



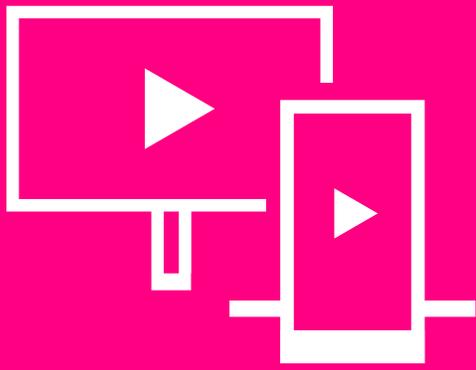
# Reimagining the future of DOOH

## Key trends for 2022

December 2021

**As the world reopens for business, we welcome the return to travel. There is a spirit of fresh new energy, optimism, global economic growth and increased advertising spend that has exceeded analyst expectations and forecasts for the coming year.**





# Welcome to the new era of digital out of home

From cinema, to television, to mobile devices, digital out of home (DOOH) is fast becoming the most impactful and intelligent means of reaching targeted audiences at global scale. From our global perspective and unique market point of view, here are the primary trends we see in digital out of home media for 2022.

We may not have a crystal ball, but we do have thousands of very large screens on display for millions of people around the world, and here's our perspective on the big trends for the coming year.



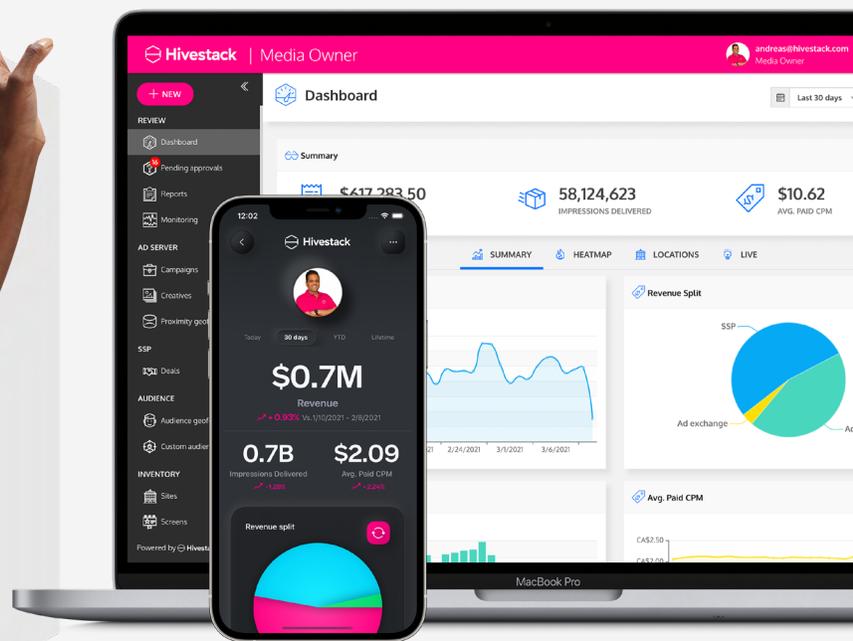
# Trend #1

# Awareness and adoption of programmatic continues to accelerate

Programmatic DOOH has become one of the [fastest growing advertising mediums](#) over the last year and shows no signs of slowing down. Global advertisers and their media agency partners are becoming more adept at programmatic buying practices and DSPs – with some even bringing programmatic buying in-house. This is enabling **more content at the speed of both culture and conversation** as brands look to be more present in and around “moments”. This makes DOOH a more attractive and **more targeted channel**.

In fact, DOOH buying models, such as programmatic, are more consistent with media buying across other channels, making it **a necessary ingredient in the marketing mix**. The prevalence of more DOOH ad servers and innovative ad serving technology has opened up more opportunities for direct sold campaigns and programmatic sold campaigns to be delivered within the same platform.

The ability to buy and sell through an **auction-based model** via an open exchange (media owner neutral OOH planning), in addition to private marketplaces (PMP) will create a **more fluid and flexible marketplace** to deliver campaign goals in real-time.



## Trend #2

# DOOH and Connected TV are becoming the fastest growing channels in programmatic

The continued fragmentation happening in linear television has led to significant growth for Connected TV (CTV), as well as programmatic DOOH - with both marked to become **major channels** in the mix in 2022.

