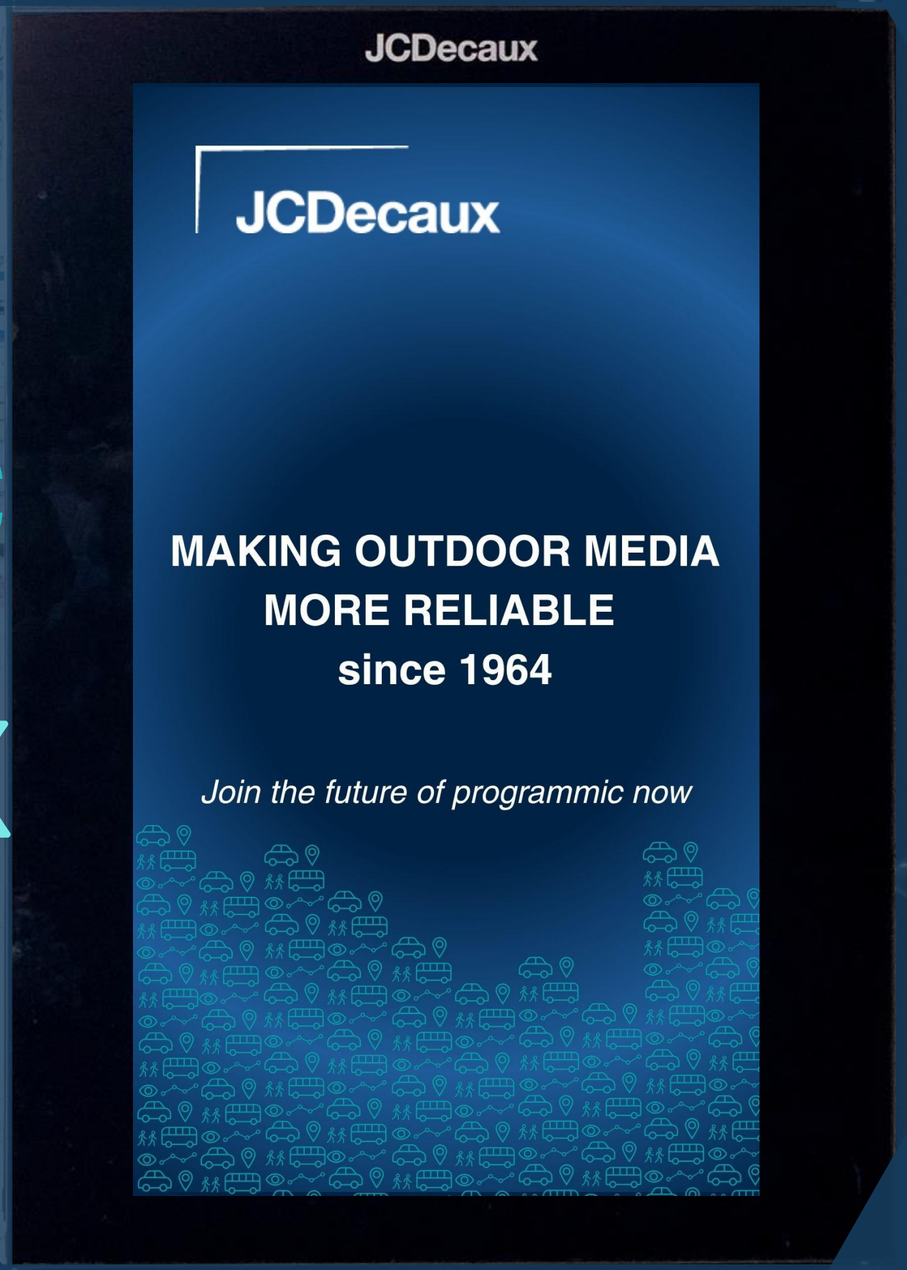
JCDecaux

PROGRAMMATIC DOOH PLAYBOOK



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Out-Of-Home (OOH) advertising

OOH

One of the oldest advertising mediums in the world, the Out-of-Home channel has evolved to incorporate a wide spectrum of formats and environments. But what is Out-Of-Home advertising? OOH is a form of advertising that can be found outside of a consumer's home - from billboards to bus shelters, to malls and airports.

