

Your Guide For Adopting



PLACE EXCHANGE

by  **Broadsign**

Everything You Need To Know About Your Upgrade To Place Exchange By Broadsign



Why are we moving to the Place Exchange SSP?

This upcoming change is about giving your inventory access to more buyers, better tools, and a more competitive programmatic position, built from the best of Broadsign and Place Exchange.

Benefit from deeper integrations with omnichannel DSPs like The Trade Desk, DV360, along with 50+ other DSPs worldwide, Programmatic Guaranteed support, built-in Dynamic creative capabilities, and coming soon —automated In-Advance bookings. We've merged the Place Exchange and Broadsign engineering, services and account teams to bring you more programmatic demand, new capabilities, and robust account services to help you grow your business. This transition is designed to help grow your programmatic revenue, not your operational workload.

What do I actually get out of this that I don't have today?

- **Continuity plus growth:** Your existing demand relationships carry over, and you gain deeper integrations with The Trade Desk, DV360, and other leading omnichannel DSPs, enabling you to tap into always-on digital and CTV budgets from day one.
- **Guaranteed delivery, without the manual work:** Native Programmatic Guaranteed support, deal ID management, and automated In-Advance bookings (coming soon!) mean campaigns go from curation to proof-of-play without extra operational lift on your end.
- **Smarter creative that's built in:** DCO and real-world trigger processing (like weather, time of day, live audience data) work natively across all DSPs. No plugins, no manual configuration, nothing to rebuild.
- **Broadsign's trusted transparency:** Fully disclosed fee reporting, floor price visibility, and automated third-party billing are core to how the platform works. You'll see exactly where every dollar goes.
- **A platform that keeps evolving with you:** A larger dedicated engineering team that ships new capabilities, stays ahead of ecosystem changes, and keeps your tech stack current.



When do I get access to the Place Exchange SSP?

Access will be granted on July 22nd, with a focus on opening you up to new demand from Place Exchange. Starting on this date, you'll be able to log in, validate your inventory data, and prepare to receive PX campaigns and spend—running seamlessly in parallel with your existing systems.

This pre-live period is designed to establish these demand pipelines. It's your opportunity to ensure your inventory is ready to capture new revenue before campaigns run, without the pressure of immediately migrating your team's day-to-day workflows.

Will my live campaigns be affected during the transition?

Protecting live campaigns is the first priority. During go-live, you can run on both PX and Reach simultaneously — there is no hard cut over until you're ready. For campaigns that end within the transition window, the general recommendation is to let them continue running on existing deals to avoid disruption.

Is the Broadsign SSP (Reach) going away? Do I have to choose?

- Not straight away. From go-live, you'll be able to transact on both the Place Exchange and Broadsign Reach SSPs simultaneously. This is designed to give your team time to get fully up and running before the end of the year.
- This dual-run period runs through **January 31st, 2027**, giving you time to build confidence on PX before fully transitioning. Your account manager can work with you on a timing that suits your business.
- However, we strongly encourage all media owners to be fully live and transacting on the Place Exchange SSP by **October 1st, 2026** as buyers will most likely be buying via Place Exchange by this date. The end of the year is one of the busiest periods in programmatic media buying. Transitioning before Q4 ensures your inventory is ready for peak demand and that you don't miss out on high-value revenue opportunities.

Adoption Timeline

Your journey should follow the steps below, from now through to October 1st. Here's what to expect:



When: Starting today

You'll receive your new MSA to review and sign. Your account manager will walk you through any changes.

When: Starting today

You get access to the Place Exchange SSP to start exploring, validate your inventory data, and begin setting up deals before go-live.



When: July 28th

Topic-specific training sessions are available so your team goes into go-live confident, not guessing.

When: August 14th

Your inventory is confirmed, enriched and configured in the Place Exchange SSP.



When: September 1st

New deals are created in the Place Exchange SSP and your creative approval notifications are configured.

When: October 1st

Go live! Transact on both the Place Exchange and Broadsign (*Reach*) SSPs simultaneously. No hard cut over, run both while you build experience on PX.



Deals, Inventory & Users

Here's the honest breakdown of what transfers automatically and what you'll need to do manually.

Transferred?

Inventory



Yes

New screens are copied to PX on creation. New screens and screen updates need to be done via the Broadsign Platform.

Deals



No

Deals are not copied over. Deals and placements must be created directly in PX. Use your transition window to get this done before go-live.

Users



Partially

User management stays centralized in the Broadsign Platform, with updates syncing to PX. This will be enabled after your account is transitioned.

Impressions



Yes

Continue managing impressions per hour in the Broadsign Platform as normal. The impression multiplier is calculated by the platform and submitted to PX via ad request.

Tags (Keywords)



Not yet

Keywords (*previously tags in Reach*) are not copied, and keyword-based targeting will not be available at go-live. Category and buyer restrictions can be used in the meantime. Full keyword support is planned for later in Q3.

Creatives



Managed per SSP

Creative management is handled in the respective SSP. PX has its own creative workflows, covered in the training videos.

Reporting



Managed per SSP

Reporting is done in the respective SSP. Important: the programmatic reporting link in the Broadsign Platform currently points to Reach. To access PX reporting, go to PX directly.

Adoption Checklist

Here's a quick look at a few action items to keep in mind while you transition to the Place Exchange SSP.

Platform Access & Inventory Check

- ☐ **Log in:** Access the Place Exchange SSP via the [Broadsign Application](#).
- ☐ **Validate inventory:** Ensure screens you want to transact programmatically are set to "transactable." Add any missing data required to update their status.
- ☐ **Enrich & go live:** Review your ad units in PX SSP, populate any PX-specific data properties, and change the status to "Live."

Set up deals & creatives

- ☐ **Create deals:** Build your placements, create a deal for that inventory, and associate the two. If you work directly with DSPs, let them know your new PX deals are ready!
- ☐ **Approve creatives:** Review and approve your creatives in the PX SSP creative section.

Legal & sales readiness

- ☐ **Sign the new MSA:** You can configure PX once you get access, but you must sign the new MSA to start transacting.
- ☐ **Fill out Media Kit:** Please complete [this form](#) so our media sales team can effectively pitch your inventory to buyers.

Training & Support

There's a full training program running alongside the adoption period.

Training Videos



Short, topic-specific walkthroughs covering campaign setup, reporting, creative submission, inventory, and deal management. Most under 10 minutes. Share with anyone managing programmatic campaigns. **We strongly recommend watching the training videos before go-live.**

Your Account Manager

Commercial questions, MSA, deal setup strategy, and general migration questions.

Dedicated Support

Technical issues, go-live problems, and anything that needs a fast response during the switchover window should be sent to reachsupport@broadsign.com.



This FAQ Document

Reference for common questions — updated as the adoption progresses.

Answer Not Found?

Contact your account manager,
or email us at reachsupport@broadsign.com.