

How Programmatic Will Change DOOH, According to VIOOH



The world's largest outdoor advertising company JCDecaux and data specialist Veltys recently joined forces to launch VIOOH (pronounced 'view') – an independent programmatic solution for out-of-home (OOH).

This automated planning and trading platform has been designed to accelerate the growth of OOH advertising. Its integrated platform will offer programmatic trading for media sellers and buyers.

We spoke to VIOOH's Director of Marketing, Michelle Langelaan, about how programmatic will affect the digital out-of-home (DOOH) industry, its integration with mobile, and the changes ahead for the digital signage industry.

Can you explain VIOOH and how it differs from existing OOH programmatic offerings?

We are an open, independent and global marketplace for OOH, combining data and technology to connect brands to the right audience.

We give media buyers a fully transparent platform that ensures advertising messages are always viewable, brand-safe, and seen by their target audience and not bots.

Designed by OOH experts and with the backing of JCDecaux, our platform offers all media owners and buyers a frictionless experience for automated OOH and programmatic DOOH transactions. As an open platform, we welcome all media owners. We are heralding a new era of cooperation across the OOH industry.

Many of the players within the DOOH space are trying to be all solutions to all people and trying to make money from both the buy side and the supply side. Our focus is to be the best-shared service partner for DOOH, gathering the best inventory and making it addressable to media buyers.

Please describe the value chain of partners and companies that you think would be involved in an end to end execution of a project like this.

As an open platform, we welcome all partners (across the globe) on the demand and supply side including media owners, demand-side platforms (DSPs), digital and media trade agencies, trading desks, specialists and of course, advertisers.

On the demand side, we are currently in discussion with all the major global agency groups and some key advertisers.

On the supply side, we have multiple letters of intent from key media owners across the globe.

We are also in discussion with more data suppliers to enable connection between media buyers and third party data sources.

How are data and machine learning being used to improve VIOOH?

Data is being used to ensure accurate audience targeting for media buyers when building campaigns and enable stronger audience measurement after the campaign. Consumer data, buyer behavior, and advertisers' first-party data are also used to deliver dynamic and relevant messaging to audiences to help drive greater engagement.

Machine learning is constantly enhancing the allocation model used to create outdoor campaigns, delivering the best solutions to achieve campaign KPIs.

The data-driven, open platform increases efficiency, speed to market and allows for greater campaign creativity while enabling dynamic and measurable outcomes.

How does VIOOH work with mobile?

Mobile is a fantastic complement to DOOH for many reasons. The data created via mobile devices is a great asset to have when planning DOOH. We have Telefonica behavioral data integrated into the platform and mobile data also forms a key part of the [Route measurement system](#). We are also happy to work with other GDPR compliant first and third party data sets.

A very important new feature of the platform is its ability to push time stamped playout data into mobile demand-side platforms (DSPs) to deliver true cross-media efficiencies. These include more accurate buying of potentially exposed audiences, continuity of messaging and a better control of frequency.

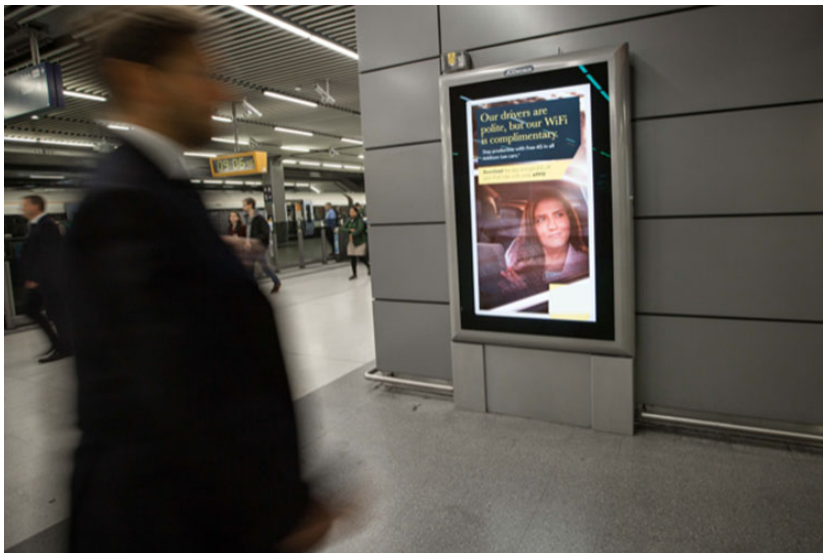
The third example of how we are working with mobile is enhancing campaign creativity. Our content management system can run Vertical HTML5 files on 73% of our current inventory and 53% of the inventory can carry full motion video. There has been a huge investment in portrait screens in both small and large format meaning the aspect ratios lend themselves perfectly to mobile, reducing any prohibitive costs in addressing DOOH inventory.

