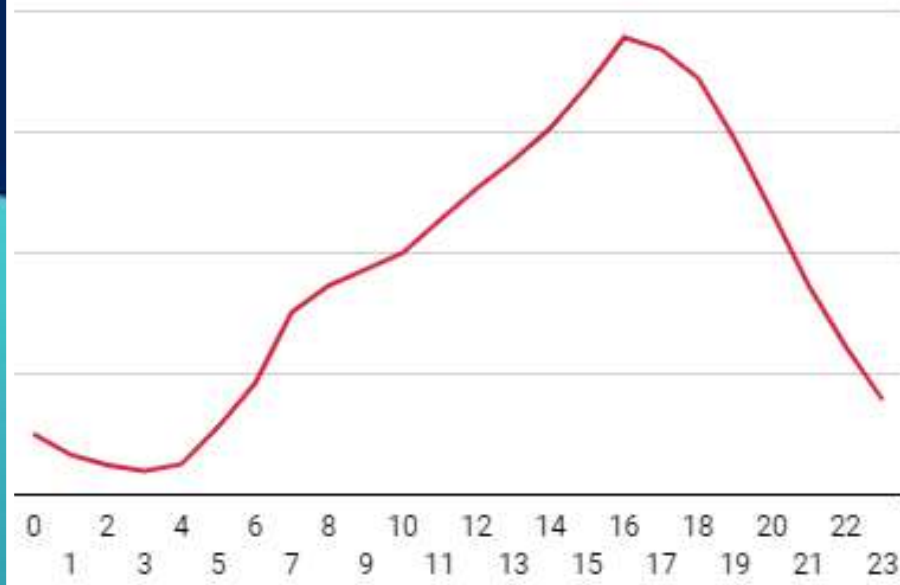


Co z tymi danymi?

