



STATE OF THE NATION

THE FUTURE OF DIGITAL OUT OF HOME 2020

EXECUTIVE SUMMARY

VIOOH partnered with MTM to survey 600 senior agency and advertising executives across the UK, US and Germany on their perceptions of programmatic out of home, how it compares to other media, and their wider planning and buying decisions.

Amongst those who were planning to buy or place advertising on digital OOH inventory, programmatic has received a positive response with many considering it one of the most innovative areas of advertising. Most executives expect to increase their investment in programmatic OOH and the proportion of omni-channel campaigns it features in.

Despite the macro-economic uncertainty caused by COVID-19, respondents were optimistic about the opportunities that programmatic OOH offers. Whilst most executives expect COVID-19 to impact overall ad spend, over a third (35%) expect to more than double their spend on programmatic OOH in the next 18 months, acknowledging that programmatic advertising is more important to their business' marketing success at a time of crisis.

Perceptions of consistent and robust measurement and reliable targeting methods need to be addressed to help programmatic OOH reach its full potential across the wider digital ecosystem. VIOOH is working to address these issues and - given the findings in this report - is excited about what the 2020s will offer in the programmatic OOH space.

VIOOH



FOREWORD

We asked a leading expert in digital OOH to deliver a foreword to our report, stating in their own words, their perception on the state of the nation of programmatic OOH in the UK market.



Digital out-of-home advertising is presenting new opportunities to reach and influence consumers, adding new targeting, reach, engagement, and amplification to marketing campaigns. Programmatic OOH placements can reap even more benefits for advertisers when run with coordinated digital campaigns. Knowing a screen's geographic coordinates, audience composition and previous device exposure allows marketers to tailor messages to real-world circumstances and use increasing evidence-based approaches. Messaging can flexibly conform to audience composition in specific locales at specific times.

An emphasis on business outcomes and omni-channel strategy can help marketers overcome the challenges of fragmentation. Omni-channel techniques which include the strategic coordination of new technologies and messaging opportunities across each component of a campaign can build progress toward a stronger holistic outcome. Programmatic OOH serves a crucial — but not singular or separate — role in this approach.

At Xaxis we're extremely excited to realise the potential of programmatic OOH for our clients, with outdoor campaigns that are more: integrated, flexible, measurable, accountable, and creative. As we innovate in this space, we always think brand, customer, and outcome first.

We strive to make the outdoor channel more accessible and attractive to digital opportunities by:

- + Integrating different supply access points media for maximum digital scale
- + Using data intelligently to identify the most effective times and frames to reach audiences which can be translated to and from other programmatic channels
- + Unified measurements with the singular metrics can be made to compare with other digital activities



Contributor
Akama Davies - Xaxis
Director, Global Solutions and Innovation

INTRODUCTION

THE BUZZ OF PROGRAMMATIC OOH

Programmatic is digital advertising's buzzword of the last decade. The technology automates transactions of ad inventory, enabling precise targeting and scaling of specific segmented audiences cost-effectively.

Programmatic is the driving force behind the growing demand for customer and contextual data, enabling media owners to provide more accurate targeting and increase the value of their inventory.

This technological transformation is now gaining traction in out of home (OOH) advertising. Advertisers, agencies, demand-side platforms (DSPs) and media owners are embracing the digitisation and programmatic capabilities of OOH; with more control and flexibility offered to budget holders, greater opportunities to complement multi-channel campaigns, and the ability to target desirable audiences at key moments.

However, despite the many benefits to programmatic OOH, barriers to widespread adoption, in some areas, remain. There is still a lack of consensus on how it should be measured, with issues around accurate data raising questions about transparency. However, at VIOOH we are committed to improving the approach the industry takes when it comes to transparency, standards and measurement to increase the value of programmatic OOH.

This white paper, based on an extensive survey of media executives, discusses some of the big questions for programmatic advertising in the 2020s: What does the future of programmatic OOH hold? How will the COVID-19 pandemic impact the industry? How comfortable – and knowledgeable – are media executives on programmatic OOH and its benefits? How will ad spend change for this channel? How can programmatic demonstrate that it is reliable and transparent as we head into the next decade? Should brands adopt programmatic OOH just for brand marketing or for performance-led campaigns also?

VIOOH partnered with MTM to survey 600 media executives from media agencies and advertisers across the UK, US, and Germany in August 2020, to understand the industry's perceptions of programmatic OOH compared to other media channels and how it contributes to omni-channel strategies. [This multi-market approach, with input from senior executives across the industry, provides an unparalleled perspective from three major advertising markets to understand the State of the Nation of programmatic OOH.](#)



HOW IT WORKS:

A PRIMER ON PROGRAMMATIC OOH AD BUYING

Programmatic refers to the automated transaction of advertising inventory.

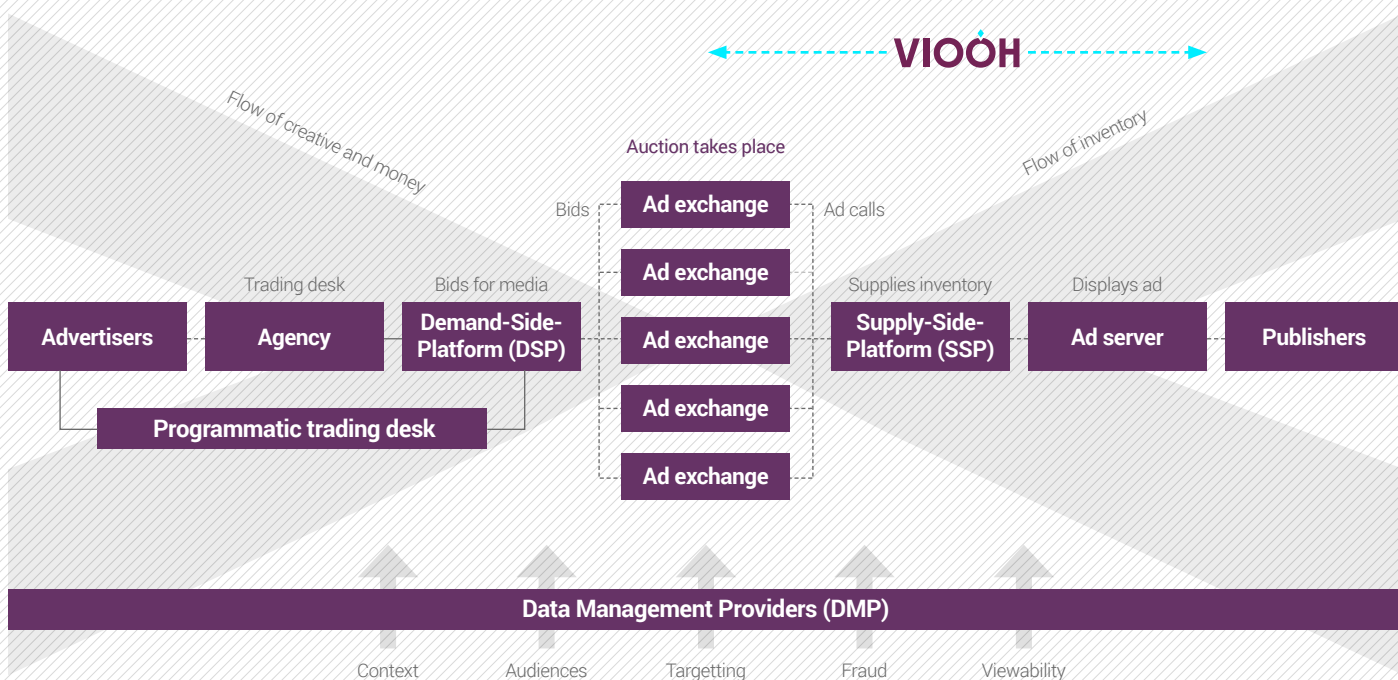
Previously traded and allocated manually by executives; the trading process is now possible via a complex combination of digital technologies supported by a constant supply of data.