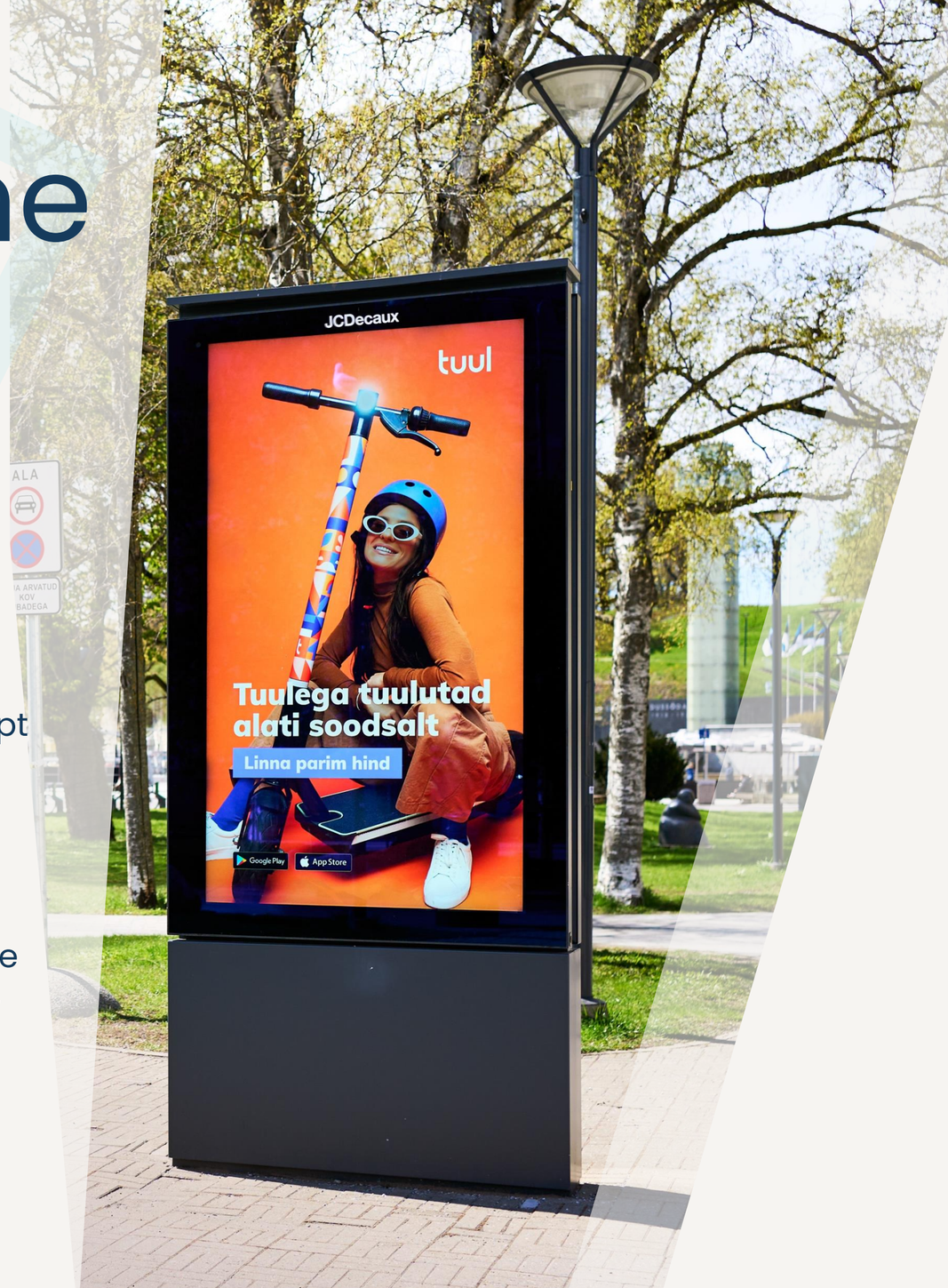
As audiences in other media channels fragment, Out-of-Home has often become referred to as the 'last true mass medium'. While this may be true, the digitization of advertising assets, along with the rapid evolution of data, technology and platforms enables OOH to be more targeted, relevant and addressable than ever before.

Digital Out-of-Home

Digital Out-of-Home is not new, but its strengths are increasingly relevant in a media landscape that values flexibility, relevance, and speed. Digital screens make it possible to deliver dynamic and data-informed creative formats, including motion and context-responsive messaging.

This enables multiple messages to be scheduled and displayed throughout the day on the same screen, creating opportunities to adapt campaigns by time, location, audience movement, and moment.