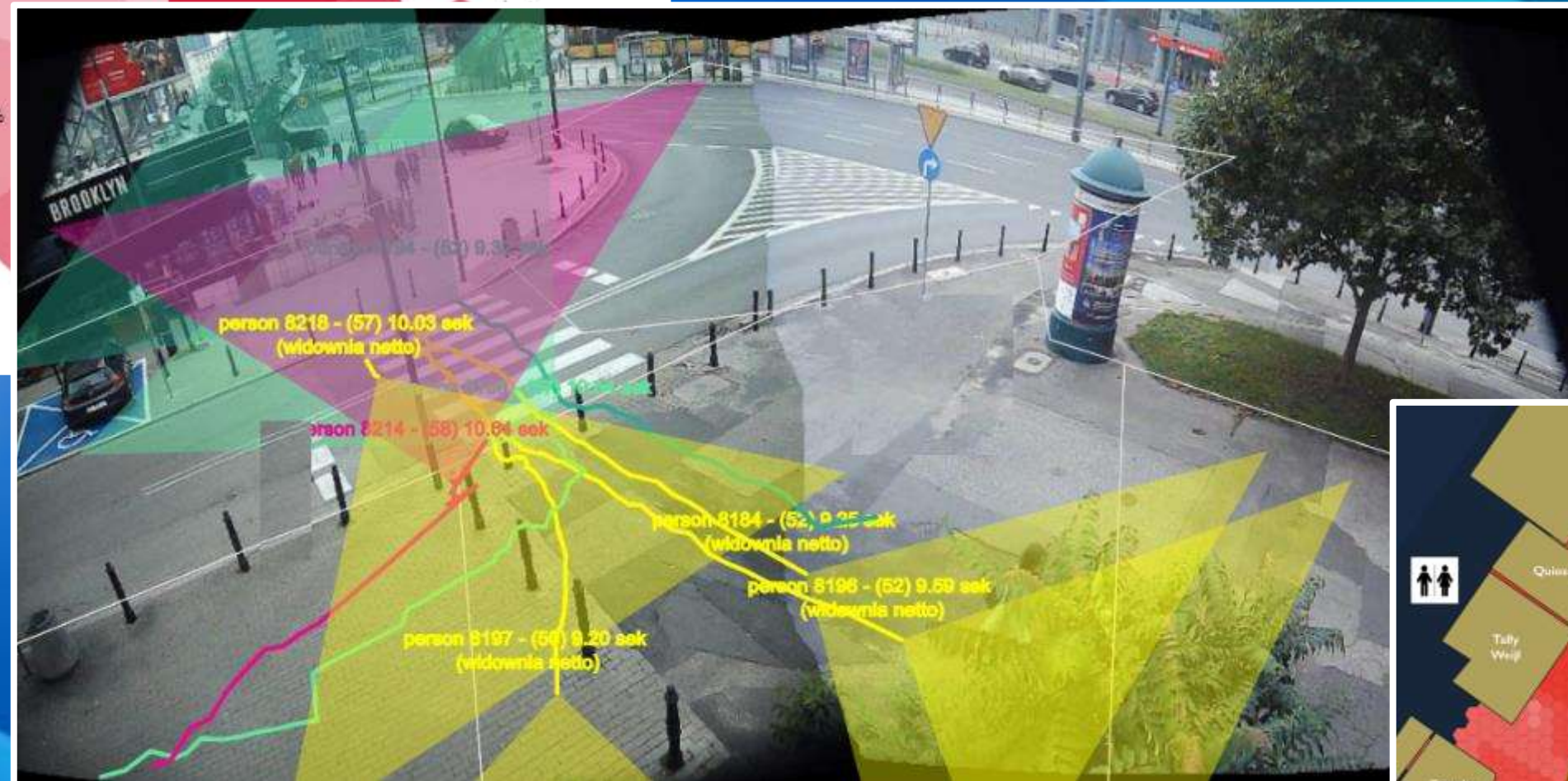
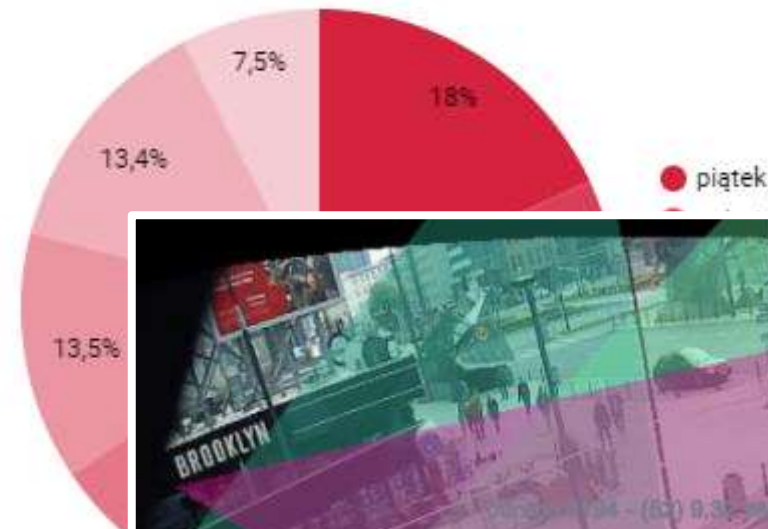


Dane w Digital Out of Home

Wizyty z podziałem na godziny



