

Global Media Kit

 PLACE EXCHANGE
by  Broadsign



1.7M

GLOBAL PROGRAMMATIC DISPLAYS

Place Exchange by Broadsign is
**The Leading DOOH SSP For
Omnichannel Marketers**



Programmatic Excellence

Execute high-performance campaigns using screen-level audience data, real-time dynamic content, and programmatic guaranteed delivery.

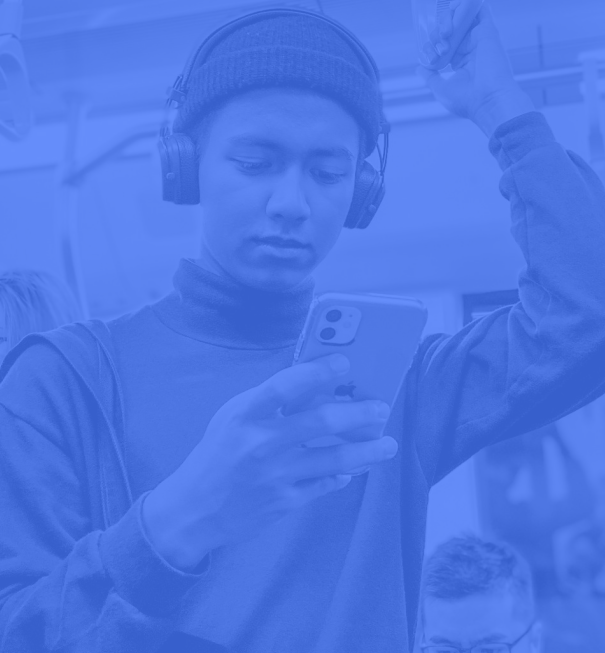
Independent & Objective

100% OOH-focused and independent of media ownership for transparent, unbiased results.

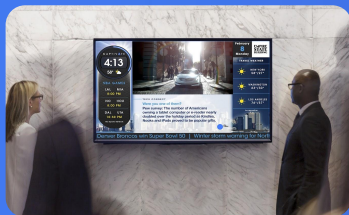
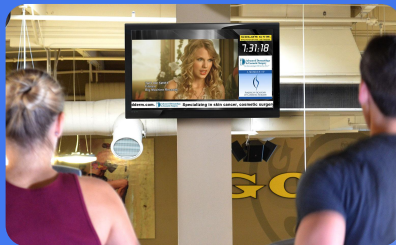
Expert-led Success

Leverage 20+ years of innovation and dedicated global support.

From the tiny
confines of
personal
devices...



...to the broad
canvas of the
physical world



Giving brands access to a wide **variety of consumer contexts.**

From highways to elevators, malls to airports, subways to taxis, and arenas to street corners, OOH offers **massive reach and high-impact experiences** woven into consumers' daily journeys between home, work, shopping, and entertainment.

Real Programmatic Out-Of-Home

Broadsign Place Exchange unifies **execution, reporting, and attribution** for DOOH with other programmatic channels for the first time – all with unmatched scale, full transparency, and built-in brand safety.



True Omni-Channel Integration

Unified workflows with online and mobile campaigns

Single point of management for budgets across DOOH and other media

Third-party ad tag tracking support



Simple & Transparent Campaign Execution

Open auction RTB, PMP and PG buying

Support for existing digital assets and custom DOOH creatives

No arbitrage or hidden fees

Fully transparent media, with no bundling



PRESIKHAAF
ARNHEM

PLACE EXCHANGE
by Broadsign

Campaign Performance That You Can Measure

Log-level impression data
for planning, optimization, and analytics

Unified device-level attribution
with other channels

Ability to drive and measure impact
at every stage of the funnel



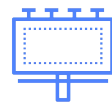
Why programmatic buyers **choose Place Exchange**



Seamlessly integrated with the world's largest omnichannel DSPs



Execute across any buy type with universal transaction and creative format support



Access the largest premium OOH supply footprint in the world



Reach your ideal customer with actionable audience segments



Prove campaign impact with 3rd party measurement, MAID passback, and PerView



Leverage 20+ years of specialized OOH innovation and expert service

Supply & Demand Integrations

 PLACE EXCHANGE
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The Largest Premium OOH Supply