This will empower advertisers and their media buyers with opportunities for aggregating targeted impressions differently, while also **reaching highly targeted audiences** more measurably.

In fact, as a complement to each other, CTV and DOOH are the fastest-growing programmatic media channels - offering many synergies between them. Both feature **audience-centric buying models** that might lead to even further convergence between the two channels. Think indoor screens meet public screens - all unified via mobile IDs - even cross screen/ sequential screen messaging.



# Trend #3

# Welcome the new era of digital out of home

First there was cinema, then broadcast television, then the mobile device and now, the era of digital out of home.

With the global switch to 5G and the resulting improved connectivity comes a new **ability to stream and deliver** video messages to thousands of public screens. We believe this offers great potential that will herald an era of venue based public TV viewing with DOOH advertising scheduled and uniquely bundled around it.

Just imagine screens in Westfield Shopping Center streaming live Wimbledon tennis, while election results are being streamed across Times Square in New York and simultaneously, displaying COVID-19 and/or other public safety messages being pointcasted around the world. Then, with more and more DOOH screens coming online that are capable of social feed integration, the ability to shift creative seamlessly between social channels and DOOH will allow advertisers to hit youth audiences via their two strongest channels - **social and DOOH**.

The result will be **large impact and social interactivity** at both the local level and global scale.





## Trend #4

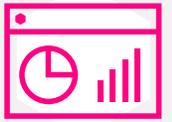
# New & emerging formats will be powered by programmatic DOOH

The potential of **audio OOH** has made incredible strides in the realm of programmatic DOOH over the past year. Both audio and programmatic offerings are purpose-built with shared audiences in mind, offering a **one-to-many approach** in terms of advertising opportunities. When combined, these two mediums can allow marketers on the buy side to activate audio out of home inventory programmatically and provide additional opportunities for media owners on the supply-side to better monetize their inventory. A win/win situation.

DOOH technology will also be able to help advertisers understand **impression multipliers** on a public audio ad. Imagine an audio campaign being activated via an ad server in a retail environment.

Currently one play = one impression, when in reality, one play could = 100s of impressions. We are currently in the early stages of integrating these channels and foresee many more opportunities opening up in the coming year.





## Trend #5

# Data driven personalization will accelerate dynamic creative messaging and measurement in DOOH

As the cookie further erodes and our industry continues to see changes in how data is captured, analysed and measured, there has been a rebirth of **contextual targeting and relevance**. Enhanced data allows for more personalized content and experiences via **Custom Event Triggers**. Brands and advertisers can capitalise on moments and a consumer's state of mind in real-time, to connect in a more human, memorable and contextual way.

In addition to creating the ability to **precisely target**, analyse and measure across campaigns, brands can leverage the power of programmatic DOOH to **automate** their campaigns in order to be **flexible** and agile. Custom creative can be activated or delivered on custom media formats in real-time based on unique, pre-set, Custom Event Triggers, such as:



### Weather

Ex: Temperature, rain, snow, ice, humidity, wind direction/speed, pollen count, etc.



### Traffic & Travel

Ex: Traffic speed, time to destination, accidents, driving conditions, transportation schedules, etc.



### Health & Beauty

Ex: Good/bad hair days, risk for arthritis, migraine or allergies, sinus headache or health and beauty related outcomes, etc.



### Lifestyle

Ex: Soil moisture, BBQ season, outdoor concert conditions, sailing conditions, running/jogging conditions, field conditions, sporting events, etc.



### Sports

Ex: Games, a specific team scoring a goal, a win, a player scoring a goal, etc.



### Dayparting

Ex: The ability to rotate breakfast, lunch or dinner time messaging as well as other daypart opportunities for time-sensitive offers.



### DCO (Dynamic Creative Optimization)

The ability to shift and change multiple creative messages in real time according to external data sources.

### DMO (Dynamic Media Optimization)

The ability to optimize media messaging based on near real-time performance data and audience exposure dynamically.