Wizyty z podziałem na dni tygodnia

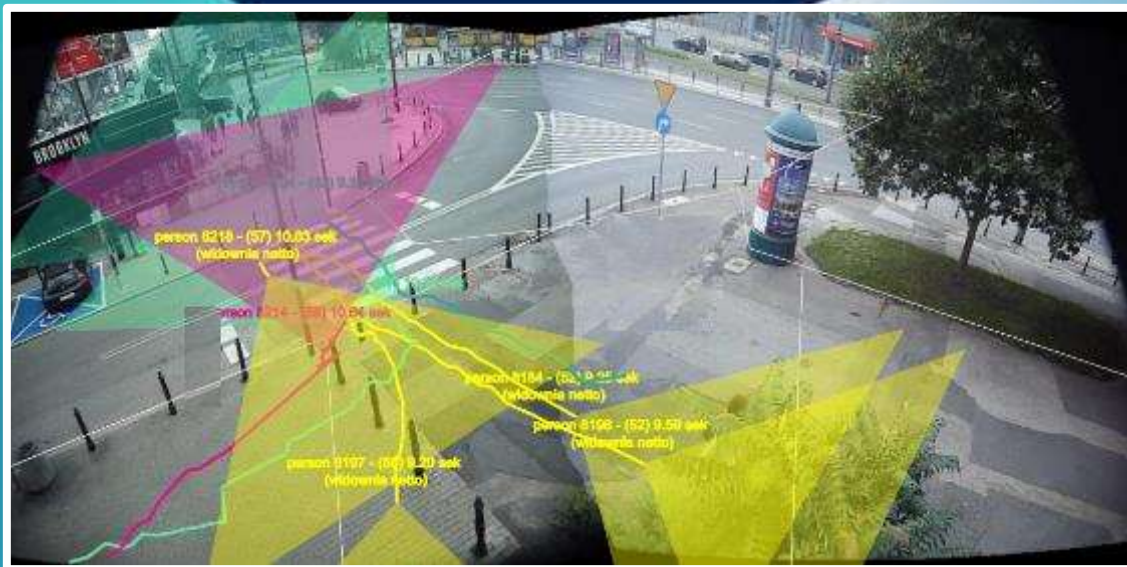
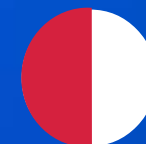