In The World

257B+

Impressions Per Month

182B+

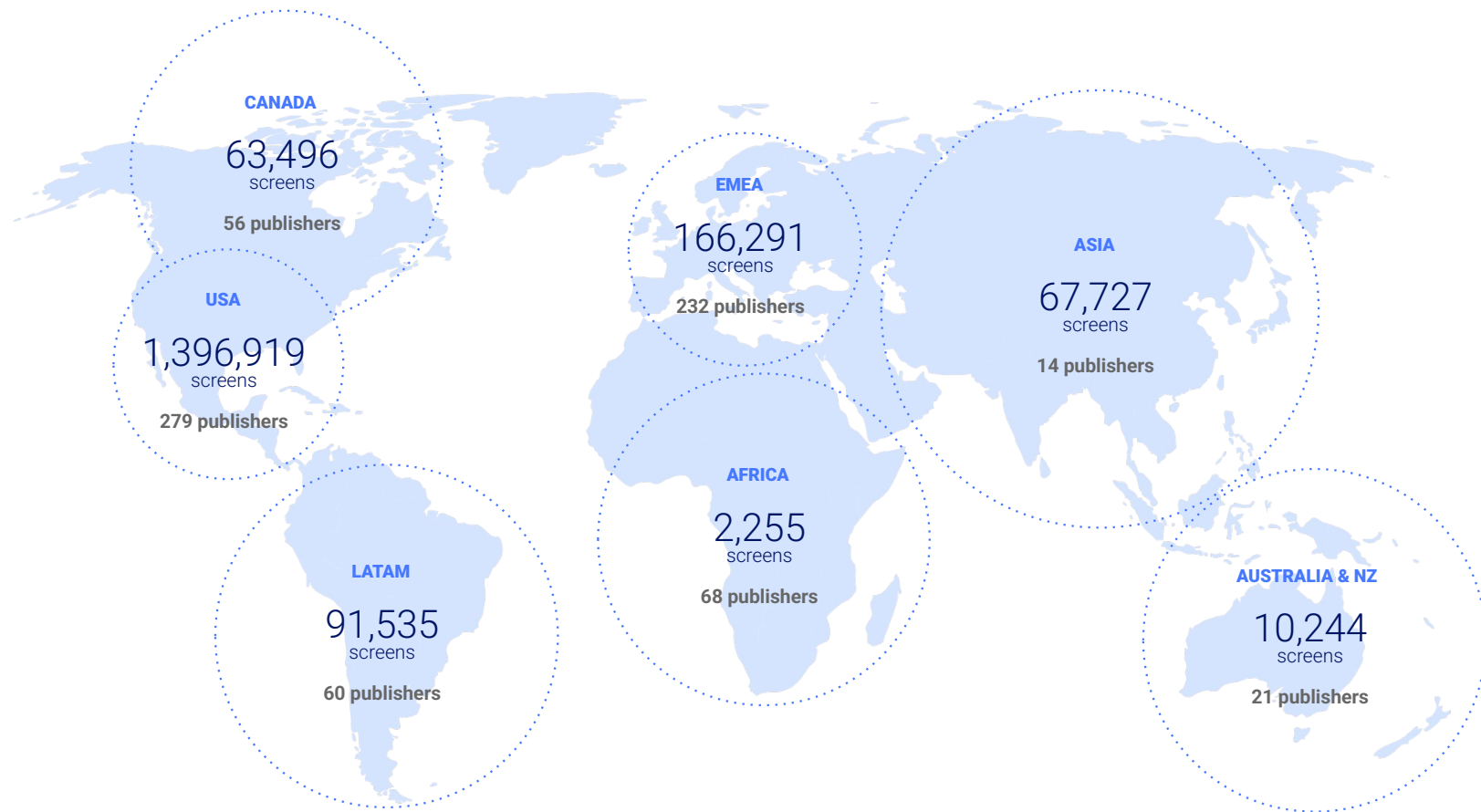
Impressions In Us

660+

Media Owner Integrations

40+

Venue Categories



The most extensive footprint of premium D00H supply



Integrated with the world's leading DSPs



Supported Media Types

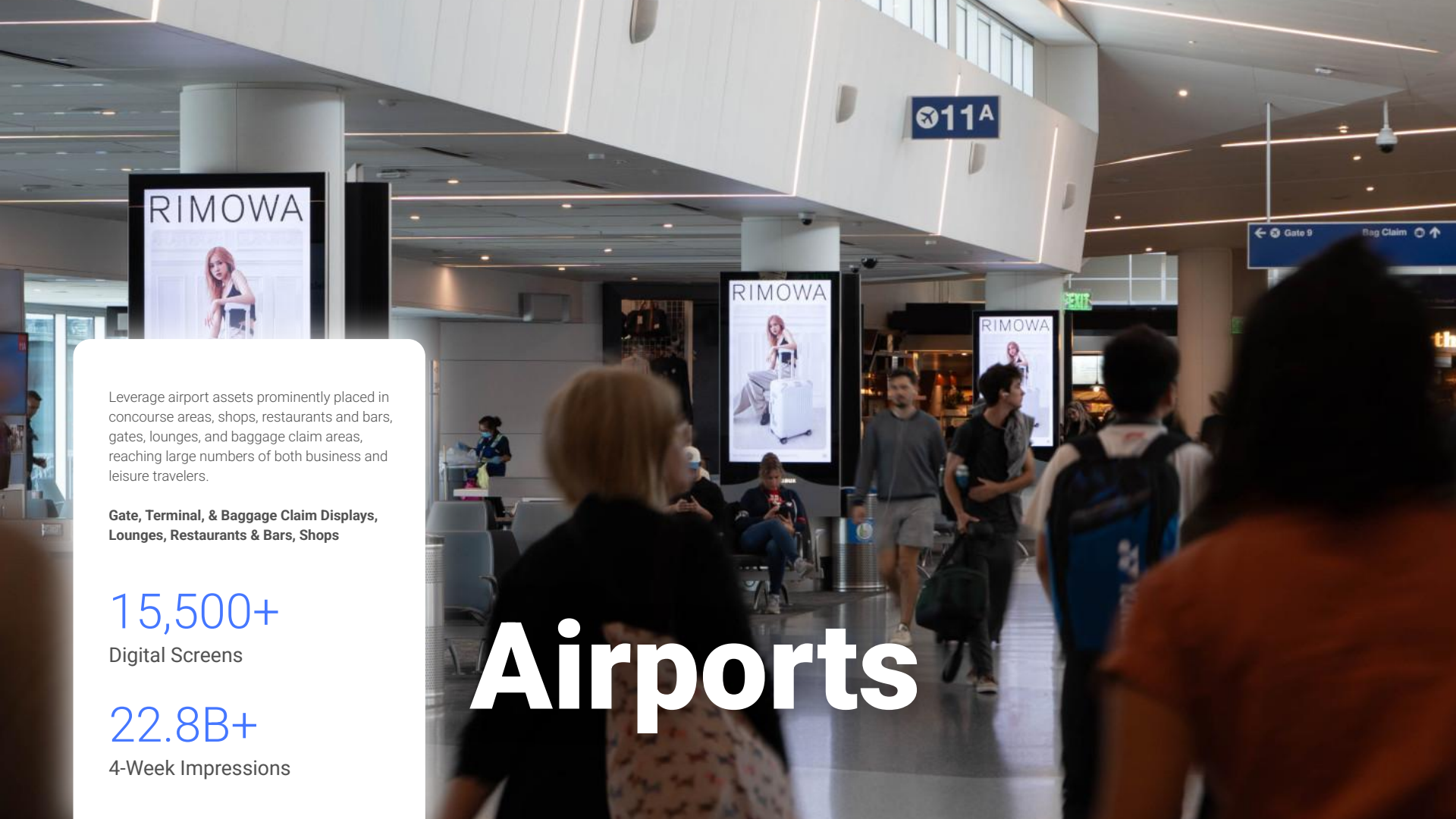
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Place Exchange Media Types

Category	Examples
Airports	Gate, Terminal & Baggage Claim Displays, Lounges, Restaurants & Bars, Shops
Billboards	Bulletins, Posters, Wall Murals
Entertainment & Leisure	Displays & Spectaculars in Entertainment Venues
Gas & Charging Stations	Pump Transaction Screens, Electric Vehicle Charging Kiosks
Health Clubs	In-gym TVs, Vending Machines
Mobility	Taxi & Car Top Displays, In-car TVs, Mounted Vehicle Panels
Movie Theaters	Movie Theater Lobbies, On-screen
Office Buildings	Lobby Displays, Elevator Displays, Vending Machines
Point of Care	Waiting-room Displays

Place Exchange Media Types

Category	Examples
Residential Buildings	Elevator & Lobby Displays
Restaurant & Bars	Restaurant & Bar TVs
Retail Locations	Digital Displays in Malls, Shopping Centers, and Stores
Spectaculars	Dominations, Custom Large Format Installations
Street Furniture	Bus Shelters, Digital Urban Panels, Kiosks, Newsstands
Supermarkets & Convenience Stores	In-Store Displays, In-Store Audio, Pharmacies, POS Displays
Transit	Platform Displays, Station Entrances
Universities	Vending Machines, Dining Halls



RIMOWA

Leverage airport assets prominently placed in concourse areas, shops, restaurants and bars, gates, lounges, and baggage claim areas, reaching large numbers of both business and leisure travelers.

**Gate, Terminal, & Baggage Claim Displays,
Lounges, Restaurants & Bars, Shops**

15,500+

Digital Screens

22.8B+

4-Week Impressions

Airports

These large-format, elevated digital displays deliver maximum exposure to vehicular traffic on expressways and highways, and to pedestrians in urban environments.