How are privacy concerns and GDPR addressed?

OOH is by nature a "one to many" media. This ensures that personal data is not stored regarding audiences. Following increased scrutiny around data privacy, in light of the GDPR rules which came into effect in May 2018, VIOOH is naturally compliant since it leverages aggregated, anonymized audience data.

VIOOH is able to incorporate many audience data sources and relies on machine learning algorithms to improve the targeting and the effectiveness of the advertising campaigns.

In terms of privacy for media owners, our ethos ensures equality (every media owner receives the same level of service, technology, and rates), confidentiality (regarding a media owners' sales policies, data, inventory, rates and floor pricing etc.) and inclusion (into discussions and planning for the platform roadmap).



What are the advantages of programmatic DOOH?

There are four main advantages.

These are:

- **Campaign creativity** - Programmatic DOOH allows messages to be more creative due to the highly targeted nature of the campaigns. This will drive consumer engagement and improve return on investment.
- **Campaign accuracy** - Precise audience targeting and campaign parameters improve accuracy by making budgets work harder and, ultimately, driving better campaign outcomes.
- **Efficiency** - Programmatic can be used for real-time bidding which allows faster speed to market. Alongside data integration and audience targeting, this ensures that campaigns are fully optimized.
- **Flexibility** - Our platform offers the ability to trade programmatic guaranteed (where a buyer

can pre-agree to buy a fixed set of impressions at a fixed price) or non-guaranteed (where a buyer agrees to a fixed rate only).

Which industries will see the biggest growth in programmatic DOOH?

The interesting aspect of DOOH is that there will be a growth in advertisers across all sectors, including app, e-commerce, m-commerce and retail. Brands are looking at how they can merge online and offline experiences for their consumers and create a unified brand experience across all channels. Programmatic DOOH enhances this merger.

China is, however, seeing at least 30% of OOH revenues generated from e-commerce brands alone so although all markets can benefit from DOOH, e-commerce is likely to grow the most. With the use of visual keys, apps, and interactive screens, the world is becoming shoppable and consumable so this is a natural growth area.

How will the growth of programmatic DOOH affect the overall DOOH industry? Will all DOOH eventually become programmatic?

Programmatic will drive more marketers to include DOOH in their marketing budgets for responsive, short-term campaigns as well as brand building. It also enables advertisers to create relevant and meaningful content and drive greater engagement with consumers.

Like all digital inventories, a high percentage of DOOH may be traded programmatically but it will take the industry some time to move to this trading model. The more programmatic transactions across the platform, the more transparent the OOH market will become.

Markets, like the UK and Germany, have a stronger specialist influence and therefore move at a different pace to some of the smaller markets, which are able to adapt quickly, such as Italy, Holland, and Finland.

Programmatic and the new platform technology will guide media owners to new site locations for digital investment, based on advertiser demand and consumer responses.

How could this drive changes for the digital signage industry?

We are just at the start of this transformation for OOH. In the immediate future, we will continue to increase speed to market and make data-driven, audience-led campaigns an industry norm for OOH advertising.

Further down the track, we will see data and technology enable advertisers and agencies, through DSPs and trading desks, to buy impressions across all media channels - mobile, TV and, of course, digital signage. These channels will work together seamlessly, delivering a unified brand experience across multiple technologies from just one budget. This will drive greater engagement from consumers.

How can panel makers like Samsung Display support your mission?

As the demand for programmatic and increased speed to market continue, media owners will need to ensure that their screens and technology are able to support and, indeed, enhance this technology. This is where businesses like Samsung Public Information Display have a great opportunity. The better the screens and technology, the better the platform and campaign delivery.

Machine to machine technology and locally generated data can also enhance campaign planning, delivery, and measurement.

You can out more about VIOOH by visiting their [website](#).

For more interesting DOOH uses, read about [Our Top 5 Picks for Innovative DOOH Signage Installations](#).