Most importantly, DOOH and programmatic buying make it possible to plan with greater precision: advertisers can buy smaller, better-timed moments and activate messages when audiences are most likely to be nearby. The result is a more flexible and responsive way to use Out-of-Home.



About JCDecaux

For almost **60 years**, JCDecaux has played an important role in shaping the cityscape in a number of countries around the world.

Today, we are by far the world's largest outdoor advertising company, with over **1 million** advertising panels in more than **79** countries on five continents.

JCDecaux history

In 1964, Jean-Claude Decaux invented advertising street furniture. Ever since, JCDecaux — now the global industry leader — has been the only international player focused exclusively on outdoor advertising.

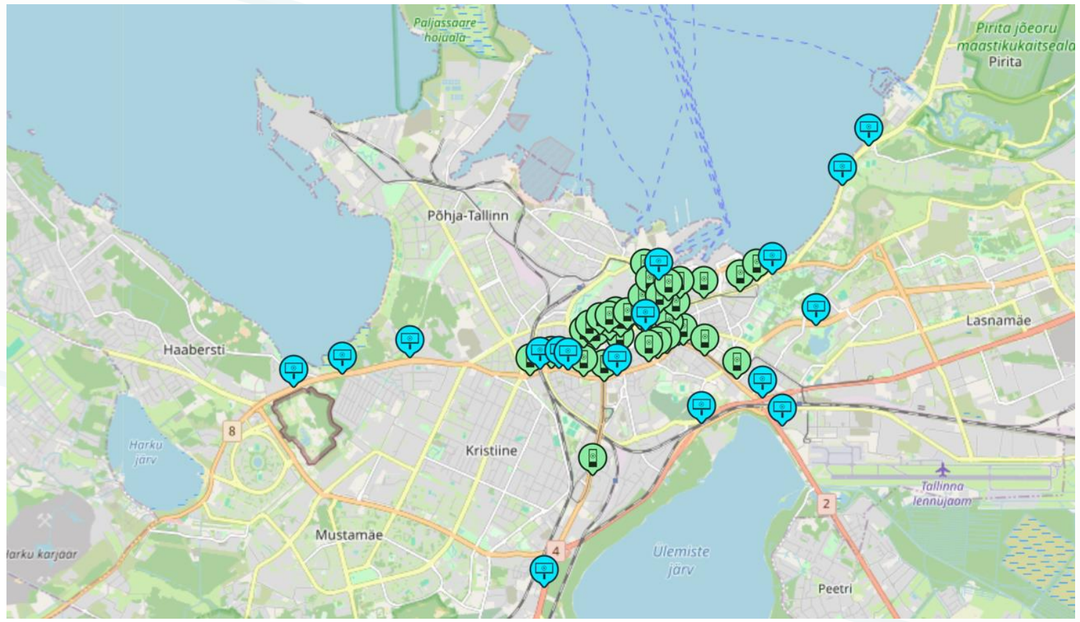
JCDecaux is the number one outdoor advertising company that makes the biggest investments in quality products and innovation. Today, JCDecaux is still willing to invest in making out of home an even more important media channel by opening up for programmatic trading - now in the Baltics as well.

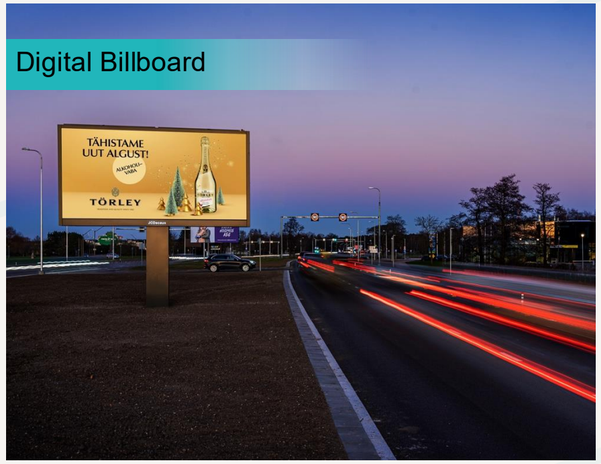
JCDecaux Estonia

75M+ monthly viewed impressions across **61 digital screens.**

Coverage: concentrated in **Tallinn**, delivering high-frequency exposure along key roads, transport corridors and city-centre locations.