At one end of the programmatic supply chain is the buyer – an advertiser either working with an agency or independently. The buyer develops an advertising campaign with its associated creative and a set of targets which often include reach across certain demographics, volume of impressions, and other KPIs such as traffic and conversions.

At the other end of the supply chain is the media owner, or publisher. The media owner supplies inventory that meets the buyer's predetermined criteria. Data management providers (DMPs) use a variety of contextual and audience data to independently verify that the publisher meets the buyer's targets.

Supply of creative from the client is paired with inventory from the media owner, often in an auction (also known as an exchange), where the properties of the inventory are matched to the client's criteria. This auction can be private, with a predetermined set of buyers, or it can be public. Once a price is agreed, either in advance or with real-time bidding (RTB), the ad is placed by an ad server. The buy-side employs a demand-side platform (DSP) to deliver against the buyer's targets as cost effectively as possible, with a supply-side platform (SSP) working to optimise price (and therefore revenue) for publishers.

+ Exhibit 1: Programmatic primer



PRECISION MEETS SCALE:

CHANNEL TARGETING, TRACKING

AND CROSS-DEVICE AUDIENCE TARGETING

This automation of advertising has spearheaded a rise in digital advertising revenues. Digital giants (especially Facebook and Google) earn billions of dollars annually by leveraging the data provided by their platforms, using programmatic advertising solutions that combine precision and scale.

Small advertisers can produce creative inexpensively and target a specific local audience, without relying on national channels. Large advertisers no longer need to adopt a one-size-fits-all approach and can scale specific audiences – e.g. 16-24-year olds who enjoy running – globally.

When applied to out of home advertising, the paradigm slightly shifts but the mechanisms are the same. The main drivers of spend for programmatic OOH, according to the media executives we surveyed are flexibility, price, and accurate targeting.

+ **Exhibit 2:** Most important factors in determining investment in programmatic OOH



TRIGGER-BASED BUYING

Buying impressions for events, news, promotions, moments in time, locations, audiences as they move, weather and environmental conditions



CAPABILITIES

Programmatic general capabilities, including precise audience targeting and scale



VALUE

Providing value for money or effective returns on investment



FLEXIBILITY

Being able to adjust budgets and buying parameters, no pre-determined commitment

THE STATE OF PLAY

ADOPTION OF DIGITAL OOH AND PROGRAMMATIC OOH IN THE UK

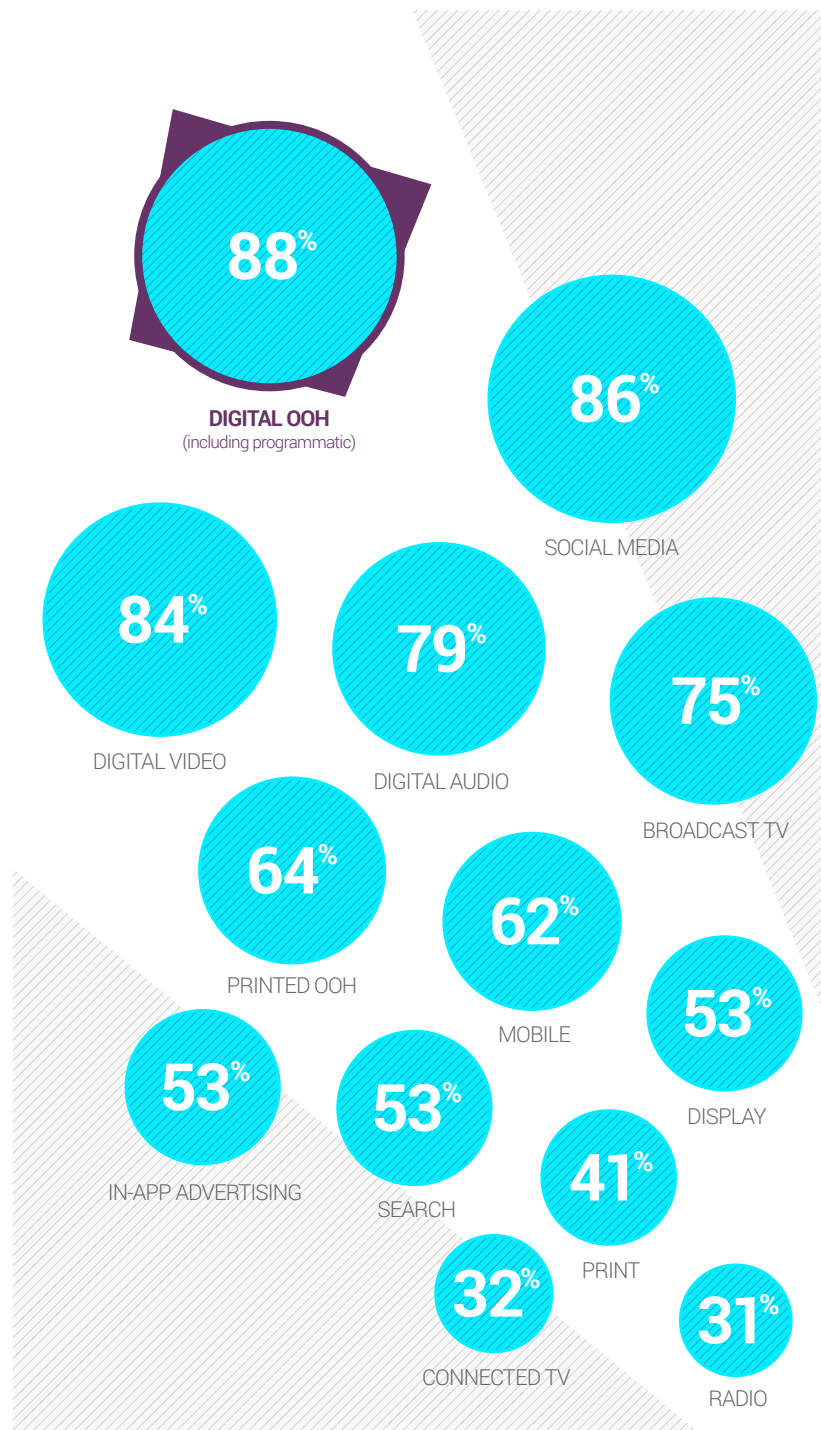
Programmatic OOH is a form of digital OOH that refers to the method of trading out of home inventory, rather than the broader media channel definition undertaken.