Digital w Digital Out of Home

Nowe waluty na rynku

CPM DOOH
Rozliczenie za liczbę
emisji

Rozliczenie za widownię



Digital Out of Home

**Nowe waluty
na rynku**

CPM DOOH
**Rozliczenie za liczbę
emisji**

Rozliczenie za widownię



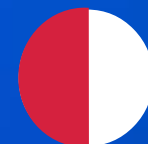
**Nowe modele
zakupów
Programmatic**

Automated guaranteed

Private deal

Private auction

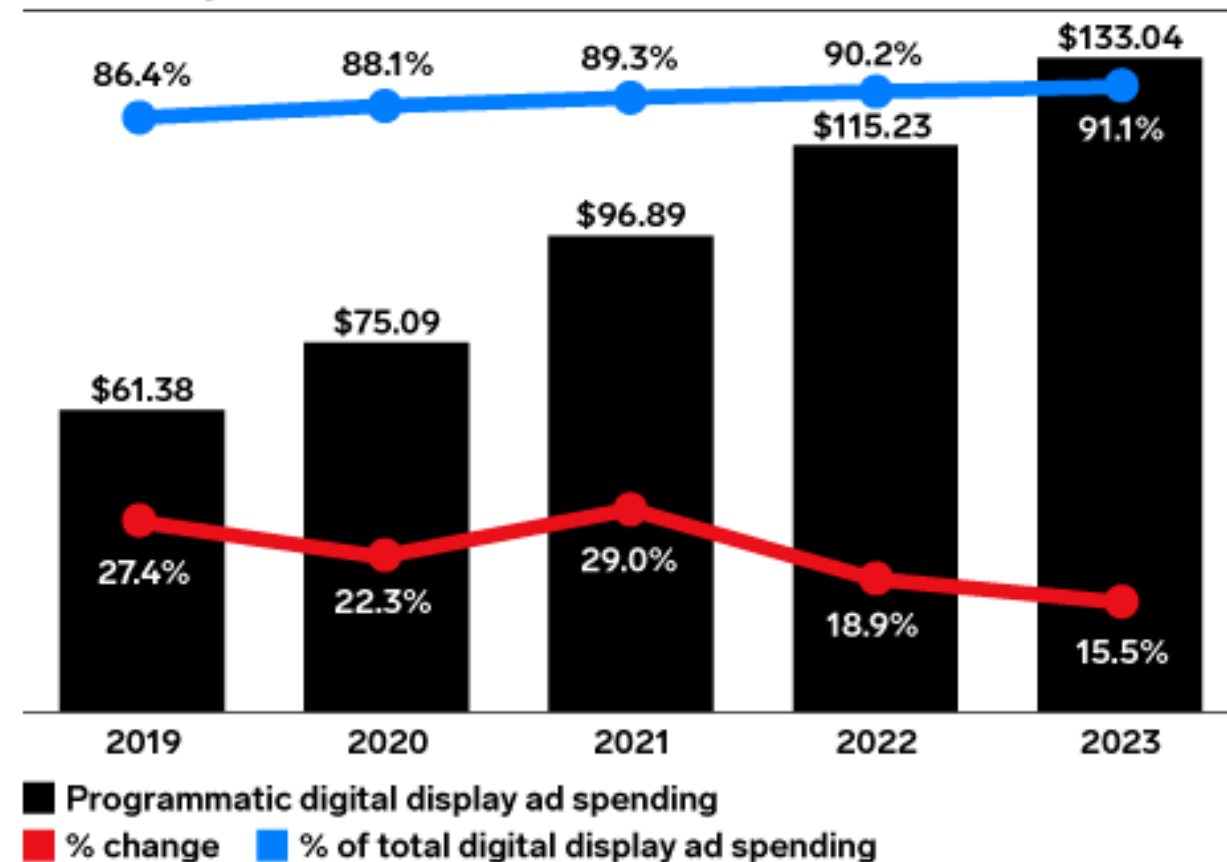
Open auction



Programmatic

US Programmatic Digital Display Ad Spending, 2019-2023

billions, % change, and % of digital display ad spending



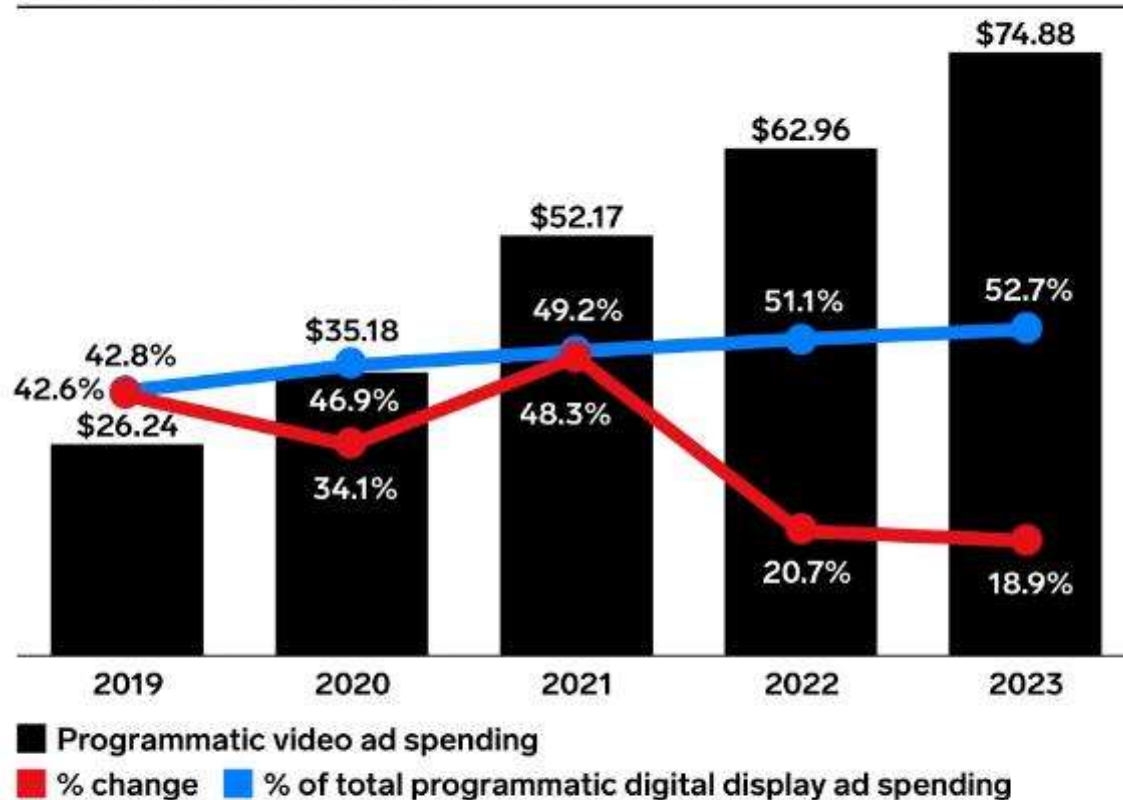
Note: digital display ads transacted or fulfilled via automation, including everything from publisher-erected APIs to more standardized RTB technology; includes native ads and ads on social networks like Facebook and Twitter; includes advertising that appears on desktop/laptop computers, mobile phones, tablets, and other internet-connected devices
Source: eMarketer, May 1, 2021

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eMarketer | InsiderIntelligence.com

