

Digital Out-of-Home Ecosystem

© 2021 IAB Russia 20210308 by E. Khisaeva, A. Papkov, V. Kan



AUDIENCE

OUTDOOR OPERATORS

INDOOR OPERATORS

TRANSPORT/TRANSIT OPERATORS

LOCATION OWNERS

CONTENT MANAGEMENT SYSTEMS (CMS)

SUPPLY SIDE PLATFORMS (SSP)

HARDWARE PROVIDERS

OOH TRADING DESKS

RESEARCH / AUDIT / DATA PROVIDERS

DATA MANAGEMENT PLATFORMS (DMP)

MEDIA AGENCIES

DEMAND SIDE PLATFORMS (DSP)

ADVERTISERS SPEND

AUDIENCE ACTIONS

ADVERTISERS