When we asked UK executives about where they plan to allocate spend in the future, digital OOH emerged as the most popular media channel (see exhibit 3) that they were open to investing in.

When you look at the results from executives across all three markets, **87%** are open to invest in digital OOH (including programmatic) in the future, showing the UK market sits slightly above the global average.

Enthusiasm for digital OOH appears to be driven, at least in part, by enthusiasm for programmatic OOH. Already, programmatic OOH is widely adopted amongst executives who have previously bought or planned digital OOH inventory. When looking at the combined results of all media executives surveyed across the three markets, three quarters reported having bought, planned, or placed OOH programmatically in the last year; only programmatic advertising on social media was more widely adopted.

+ **Exhibit 3:** Media channels UK executives are open to invest in the future (% of executives who chose each channel)

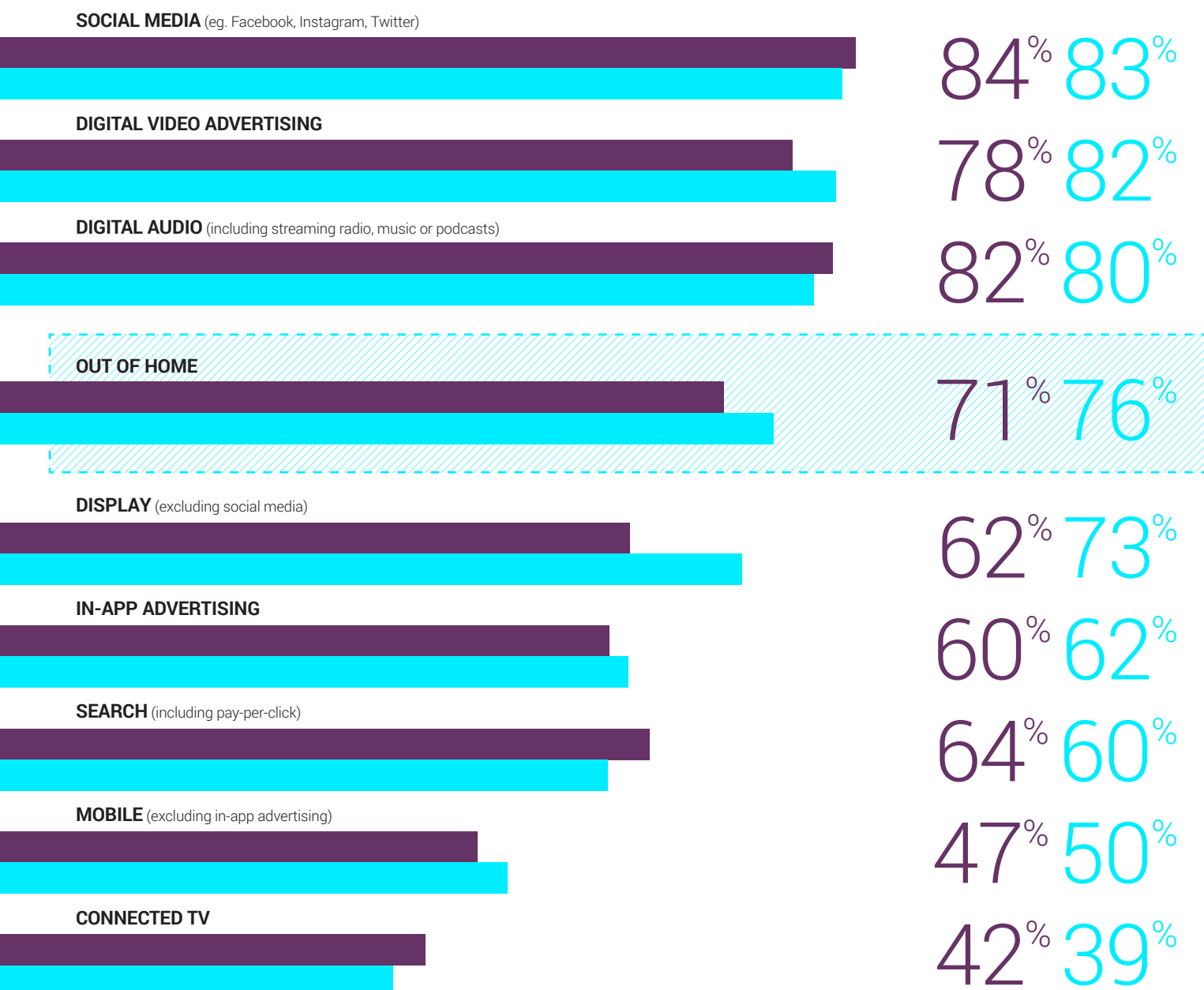


Source: A9: Which of the following media are you planning to, or open to, planning or buying advertising for in the next 12 months? Base size: total (600); agency (300); advertiser (300)

Looking at where OOH ranks in comparison with other media, we see slightly different results for the UK market (shown below) versus the global average (76% agencies and 75% advertisers).

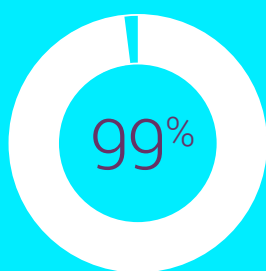
+ **Exhibit 4:** Media channels that UK executives programmatically bought, placed, or planned in the last 12 months (% of executives who chose each channel)

Agency
Advertiser

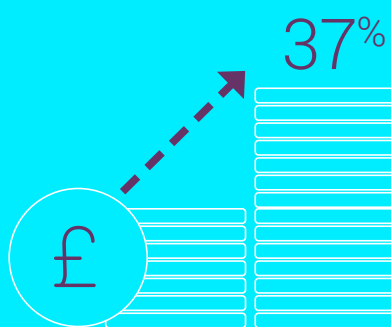


Source: B1: Now thinking about programmatic OOH advertising, which of the following media have you placed, planned, or bought in the last 12 months? Base size total (200); agency (100); advertiser (100)

When UK respondents were asked specifically about programmatic OOH, and despite asking in the context of a COVID-19-induced recession, **99%** of executives responded that they are looking to increase spend on programmatic OOH in the next year. Within this, over a third (**37%**) are looking to more than double their spend, ranking OOH in the top three media channels.