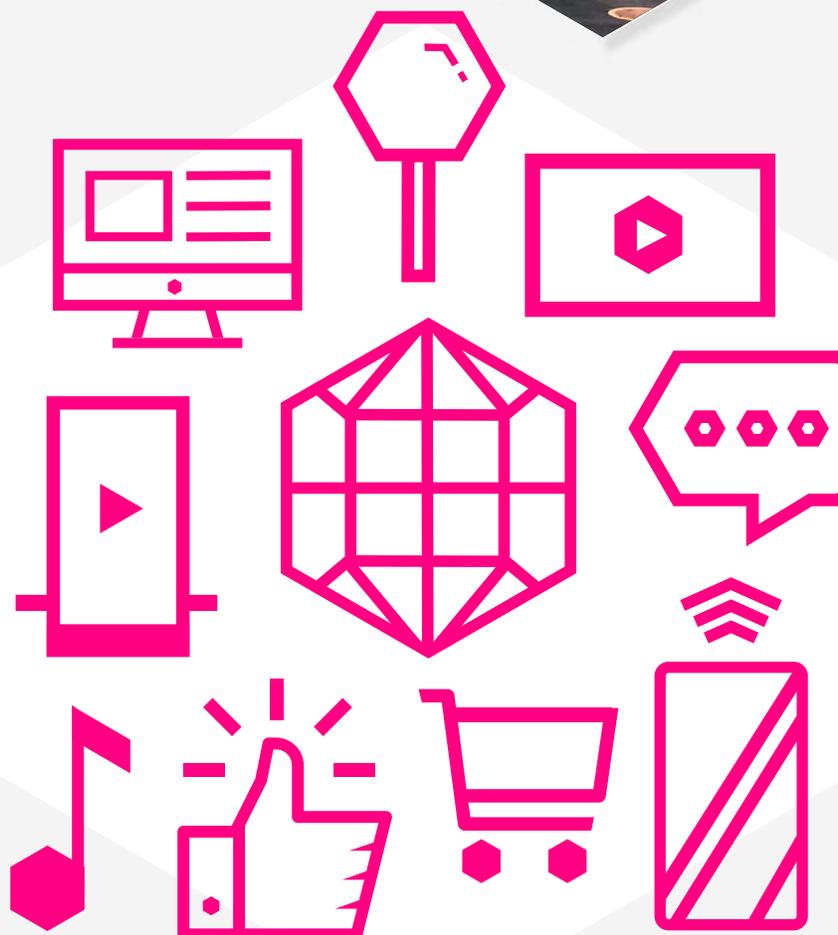
# Trend #6

## DOOH planning and buying comes home to global omnichannel DSPs



In 2022, omnichannel programmatic buying capabilities will have reached **global scale**. The most exciting news is that DOOH has come home to find its place among other programmatically bought digital media channels in the omnichannel mix, not just for media buyers but for omnichannel media planners as well. DOOH offers opportunities to **multiply impressions** and **diversify reach** earlier on in the planning process.

By using their universal ID solutions across media channels, omnichannel DSPs will become single points of truth for media planning across multiple channels. What's more, as the omnichannel DSPs are able to utilize their universal ID's for planning, so too will they be used for measurement in-flight and post campaign - bringing **more measurable attribution and results**.





## Trend #7

# DOOH welcomes the Metaverse

The rise of **synthetic media**, personal avatars and celebrity characters will move from small mobile screens to DOOH screens around the globe. Likenesses of endorsing athletes, entertainers, and brand characters will begin to make a **big scale and size impact** on public screens.

New music and gaming events will continue to unfold on digital platforms like ROBLOX, Twitch and Discord and will be packaged, promoted, streamed and sponsored globally in near real-time via DOOH platforms.

Enhanced character, brand and personal traits and features that were once reserved for social platforms like Snapchat, WhatsApp, and TikTok will come to the big screen via **3D Integrations** with DOOH platforms. At last, brands are afforded the opportunity to make brand character, personality and high-order benefits larger than life via 3D applications in DOOH.





# Next Screen Now!

The velocity and value being driven by **programmatic DOOH** is moving quickly into 2022 with renewed optimism and opportunity.

From our global perspective, we couldn't be more excited about the myriad of opportunities that will **shape this new era** in the coming year.

From richer data, to more precise targeting and measurement, and entirely new streaming and **creative possibilities**, the impact of pDOOH is already being called the 'Next Screen Now'!

**Demo it. See it. Believe it.**

To set up a demo with your local client service rep, please visit [hivestack.com/contact-us](https://hivestack.com/contact-us).



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