Bulletins, Posters, Wall Murals

38,500+

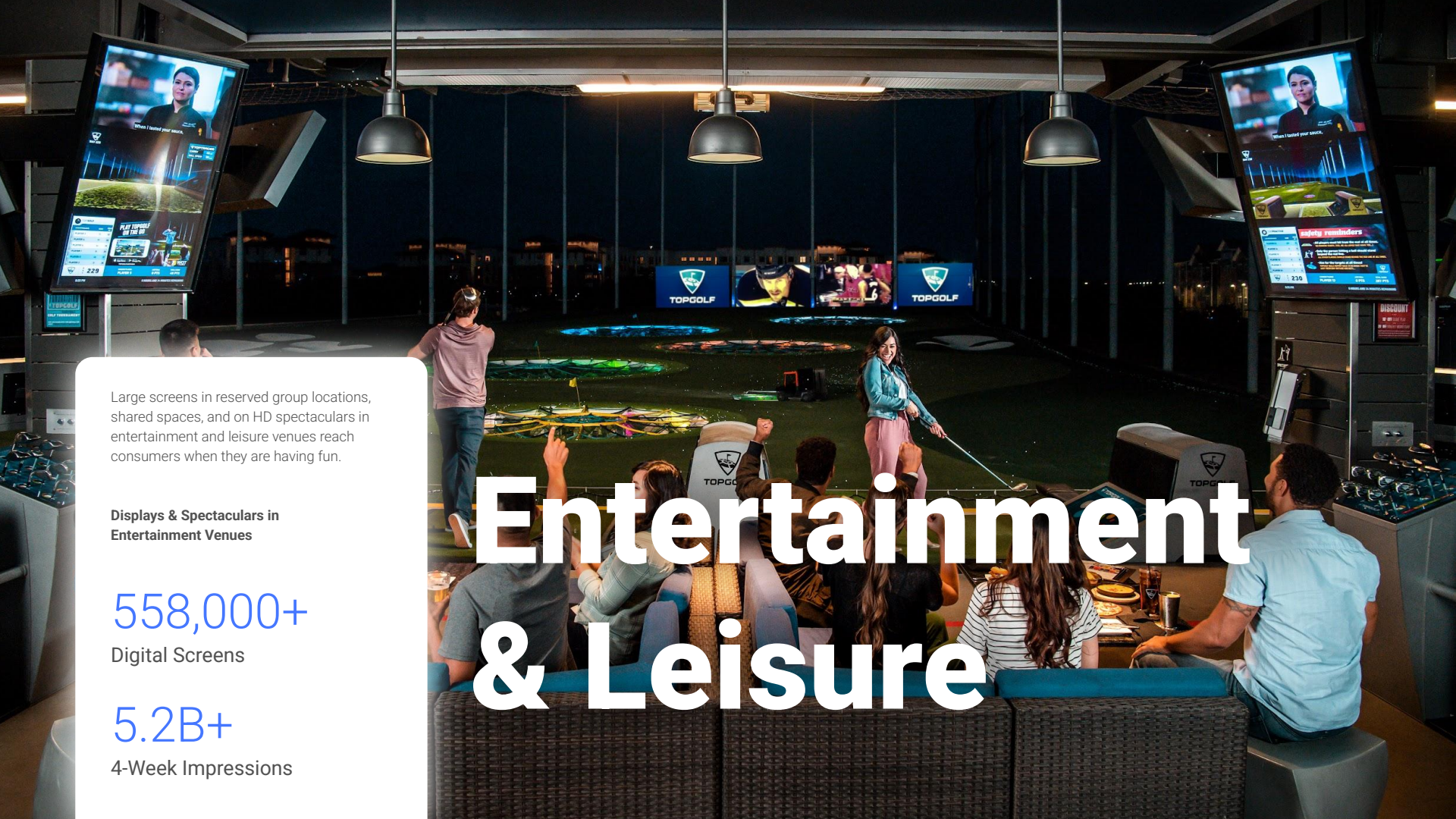
Digital Screens

76.6B+

4-Week Impressions

Billboards





Large screens in reserved group locations, shared spaces, and on HD spectaculars in entertainment and leisure venues reach consumers when they are having fun.

**Displays & Spectaculars in
Entertainment Venues**

558,000+

Digital Screens

5.2B+

4-Week Impressions

Entertainment & Leisure

Digital screens at gas stations engage consumers and amplify brand messaging. Reach targeted audiences at scale across thousands of fuel retailers.

Pump Transaction Screens

285,000+

Digital Screens

8.4B+

4-Week Impressions

Gas & Charging Stations





smart

Digital displays in health clubs deliver relevant content and advertising to valuable audiences in specific consumer contexts.

In-Gym TVs, Vending Machines

86,000+

Digital Screens

6.7B+

4-Week Impressions

Health Clubs



Leverage eye-catching placements on top and inside of rideshare vehicles and taxis. Engage your audience with highly-targeted digital creative that moves across the city reaching every street and neighborhood, in places where stationary OOH displays can't go.

Taxi & Car Top Displays, In-car TVs

140,500+

Digital Screens

15B+

4-Week Impressions

Mobility



Make a lasting impression to moviegoers with high-definition poster displays, to large-format spectacular video walls placed strategically in cinema lobbies and on cinema screens across the country.

Displays & Spectaculars in Movie Theater Lobbies, On-Screen

65,900+

Digital Screens

1.6B+

4-Week Impressions

Movie Theaters



CAR D6
NO SMOKING



Office digital screens positioned within lobbies and elevators provide a platform to connect with an influential audience in a captive environment during the workday.