Key environments:
Outdoor urban panels & bus shelters – **50M** monthly viewed impressions
Outdoor billboards – **15M** monthly viewed impressions





Interactive map

Interactive map

JCDecaux
Santa Maria
TAKOREEDENI
ON JÄÄNUD:
2 päeva
3 tundi
21 minutit
36 sekundit
TORTILLA CHIPS
SALTED
TORTILLA
ORIGINAL
TACO
ORIGINAL

Audience

Measured audience for DOOH

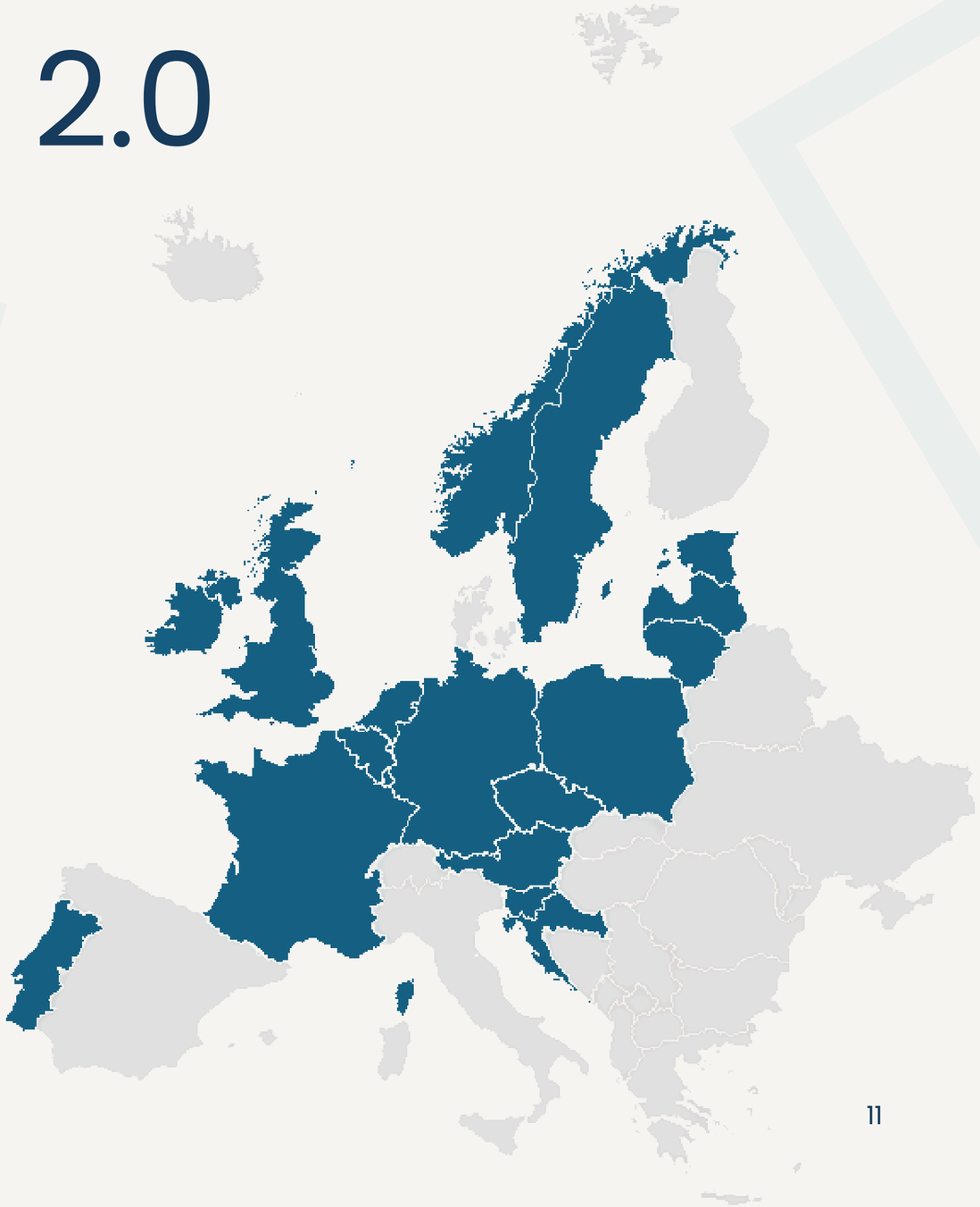
Out-of-Home media is usually talked about as a "one to many" media. This term means that every single ad play on one of our advertising panels reaches multiple people across all demographics. Traffic counters, audience counts and advanced modeling give us detailed knowledge of how many people visit our digital arenas, taking seasonality into account.

