

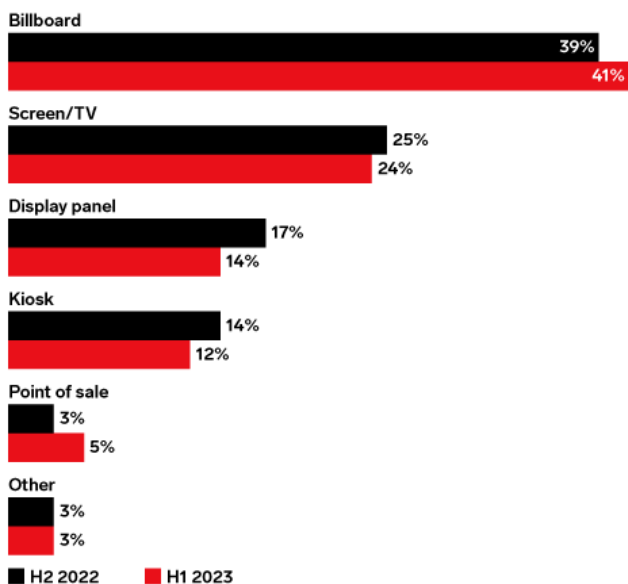
Billboards claim the largest share of US programmatic OOH ad spend

Article

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Asset Share of US Programmatic Out-of-Home (OOH) Spending, H2 2022 & H1 2023

% of total



Note: represents activity on the Place Exchange platform; broader industry metrics may vary; numbers may not add up to 100% due to rounding
Source: Place Exchange, "H1 2023 Place Exchange Programmatic OOH Trends Report," July 26, 2023

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Insider Intelligence | eMarketer

Key stat: The largest share of US programmatic out-of-home (OOH) ad spend went to billboards (41%) in H1 of this year, followed by screens and TVs (24%) and display panels (14%), according to Place Exchange.

Beyond the chart:

- This year, **fewer than one-tenth of OOH ad dollars will go to programmatic formats**, but that figure will grow as options expand, per our forecast.
- In its pandemic rebound last year, **US programmatic digital OOH (DOOH)** ad spending more than doubled YoY, but it still represents a small share of overall DOOH spend, per our forecast.
- With more digitization, advertisers will be able to realize programmatic's potential for flexibility, real-time optimization, and data-driven targeting in a uniquely physical medium.

Use this chart:

- Reassess your programmatic budget.

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Note: Data was provided to Insider Intelligence by Place Exchange.

Methodology: Data is from the July 2023 Place Exchange "H1 2023 Place Exchange Programmatic OOH Trends Report." Results are based on billions of programmatic OOH impressions in the US within the Place Exchange platform comparing data from H1 2023 vs. H2 2022.