Lobby Displays, Elevator Displays, Vending Machines

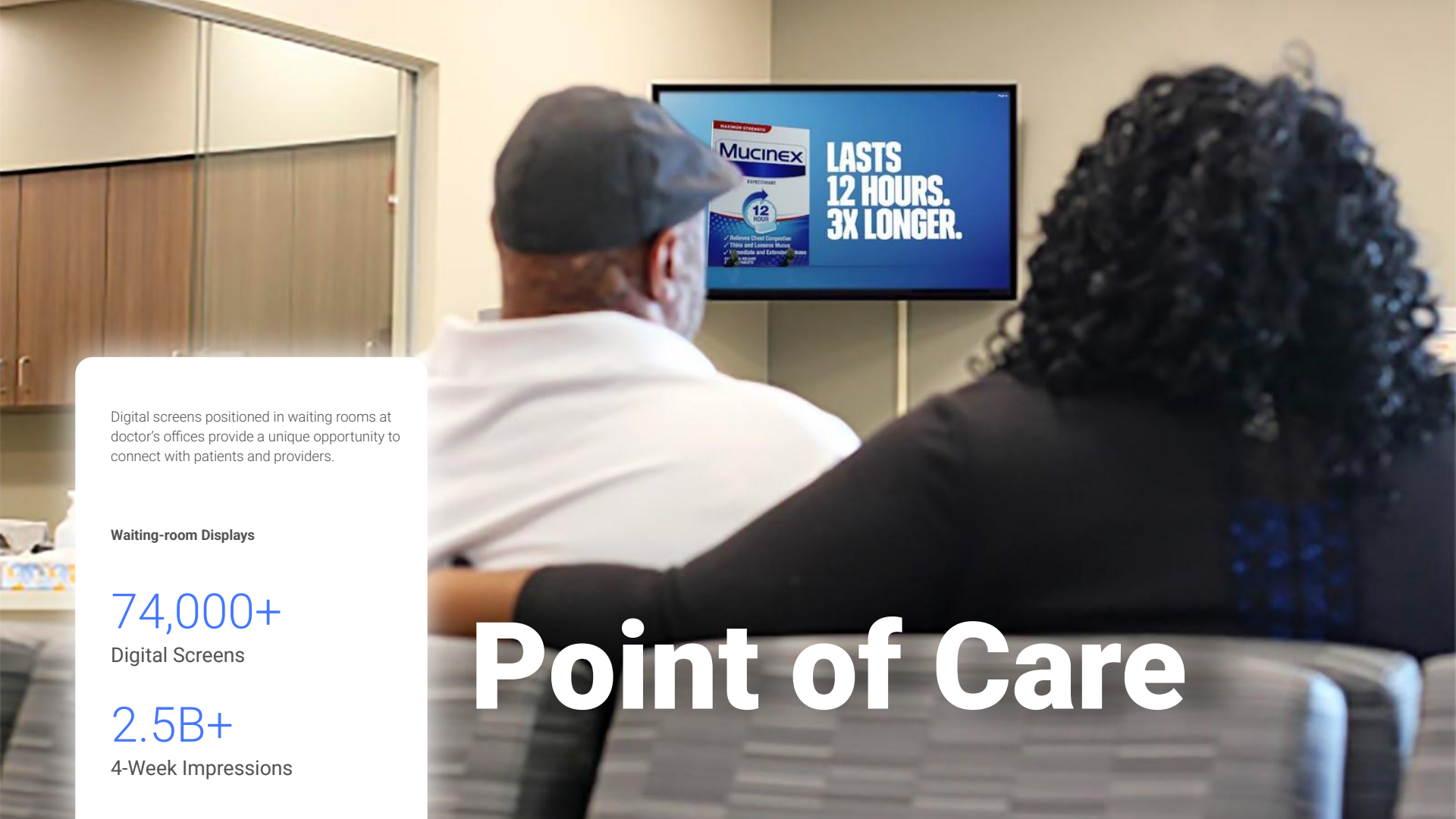
65,900+

Digital Screens

1.6B+

4-Week Impressions

Office Buildings



Digital screens positioned in waiting rooms at doctor's offices provide a unique opportunity to connect with patients and providers.