The audience size of an individual Out-of-Home ad play varies by screen and its location. Each furniture/display has an individual audience count based on various different metrics. For DOOH, the specific share of time the advertisement receives is also taken into account.

Outdoor Impact 2.0

JCDecaux in the Baltics uses a globally recognised audience measurement system called Outdoor Impact 2.0 (OI). This system is used in many countries such as The United Kingdom, Ireland, Australia, Turkey, Sweden and Norway, among others.

An important part of the audience measurement methodology is a Travel survey. The purpose of the survey is to obtain accurate information about the proportion of the population, broken down into defined target groups, in certain geographical areas that an advertiser seeks when they buy our advertising space. To be able to make calculations of reach and frequency, we need to know how many people actually look at the advertising on all our advertising surfaces. These calculations are made in OI.



The core principles of audience measuring

Traffic data

Travel habits and movement near furniture

Advertising furniture classification

Visibility adjusment (VA) index

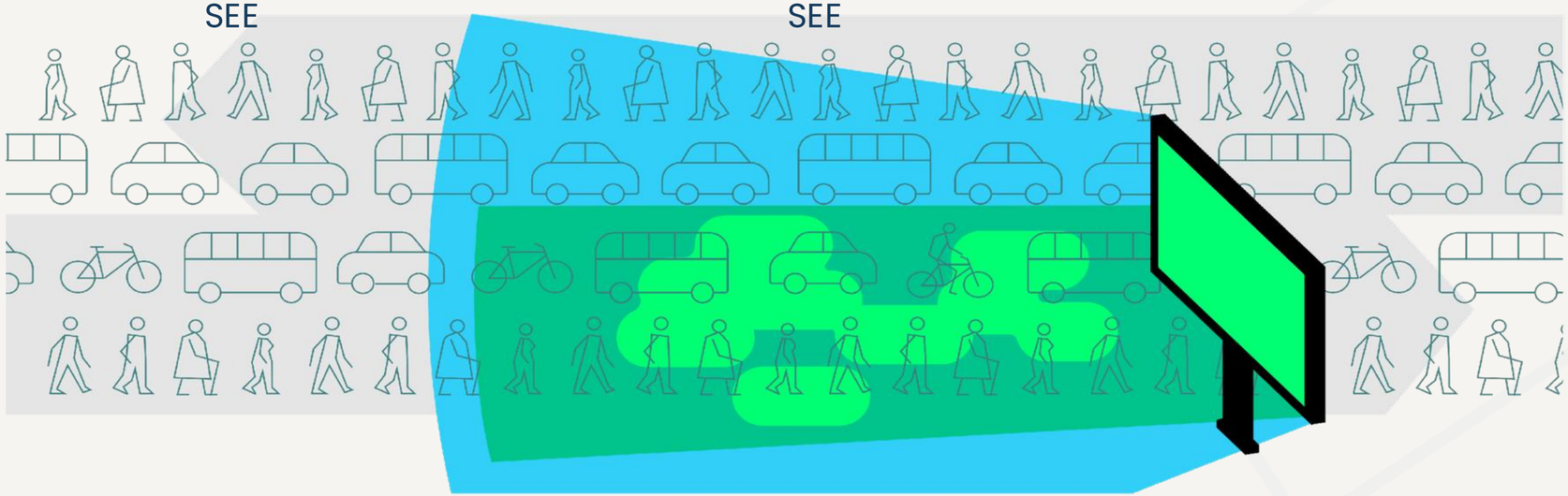
Calculation of Viewed Impressions

Using the sources mentioned, we allocate the correct audience number to each individual screen at all times. With the same factors as in Outdoor Impact, we reduced the total audience of each screen (flow) down to a realistic opportunity to see (ROTS), and then further down to how many people have actually seen the individual ad (Viewed Impressions or VACs).

