

Podcast: Why the Next Wave of Digital Billboard Ads Will Be Automated

AUDIO |

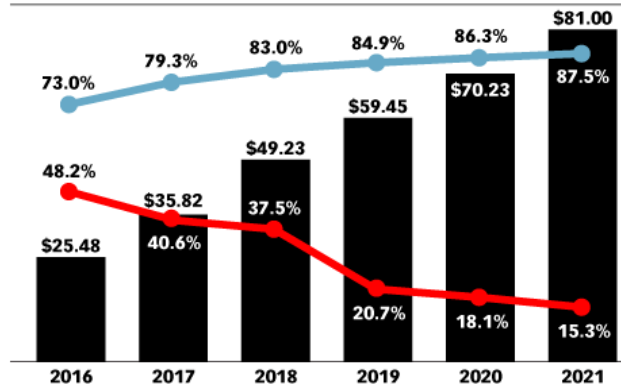
eMarketer Editors

eMarketer principal analyst Lauren Fisher joins us to discuss the potential of programmatic out-of-home advertising. Why is this category important now? How is it different from other digital ad formats? And what role does automation play in the buying and selling of digital billboard ads?

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US Programmatic Digital Display Ad Spending, 2016-2021

billions, % change and % of total digital display ad spending*



■ Programmatic digital display ad spending
 ■ % change ■ % of total digital display ad spending*

Note: digital display ads transacted via an API, including everything from publisher-erected APIs to more standardized RTB technology; includes native ads and ads on social networks like Facebook and Twitter; *includes advertising that appears on desktop/laptop computers, mobile phones, tablets and other internet-connected devices
 Source: eMarketer, April 2019

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