Waiting-room Displays

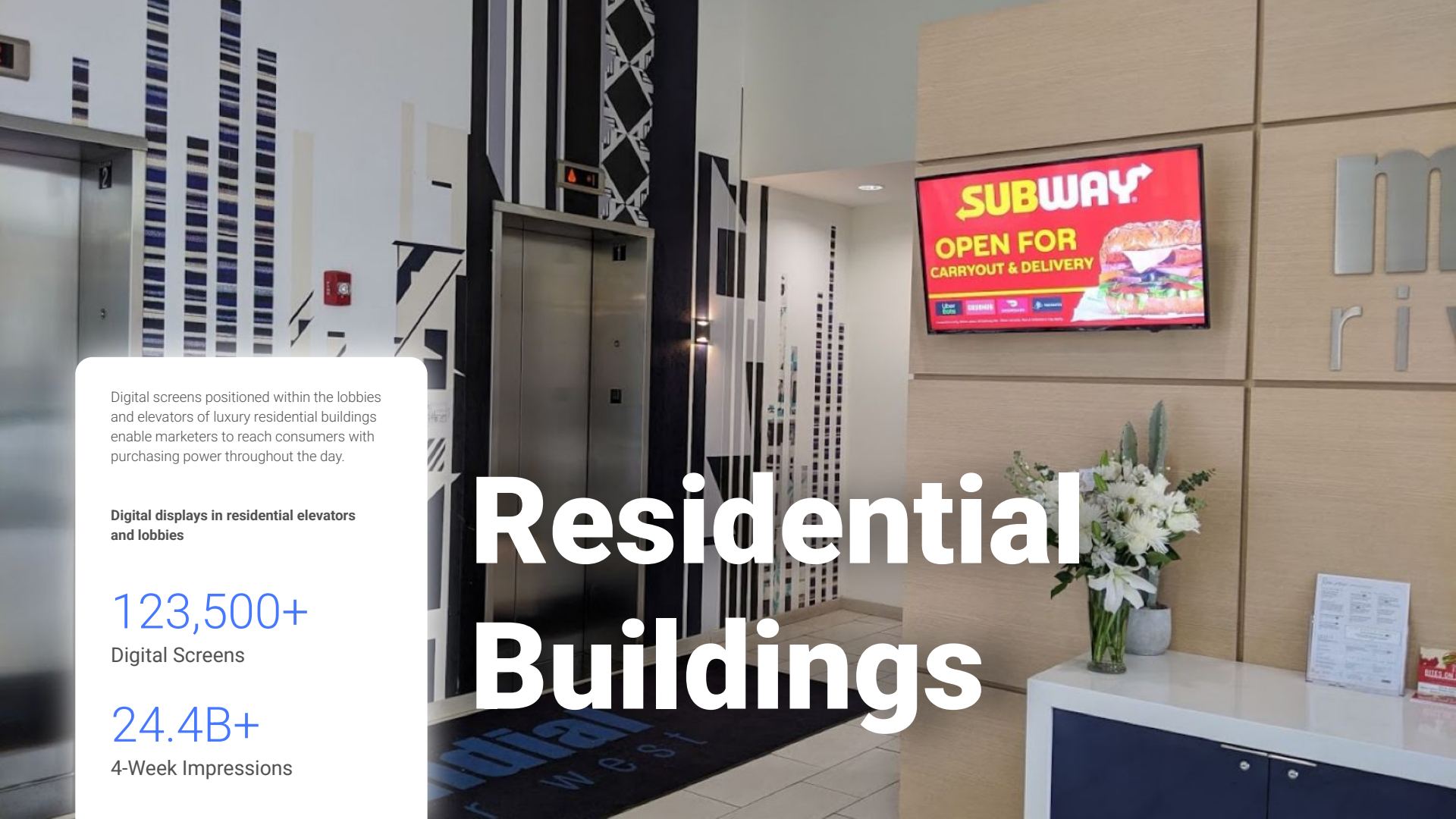
74,000+

Digital Screens

2.5B+

4-Week Impressions

Point of Care

A photograph of a modern residential lobby. On the left, there are glass-walled elevators with a digital screen on the wall above them. The screen displays a red Subway advertisement with the text "SUBWAY OPEN FOR CARRYOUT & DELIVERY" and an image of a sandwich. To the right of the elevators is a reception desk with a white countertop and blue cabinets. On the desk is a vase of white flowers and a brochure. The background wall is made of light-colored wood panels. The overall atmosphere is clean and contemporary.

Digital screens positioned within the lobbies and elevators of luxury residential buildings enable marketers to reach consumers with purchasing power throughout the day.

Digital displays in residential elevators and lobbies

123,500+

Digital Screens

24.4B+

4-Week Impressions

Residential Buildings

Premium TV screens situated in highly-visible locations within each venue. Reach consumers in their moments of leisure and relaxation. Screens average dwell times of up to 2 hours.

Restaurant & Bar TVs

226,000+

Digital Screens

32B+

4-Week Impressions

Restaurants & Bars

Premium digital screens strategically placed within retail locations give access to consumers at the point-of-purchase and deliver contextually relevant messaging to shoppers.