1 OTS
OPPORTUNITY TO SEE

2 ROTS
REALISTIC OPPORTUNITY TO SEE

3 VAC
VISIBILITY ADJUSTED CONTACTS



Viewed Impressions (VAC)

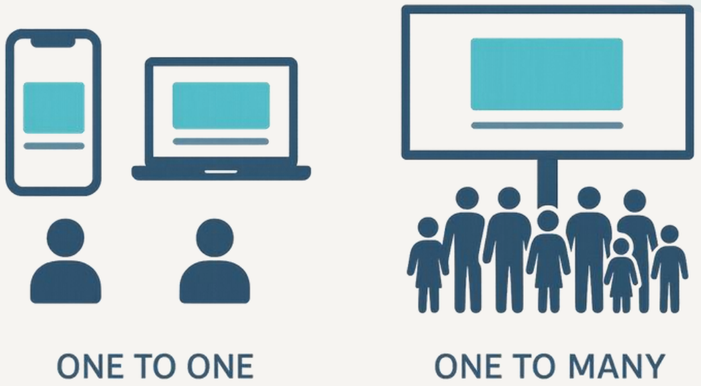
VAC (Visibility Adjusted Contacts) is a currency that we are using in the Baltics ever since we started working with the Outdoor Impact system. We have decided to focus on real viewed impressions rather than opportunity to see (OTS), to be as transparent and accurate as possible with our clients.

Advertisers and media buyers know that not all of the audience they pay for on mobile or online newspapers sees their ads. They pay for an audience that may only have the opportunity to see part of the advertisement for a very short period of time. We know that advertisers are not happy about this. Therefore, we have chosen to keep our pure and moderate currency as we open our programmatic business. This way, clients only pay for viewers who actually see the advertisement on our panels.

Programmatic

Programmatic Digital Out-of-Home

Programmatic Digital Out-of-Home is the automated purchase of impressions priced on a CPM basis, in (near) real-time. This allows a level of flexibility and control for advertisers when it comes to Out-of-Home campaigns. The transaction requires technology similar to that deployed by other digital media channels, including a supply-side platform (SSP) nominated by the media owner and a demand-side platform (DSP) nominated by the advertiser or media agency.



Perhaps the most critical difference to other forms of digital media is that Programmatic Out-of-Home delivers multiple advertising impressions per play (a one-to-many medium), whereas other digital channels such as online or mobile deliver only one advertising impression per play (a one-to-one medium). In order to account for this fundamental difference, Out-of-Home media owners are required to calculate an impressions multiplier for each advertising location at varying times of day, to accurately predict the total audience impressions per play.

Demand-Side-Platform

A demand-side platform (DSP) is a tool or software that allows advertisers, trading desks or poster specialists to buy ad placements automatically. An advertiser signs up with a DSP, that in turn is connected to an ad exchange. The ad exchange is where the actual buying and selling of ads and inventory takes place.

For the moment, JCDecaux's SSP VIOOH in the Baltics is connected to a few DSPs and more will be partnered in the coming months. On the side are some of these DSPs that allow you to buy our digital out-of-home inventory.