US Programmatic Video Ad Spending, 2019-2023

billions, % change, and % of total programmatic digital display ad spending



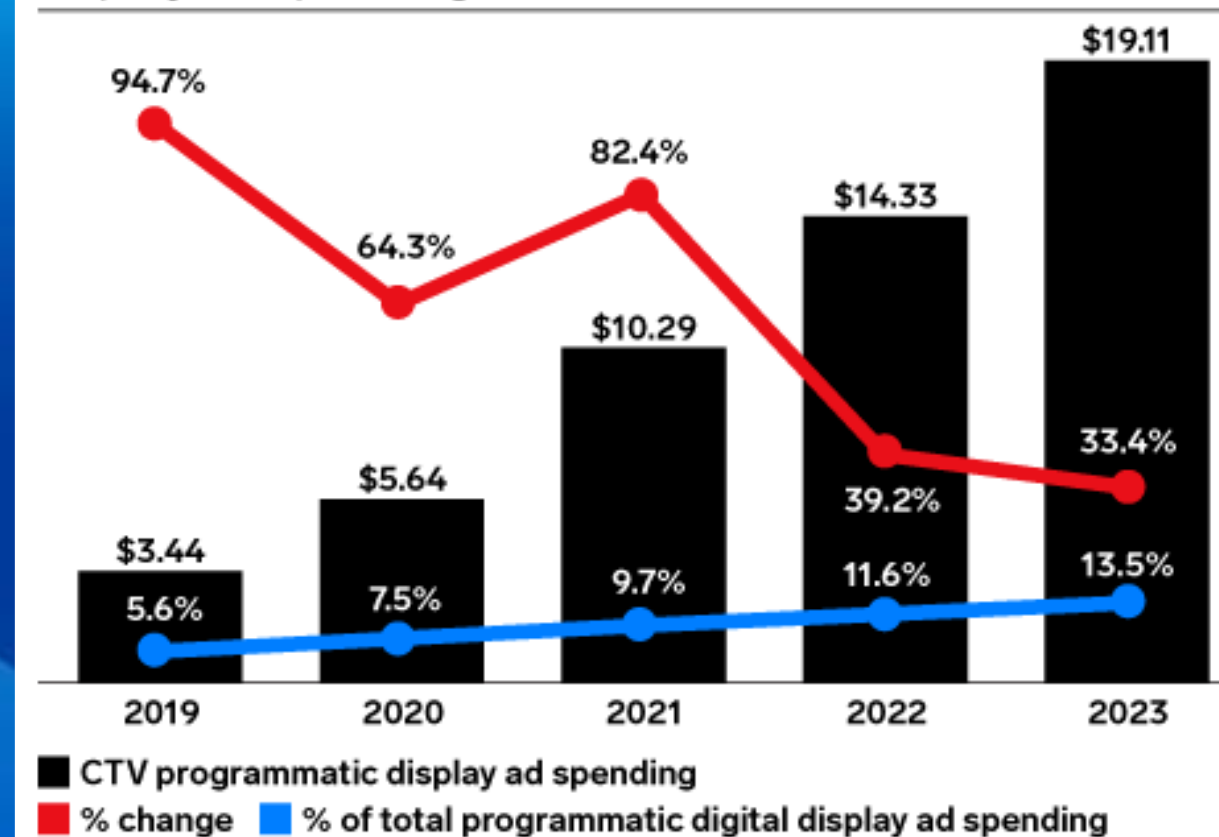
Note: digital display ads transacted or fulfilled via automation, including everything from publisher-erected APIs to more standardized RTB technology; includes in-stream video such as those appearing before, during, or after digital video content in a video player (pre-roll, mid-roll, post-roll video ads) and video overlays; includes social network in-stream video advertising in platforms such as Facebook Watch and Snapchat Shows; includes outstream video ads such as native, in-feed (including video ads in Facebook's News Feed and Twitter's Promoted Tweets), in-article, in-banner, and interstitial video ads; appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices for all formats mentioned
Source: eMarketer, Nov 2021

271235

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US Connected TV (CTV) Programmatic Display Ad Spending, 2019-2023

billions, % change, and % of total programmatic digital display ad spending



Note: digital display ads transacted or fulfilled via automation, including everything from publisher-erected APIs to more standardized RTB technology; includes native ads and ads on social networks like Facebook and Twitter; includes advertising that appears on CTV devices; excludes network-sold inventory from traditional linear TV and addressable TV advertising
Source: eMarketer, Nov 2021