Digital Displays in Malls, Shopping Centers, Retail Stores

55,000+

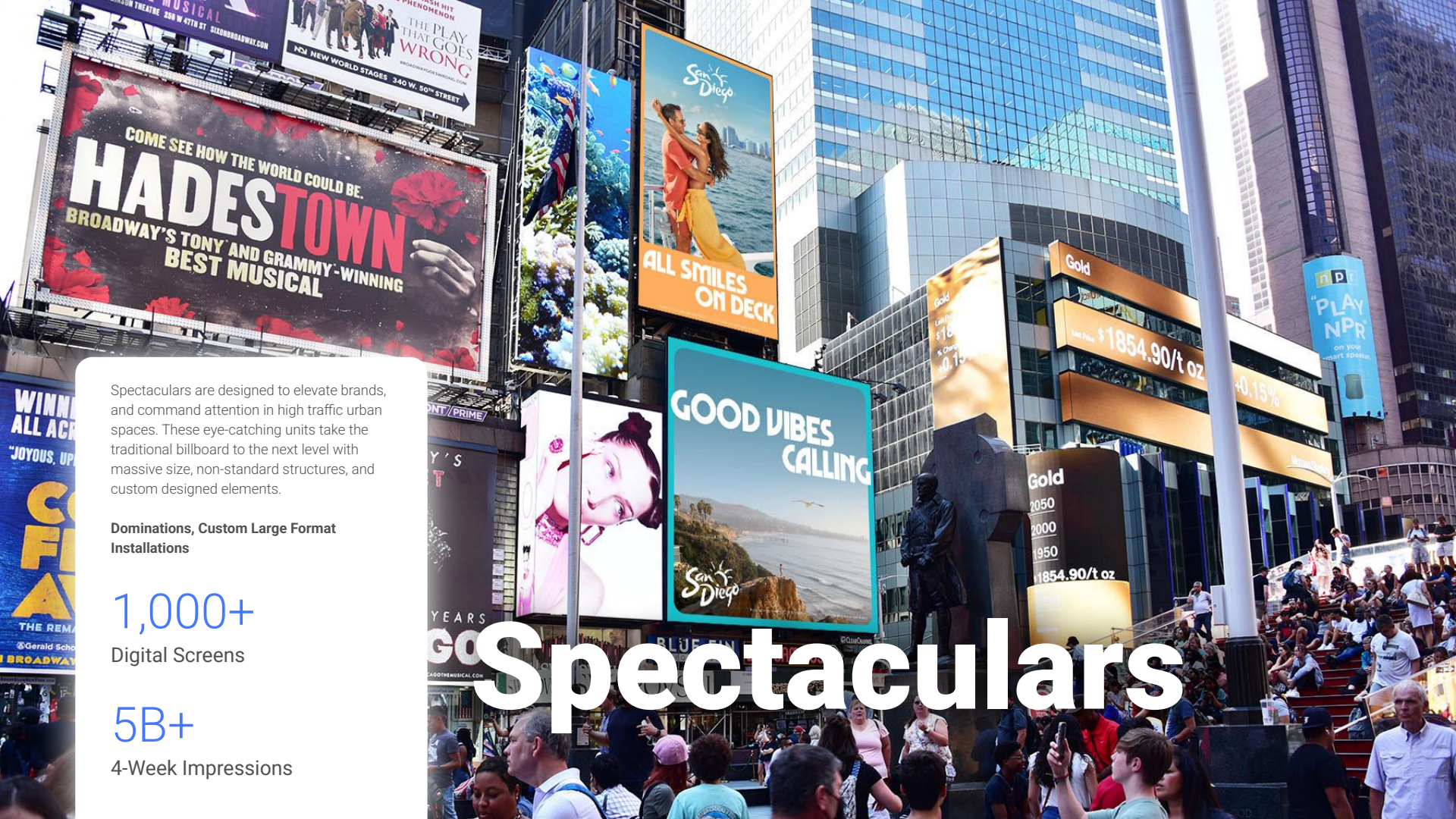
Digital Screens

29B+

4-Week Impressions

Retail Locations





Spectaculars are designed to elevate brands, and command attention in high traffic urban spaces. These eye-catching units take the traditional billboard to the next level with massive size, non-standard structures, and custom designed elements.

Dominations, Custom Large Format Installations

1,000+

Digital Screens

5B+

4-Week Impressions

Spectaculars

Strategically placed throughout consumers' daily journeys, these eye-level, free-standing structures offer engaging advertising experiences that can be localized for contextual relevance.

Bus Shelters, Digital Urban Panels, Kiosks, Newsstands

39,000+

Digital Screens

63.6B+

4-Week Impressions

Street Furniture



Premium digital screens strategically placed give access to consumers at the point-of-purchase and deliver contextually relevant messaging to shoppers.