displayce

HAWK an azerion company

TheNeuron

ESKIMI

theTradeDesk

adform

vistar media

Hivestack by Perion

Google Display & Video 360

Supply-Side-Platform

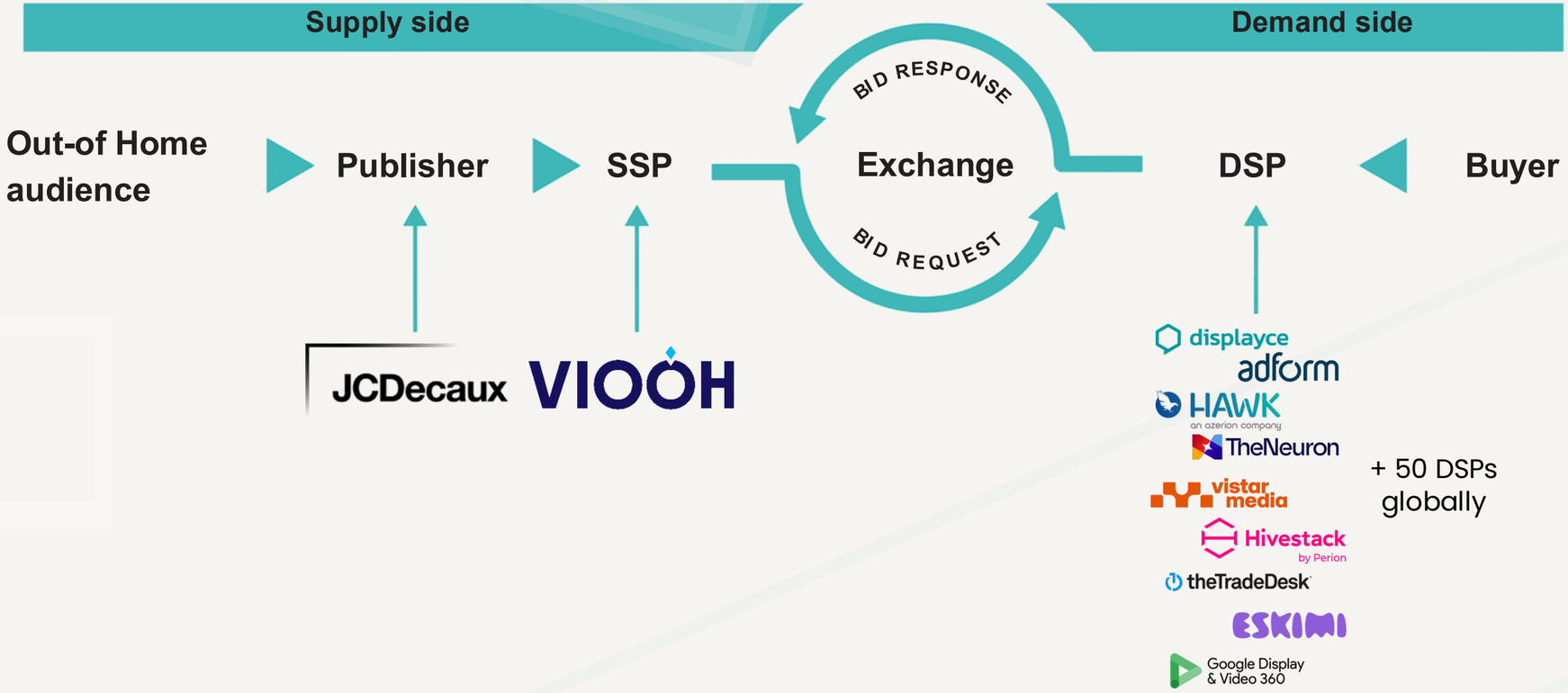
VIOOH

The Supply-Side-Platform (SSP) is a platform used by publishers to manage and sell digital inventory. An SSP can connect to several different ad exchanges in order to maximize the publisher's exposure to potential buyers. Through an SSP, a publisher can also control inventory in a more efficient way; they can set minimum prices and dictate specific buyers or specific channels.

What was previously a manual process, where each publisher had salespeople responsible for reaching out to advertisers and selling ad space, has now been automated by SSPs.

JCDecaux in the Baltics exclusively works with one SSP – VIOOH. It is a global supply-side platform that operates in many markets around the world.

The programmatic supply chain Exchange



What deals we offer right now

For the moment, JCDecaux only operates via private marketplaces (PMPs). To access the inventory, always-on deal IDs are available at selected DSPs or individual guaranteed deal IDs can be set up.

We currently offer two types of deals:

Programmatic non-guaranteed

With the programmatic non-guaranteed deals, targeting is applied via the DSP and transactions are processed in near real time.

Programmatic guaranteed deals with preselected targeting

Guaranteed deals do not allow targeting to be applied via the DSP. The screens and impressions are preselected for the campaign at a fixed price. The impressions that will be delivered are guaranteed.

Creative specifications

Upload to DSP
The creative assets are uploaded to the DSP with creative IDs that are connected to a deal ID. JCDecaux will strive for rapid approval and confirmation of the uploaded material.

File types
JPEG, PNG with RGB color encoding, MPEG-4 / .mp4 (no audio), file not larger than 50MB, 25 frames per second (small format) and 60 frames per second (large format), 10-second digital spots.

Compliance
Advertisers must comply with the requirements of both central and local authorities, requirements for creative content. In Estonia, this mainly applies to the general ban and/or heavy restrictions on gambling, tobacco and alcohol advertising. The ads must also comply to the general rules of GDPR and Estonian language laws in advertising. More detailed information is provided on request.

Creative specifications

There are important rules regarding language in Estonia:
All text included in an ad needs to be in Estonian or it can be in two languages one of which being Estonian (Text in Estonian must come first and must not be less visible than the foreign-language text).
Exceptions apply for registered slogans or logos.

Political advertising must be labelled in accordance with the legislation.

AI-generated content must include a clear, visible disclosure if it depicts realistic deepfakes or alters commercial goods in a manner that could mislead consumers about their true characteristics.

The use of **gambling trademarks** must comply with the applicable legal requirements.

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