99% are looking to increase spend on programmatic OOH in 2021



37% are looking to more than double their spend

When we look at the average across the three markets (UK, US and Germany) the UK is ahead in relation to executives looking to increase their spend on programmatic OOH (**92%**) and within this, those executives looking to more than double their spend stands at **35%**.



PERCEPTIONS OF PROGRAMMATIC OOH AMONGST ITS CURRENT USERS

Programmatic OOH offers benefits across both brand and performance-led campaigns. Over half of all executives (52%) think programmatic OOH is important for brand-led campaigns, with even more (55%) selecting programmatic OOH as important for performance-led campaigns.

IN THE UK MARKET

- + **60%** of agencies and **60%** of advertisers believe that programmatic OOH is important for brand-led campaigns, well above the global average
- + **55%** of agencies and **70%** of advertisers believe that programmatic OOH is important for performance-led campaigns, with advertisers sitting well above the global average.

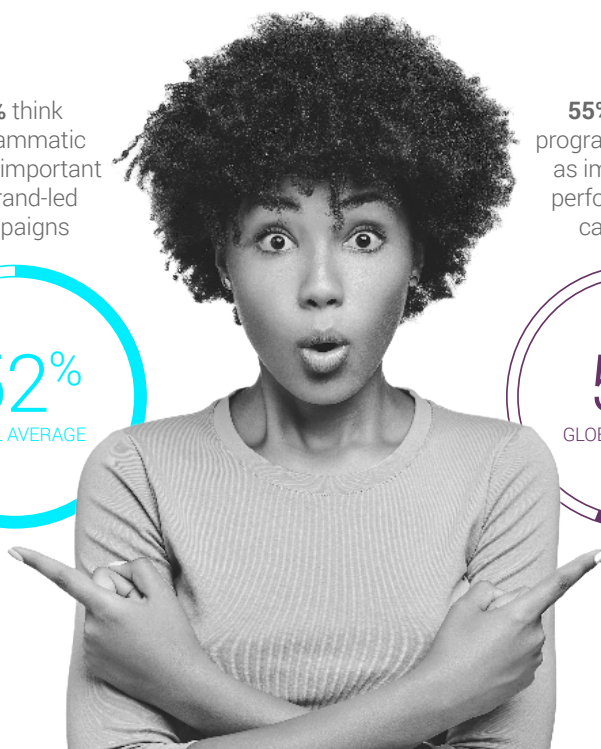
Programmatic OOH combines brand-focussed benefits, such as awareness, with the advantages of more performance-focussed media (flexibility, ROI, and targeting), and all in a brand-safe, premium environment.

To put these findings in context, in the exhibit on the following page we have compared perceptions of programmatic OOH, digital OOH, digital video advertising, and social media advertising. Programmatic OOH is roughly equal to digital video advertising but sits behind social media. As a more nascent channel, programmatic OOH has a long way to go to match the perception of social media amongst media executives but we consider these findings to represent a strong foundation for programmatic OOH, whilst acknowledging that more can be done to further boost its position as one of the top choices for advertising spend.

52% think programmatic OOH is important for brand-led campaigns



55% selected programmatic OOH as important for performance-led campaigns

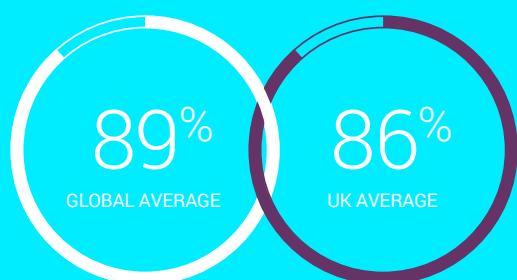


+ Exhibit 5: What channels do you associate with the following attributes? (% of UK respondents who selected each attribute for each channel)



Source: B3: We will now show you a list of attributes and media types. Please choose any of the media you feel deliver against these attributes. Base size: 200.

Despite falling slightly behind social media, almost nine-tenths (**89%**) of all media executives either agree or strongly agree that programmatic OOH is a clear part of their programmatic and digital strategy, and a similar number (**87%**) agree programmatic OOH provides excellent value for money.



Global (**89%**) UK (**86%**) agree programmatic OOH is a clear part of their programmatic and digital strategy

Looking more closely at the UK market, **86%** agree that programmatic OOH is a clear part of their programmatic and digital strategy, in line with the global average.



IMPACT OF COVID-19 IN THE UK MARKET

The impact of the COVID-19 crisis has undoubtedly added to uncertainty around the ad market, however our executive respondents reflect optimism for programmatic OOH.

+ **Exhibit 6:** Impact of COVID-19 on programmatic OOH in the UK

Whilst most UK executives (86%) expected COVID-19 to impact adoption of programmatic OOH in general, many still expect to increase their spend on programmatic OOH in the next 18 months, acknowledging that programmatic advertising is more important to their business' marketing success at a time of crisis. This theme is particularly pronounced amongst more senior executives.

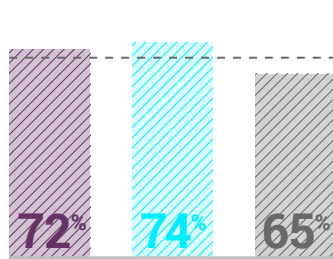
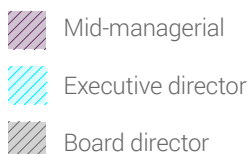
Looking at the average across the three markets, the UK is sitting slightly above the global trend which states **82%** of all executives believe COVID-19 will impact the adoption of programmatic OOH in general.