**In-Store Displays, In-Store Audio,
Pharmacies, POS Displays**

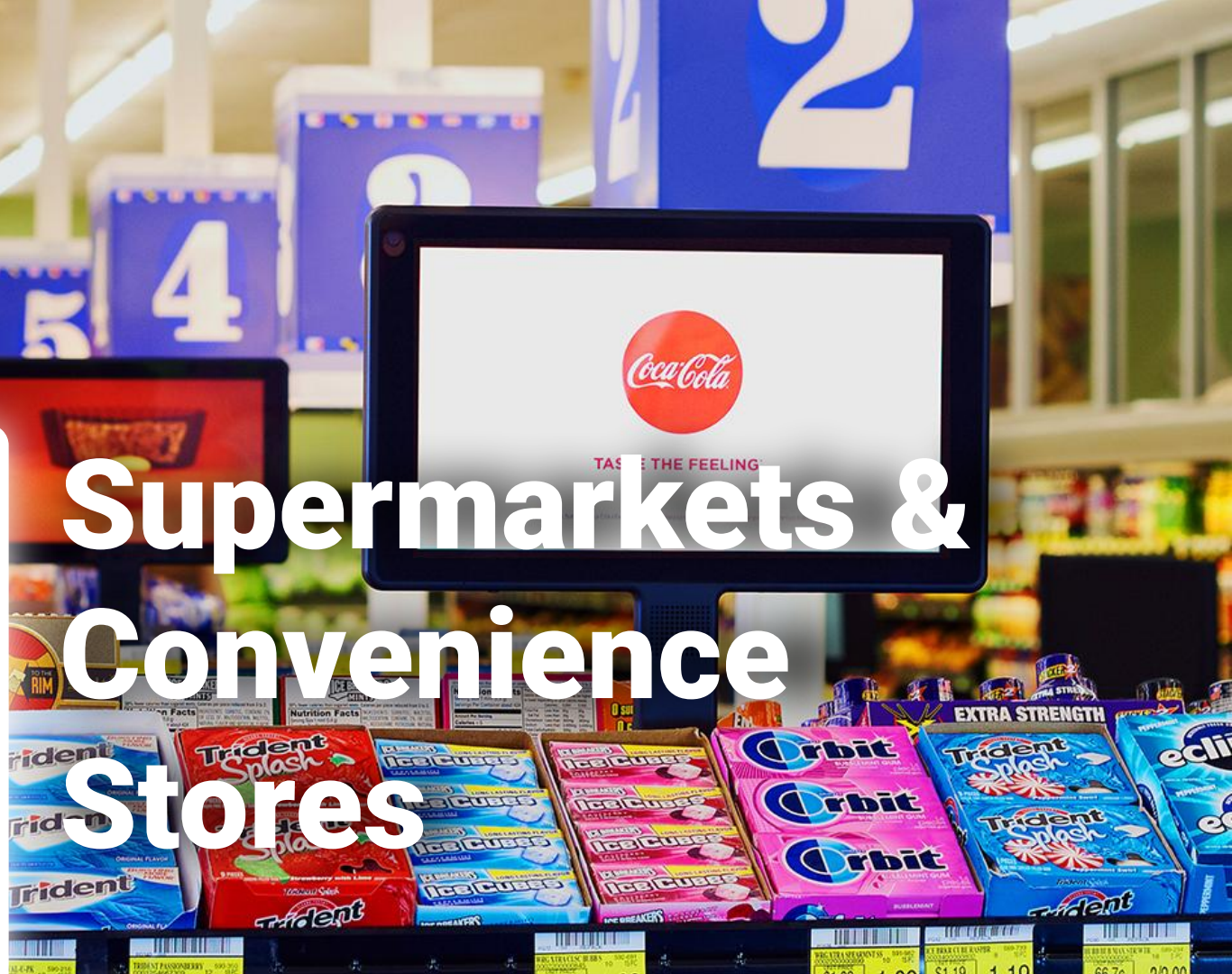
261,000+

Digital Screens

52.7B+

4-Week Impressions

Supermarkets & Convenience Stores





A cartful
doesn't
have to be
an armful.

Transit screens marry advertising with frequently updated transit content, drawing consistent attention from captive commuters on-the-go.

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tore.

Subway Platform Displays, Bus Stations,
Railway Displays, Station Dominations

33,500+

Digital Screens

29.9B+

4-Week Impressions

Run
and
Done

Transit



NO SMOKING



A cartful
doesn't
have to be
an armful.



A cartful
doesn't
have to be
an armful.

A photograph of a university hallway. In the center, a digital screen displays an advertisement for 'small spaces slay' featuring a woman sitting on a chair, with text 'NOLMYRA Influenced by @xox_mysterious' and 'Shop Back to School'. To the right, a bulletin board is covered with various posters and flyers. Several students are visible: some are sitting on a bench, one is using a laptop, and others are standing or walking. A sign above a doorway on the left reads 'Classrooms Elevator to First Floor' and 'Lecture Theatre No. 100'.

Digital screens on campus environments allow marketers to reach the next generation of consumers at scale across the country.

Vending Machines

6,500+

Digital Screens

3.3B+

4-Week Impressions

Universities



Talk to us

broadsign.com/contact

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