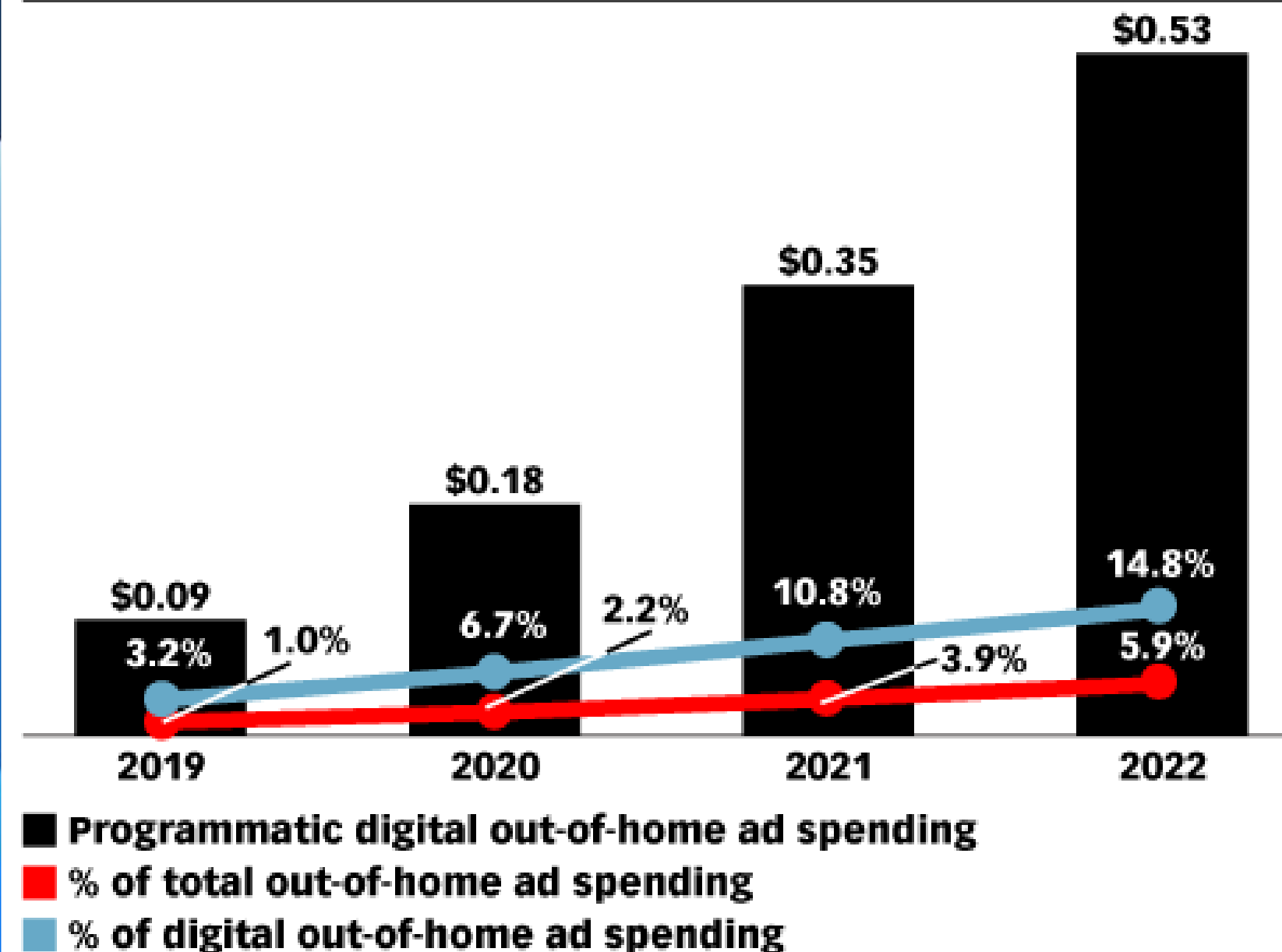
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Programmatic w Digital Out of Home

US Programmatic Digital Out-of-Home Ad Spending, 2019-2022

billions, % of total out-of-home ad spending and % of digital out-of-home ad spending