71% of industry executives feel more pressure to deliver on short-term metrics due to COVID-19; whereas **82%** feel pressure to deliver on long-term brand building campaigns



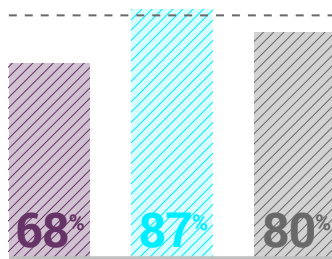
71% of industry executives think programmatic advertising is important to their businesses' marketing success at a time of crisis, this is more pronounced amongst senior executives



AVERAGE 71%

“

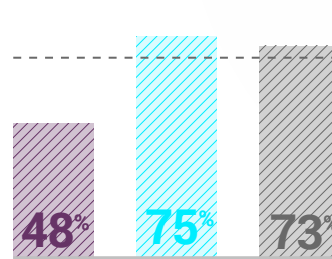
I feel more pressure to deliver on short-term metrics due to the impact of COVID-19



AVERAGE 82%

“

I feel more pressure to focus on building long-term branding campaigns due to the impact of COVID-19



AVERAGE 71%

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Programmatic advertising is more important to my business' marketing success at a time of crisis

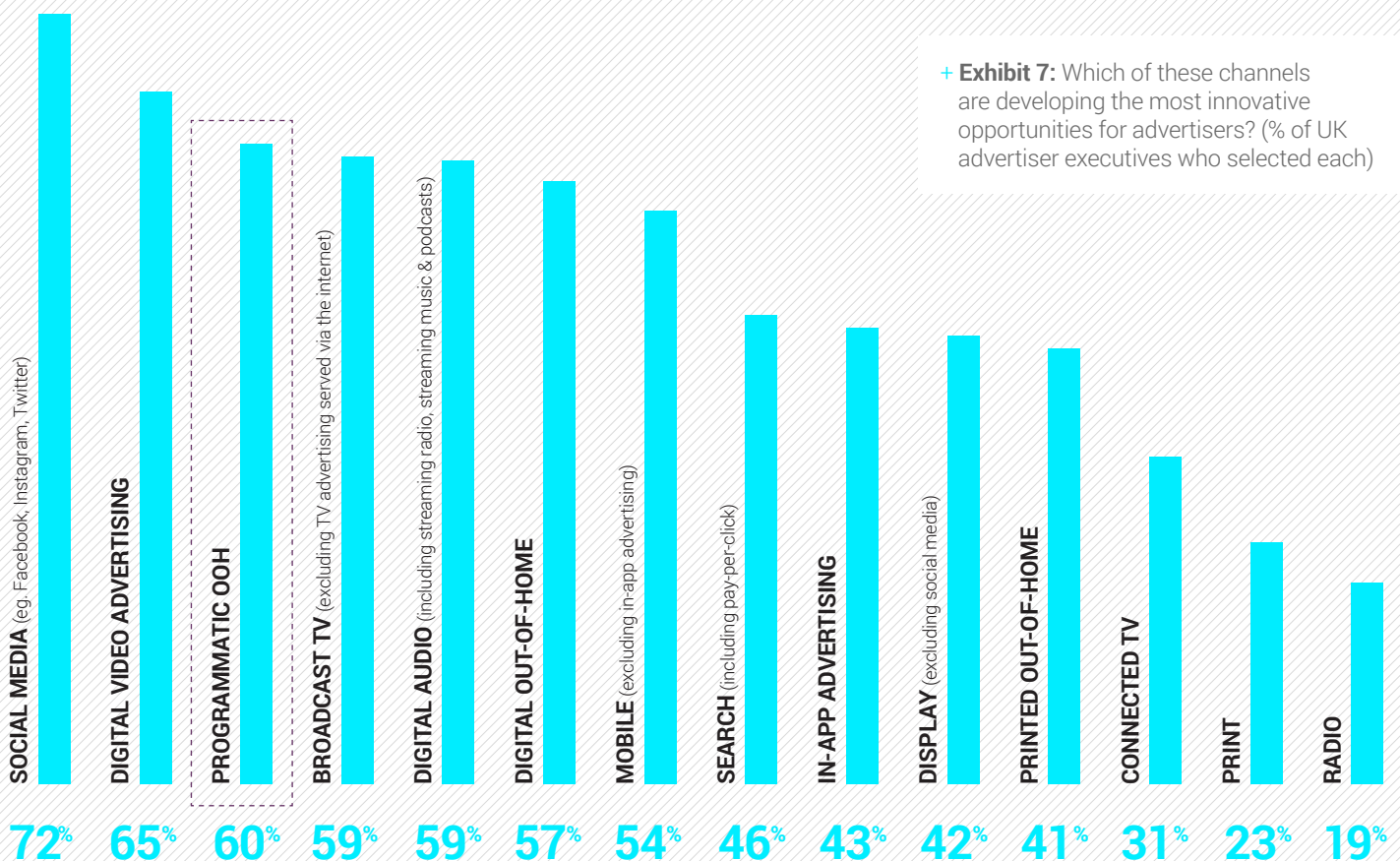
DEFINING THE NEW LANDSCAPE

WHAT'S NEXT FOR PROGRAMMATIC OOH?

Considering the importance of programmatic to marketers' needs in times of crisis, a post-COVID-19 landscape is intriguing.

Across the markets, 79% of marketers planned, bought, or placed programmatic OOH in 2020 due to its flexibility. Given the uncertainty of local and national lockdowns caused by the pandemic in the coming months, this flexibility is likely to remain important for agencies and advertisers when planning campaigns. Sitting above the global average, 87% of UK executives planned or bought programmatic OOH due to its flexibility.

In addition, innovation in times of crisis is crucial, with the COVID-19 pandemic providing an opportunity to accelerate digital transformation amongst media buyers' operations. Over half of all advertiser executives (ie the budget holders) across the three markets think programmatic OOH provides innovative opportunities for advertisers. Amongst advertisers in the UK, the numbers are higher, with 60% believing programmatic OOH is providing the most innovative opportunities with only social media and digital video being considered more innovative.



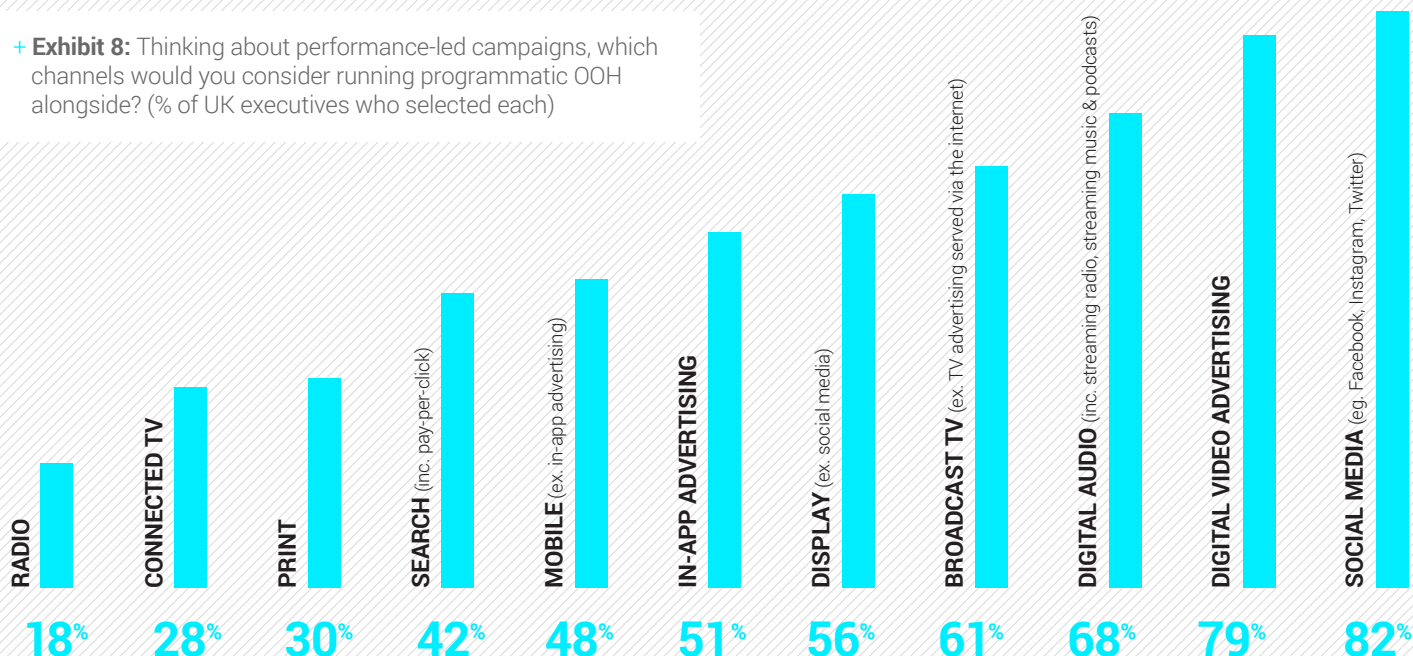
Source: B7: Which of these media are developing the most innovative opportunities for advertisers? Base size: advertiser (100)

A BIGGER PICTURE:

OOH AS A KEY PART OF THE PROGRAMMATIC MIX

Getting the most out of programmatic OOH often involves combining it with other digital channels. More than half of all executives would consider combining programmatic OOH with other digital channels for performance-led campaigns with social media and digital video the most common pairings.

+ **Exhibit 8:** Thinking about performance-led campaigns, which channels would you consider running programmatic OOH alongside? (% of UK executives who selected each)

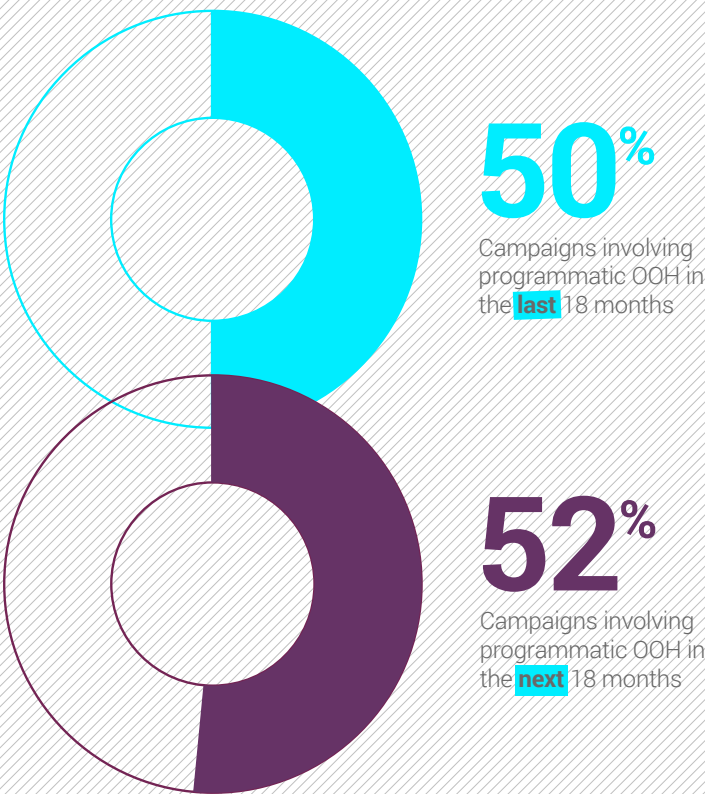


Programmatic technology in a broadcast channel opens up a world of possibilities and should play a pivotal role in omni-channel strategies. In such uncertain times, where marketers are looking to maximise the value of their advertising budgets, the agility, flexibility and trigger-based decisioning intrinsic to programmatic OOH are crucial”

Jean-Christophe Conti - VIOOH CEO

EXPECTED DEMAND FOR PROGRAMMATIC OOH

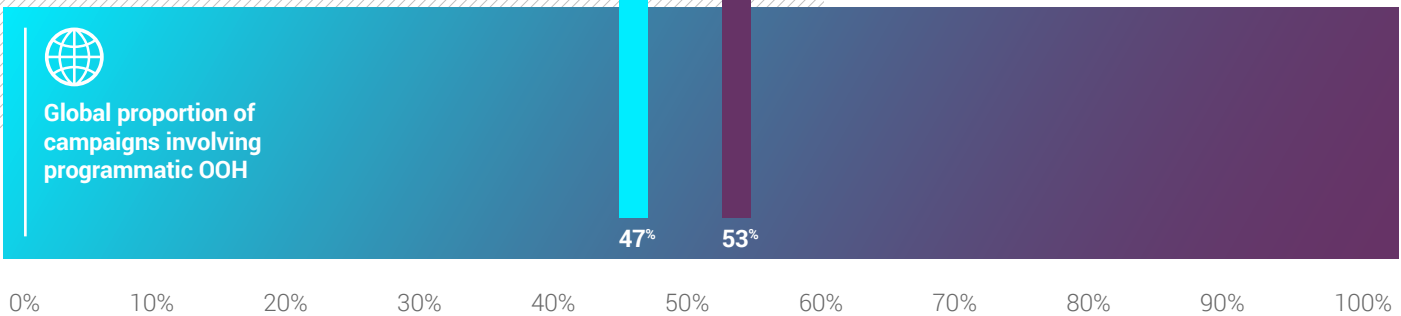
+ **Exhibit 9:** Proportion of ad campaigns in which programmatic OOH will be planned, bought, or placed in the last / next 18 months (as determined by UK executives)



Overall, across the UK, US and German market advertisers and agencies expect their demand for programmatic OOH to increase.

Those who already use programmatic OOH stated they are likely to increase their investment, with programmatic expected to be part of an additional 6% of digital campaigns over the next 18 months, increasing the proportion of campaigns involving programmatic OOH to 53% of all omni-channel campaigns.

Whilst still showing growth, the UK market delivered only slightly lower predictions for the next 18 months, expecting 52% of omni-channel campaigns to involve programmatic OOH.