Note: digital out-of-home ads transacted and fulfilled via automation

Source: eMarketer, June 2020

Digital

To już się dzieje w Polsce

Automated guaranteed

Private deal

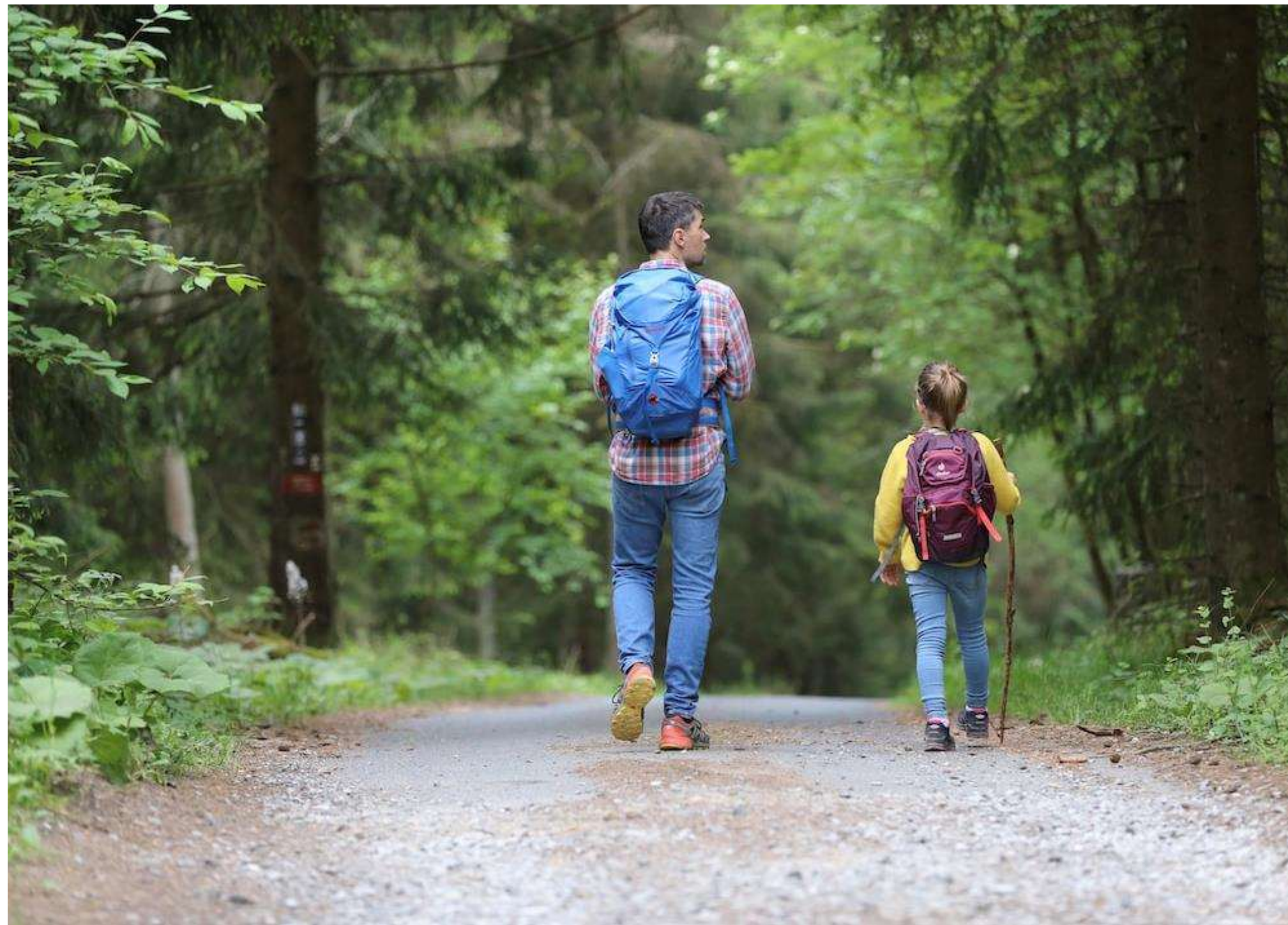


Programmatic OOH w AMS
Pierwsza kampania Digital OOH zrealizowana
w modelu programatycznym

OUT



**Rewolucja
czy
ewolucja?**



Ewolucja ale na... sterydach