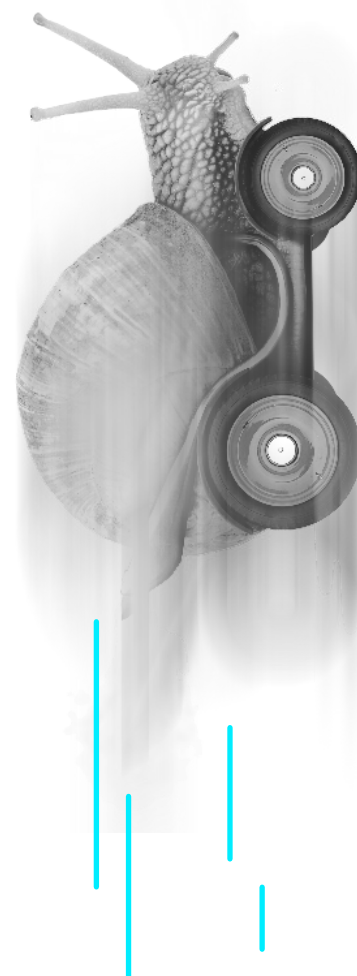
Notes: 1) Expected by executives. Source: C5: Think of the campaigns you've worked on in the past 18 months, for what proportion have you planned, bought, or placed programmatic OOH advertising? Base size: 200; C6: Now think of the campaigns you'll be working on in the next 18 months, for what proportion do you think you will plan, buy, or place programmatic OOH advertising? Base size: 200

UNLOCKING BARRIERS TO ADOPTION

Despite the positivity surrounding programmatic OOH, there are certain barriers to its widespread adoption.

There is still a lack of consensus over measurement; programmatic OOH is complex, with multiple suppliers offering individual solutions. Ensuring executives are up to date with the latest progress and have a full understanding of the benefits will be crucial in order to capture spend moving into the 2020s.

Also, targeting – one of the key benefits of programmatic OOH – needs to continue to develop and offer real precision in order to unlock the final barrier to full adoption across the wider digital ecosystem.



“As an industry we should be investing in ensuring programmatic OOH is more transparent and measurable”

Jean-Christophe Conti - VIOOH CEO



MEASUREMENT

There is little consensus amongst UK executives on measurement, though performance-based metrics are considered the most effective way of measuring and attributing value to programmatic OOH (see Exhibit 10). Overall, executives are excited about the possibilities, with 86% agreeing there are innovative solutions to measure and track the attribution of programmatic OOH, although more than half (56%) would like more information about cross-channel measurement and attribution.

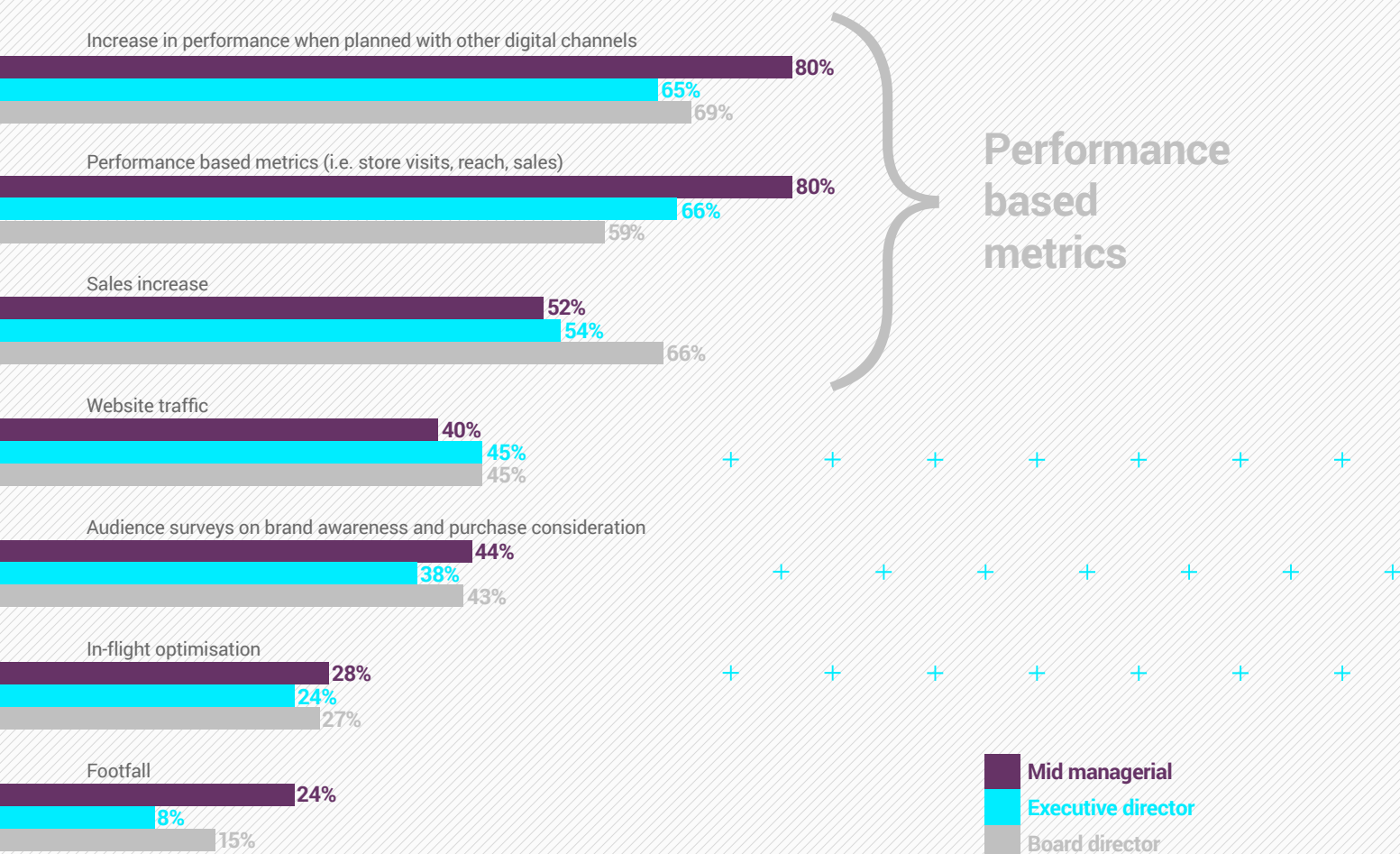
Reducing the variation in measurement approaches and agreeing more common standards for reporting, will help to increase the confidence of executives in programmatic OOH. Standardisation is crucial to growing adoption and unlocking more value for agencies and advertisers.

At VIOOH, we are committed to establishing these solutions in order to provide the industry with a clear vision of how to measure and attribute programmatic OOH into the 2020s.

The UK trends are reflected globally with **85%** of all executives agreeing there are innovative solutions to measure and track attribution, while **57%** are looking for more information about cross-channel measurement and attribution.



+ **Exhibit 10:** Measurement solutions (% of UK executives who selected each solution)



Source: D5: How do you see measurement/attribution in programmatic OOH being measured? Base size: total (200), mid managerial (25), executive director (101), board director (74)

UNDERSTANDING AND EDUCATION



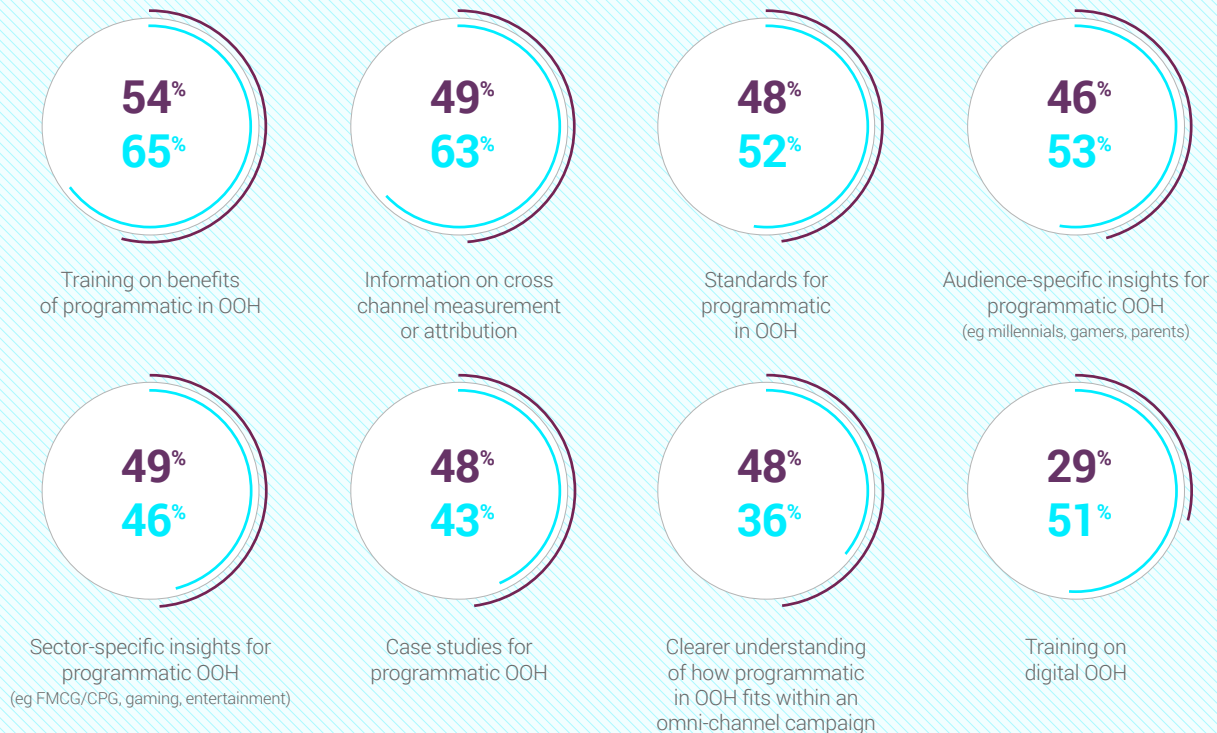
Although over half (53%) of UK executives strongly agree with the statement: 'I fully understand programmatic OOH and its benefits', that leaves 47% not fully understanding, which is more pronounced amongst senior executives who may be less involved in day-to-day operations.

Globally, education is a key factor for adoption and the UK is on par with the global average. Whilst 56% of executives believe they fully understand programmatic and its benefits, 44% admit they do not.

Adoption and usage of programmatic OOH is likely to increase with more education and the ongoing recognition of the key benefits, coupled with use cases of programmatic OOH. In the UK, well over half of executives (60%) want training on the benefits of programmatic OOH advertising to learn more and, as outlined in Exhibit 11, desire for materials to aid understanding is more pronounced amongst advertisers than agencies.

+ Exhibit 11: Resources to help executives learn about programmatic OOH (% of UK respondents who selected each)

— Agency
— Advertiser



Source: D4: Which, out of the following, would help you learn more about programmatic OOH advertising? Base size: total (200); agency (100); advertiser (100)

TARGETING

A core area where programmatic OOH could improve in order to capture more spend is targeting, or at least the perception of its ability to target audiences. Currently, it is not widely known for its ability to target the right people at influential moments, relative to other media channels and programmatic paths.

One potential solution is to utilise mobile data at the DSP level as part of the auction bid triggers, to ensure real-time audience proximity for the activation of creative. Trigger-led buying, incorporating contextual signals such as weather, transit or footfall events will also help shift perspectives on the range of possibilities offered by programmatic campaigns.



CLOSING REMARKS



There is a lot to be excited about in programmatic OOH, as executives across the UK, US and German markets look to increase both the proportion of omni-channel campaigns involving programmatic OOH (to over half) and volume of spend (with over a third of executives looking to double spend).

Flexibility is a key driver of spend amongst executives, and the ability to dynamically make decisions and adapt is even more important in this COVID-19 landscape. With uncertainty around future restrictions, and countries and regions entering in and out of lockdowns, this will be crucial moving forward. Furthermore, as budgets are continually reviewed due to the COVID-19-induced recession, the ability to switch campaigns on and off, with no predetermined commitments, is attractive to senior marketers.

Finally, it is alongside other channels where programmatic OOH will likely play its most important role. Due to the different benefits it provides brand-led and performance-led campaigns, as well as the flexibility, it is amongst omni-channel campaigns where programmatic OOH will be most valuable. Used to enhance all types of campaigns, programmatic OOH provides flexible and incremental reach, in a cost efficient way.

Programmatic OOH is considered to offer benefits in both brand-led and performance-led campaigns. It is thought of as one of the strongest channels for accurate location targeting and ROI, as well as brand awareness and reaching consumers on-the-go. Programmatic OOH offers a wide range of benefits that are rivalled only by social media.

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METHODOLOGY

MTM surveyed 100 agency senior executives and 100 advertiser senior executives in three separate markets, collecting responses and cutting by size, type of audience, and seniority.

Below is a table outlining the type and location of the respondents.

+ Exhibit 12: Respondents by type and country

+	UK	GERMANY	US	TOTAL
Agency	100	100	100	300
Advertiser	100	100	100	300
Total	200	200	200	600

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