

PROGRAMMATIC OOH PLAYBOOK

A GUIDE TO THE PROGRAMMATIC
BOOKING OF OOH



PROGRAMMATIC OOH

Programmatic Is Everything (PIE) is a catchphrase that refers to the growing scope and influence of the programmatic ecosystem. By integrating traditional offline media such as audio, TV, and Out of Home (OOH), we are on our way to incorporating all media into the programmatic landscape – and, in turn, to attaining PIE.

Programmatic Out of Home launched at the end of 2018. It has recently captured the attention of CMOs and media traders, as no other medium offers such effective brand exposure and reach, allowing for delivery to the right audiences at the right time. Thanks to the addition of OOH to the programmatic ecosystem it is now possible to manage all your digital online and offline campaigns through a single **DSP**. Programmatic OOH is quickly becoming indispensable for effective cross-media campaigns. Spending on OOH media is expected to reach 1.24 billion euros in 2020, thus accounting for 6.4% of all German advertising spending (eMarketer, March 2020, figure converted from US dollars).

Furthermore, spending on Programmatic OOH in Germany is anticipated to increase from **60 million euros in 2020 to 553 million euros in 2025**. As a share of DOOH, Programmatic OOH is thus expected to capture 28.7% of the market in 2025, up from 3.7% in 2020 – a 676% increase (DMI, 2019).

As a “one-to-many” medium, Out of Home is unique and requires a custom approach to media planning.

This guide to Programmatic OOH, or Playbook, provides you answers to **over 30 FAQs**, based on our discussions with clients, agencies, DSPs and other industry partners. After reading the guide, you’ll be a Programmatic OOH expert and ready to book your first campaign (with WallDecaux, we hope) in the DSP of your choice.

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01 GENERAL INFORMATION

1.1 | HOW DO I GET STARTED WITH PROGRAMMATIC OOH?

BRIEFING

- Send the **campaign briefing** including the brand name, dates, cities, budget and (if applicable) target audience to programmatic_sales@wall.de or to your sales contact at WallDecaux.
- WallDecaux will check availability and get back to you with impressions, cost-per-mille (CPM) and further details within two to three working days. For urgent queries, we can expedite the process.
- If the offer is accepted, **WallDecaux will provide you with the Deal IDs.**

SET UP

- A campaign is set up with the Deal ID on the **DSP side, using VIOOH as the SSP.**
 - **Programmatic Guaranteed** – do not apply any targeting, pacing, etc. in the campaign set-up.
 - **Programmatic Non-Guaranteed / Unreserved Fixed Rate** – allows pacing and the addition of locations (country, city), time (month, week, day, hour), and networks (DCN, DDN, DUB, DCLB, Digital Poster Gallery) targeting in the campaign.

UPLOAD

- Creatives need to be uploaded to the DSP; fallbacks (JPG or MP4) need to be sent to WallDecaux before the campaign starts: programmatic@wall.de.
- WallDecaux usually approves the creative **within 24 hours** if your DSP has an API approval process. If your DSP has a VAST bid response approval process, we will be able to approve the creative only after the first bid response, once the campaign is live. Please contact your DSP to check how the creatives will be approved on your end.

LIVE

- **Campaign is live.**
- Reporting **is available in the DSP.**

1.2 | WHAT INVENTORY IS AVAILABLE THROUGH WALLDECAUX?

- Wall GmbH is part of the JCDecaux Group, the **world leader in OOH** with over 1 million advertising spaces in more than 80 countries.
- The sales brand of Wall GmbH – **WallDecaux** – provides perfect advertising settings at Germany's most frequented locations.
- Our premium inventory includes City Light Posters, Digital City Light Posters, billboards, and transport advertising. To maximize attention, **we sell our inventory in networks within the area that best suits your target audience**, such as shopping centers, dense urban areas, and subway stations.
- WallDecaux is constantly working on growing its digital inventory, **so you can expect enhancements to the number of screens and impressions every quarter.**
- You can see our programmatic inventory showreel here: [WallDecaux Premium OOH](#)

SHOWREEL



WALLDECAUX PREMIUM PROGRAMMATIC INVENTORY



DIGITALCITYNET

NETWORK/ TYPE	NETWORK DESCRIPTION	FORMAT	SCREENS*	CONTACTS/ WEEK	CITIES
DigitalCityNet (DCN) / Outdoor	The DigitalCityNet reaches an urban target audience in highly frequented locations. Dynamic visuals and flexible playout increase the advertising impact.	Portrait format 1,080 × 1,920 pixels	514	180 mio.	Berlin, Hamburg



DIGITALDELUXENET

NETWORK/ TYPE	NETWORK DESCRIPTION	FORMAT	SCREENS*	CONTACTS/ WEEK	CITIES
DigitalDeluxeNet (DDN) / Outdoor	The DigitalDeluxeNet offers high impact placement at the most exclusive locations. The premium digital technology enables dynamic and creative stagings, tactical modulations and smart interactions.	Portrait format 1,080 × 1,920 pixels	311	283 mio.	Berlin, Bremen, Dortmund, Düsseldorf, Hamburg, Cologne, Mannheim, Munich, Wiesbaden



DIGITAL UNDERGROUND BERLIN

NETWORK/ TYPE	NETWORK DESCRIPTION	FORMAT	SCREENS*	CONTACTS/ WEEK	CITIES
Digital Underground Berlin (DUB) / Indoor	The Digital Underground Berlin network targets young, mobile urbanites as they pass through Berlin's most frequented inner-city subway stations.	Portrait format 1,080 × 1,920 pixels	73	Over 31 mio.	Berlin

DIGITAL CITY LIGHT BOARD



NETWORK/ TYPE	NETWORK DESCRIPTION	FORMAT	SCREENS*	CONTACTS/ WEEK	CITIES
Digital City Light Board (DCLB) / Outdoor	Large, high-resolution digital screens at traffic hubs deliver high visibility, especially for motorists. Maximum flexibility enables daily campaign-specific content control.	Billboard: 440 x 300 Pixel	55	Over 32 mio.	Berlin, Hamburg

DIGITAL POSTER GALLERY



NETWORK/ TYPE	NETWORK DESCRIPTION	FORMAT	SCREENS*	CONTACTS/ WEEK	CITIES
Digital Poster Gallery / Indoor	The Digital Poster Gallery reaches target audience at U-Bahnhof Friedrichstraße, one of Berlin's busiest subway stations.	Portrait format 1,080 x 1,920 pixels	12	Over 2 mio.	Berlin

We offer nearly 530 million
contacts per week on
over 960 screens.

Please ask your sales manager or WallDecaux for a more detailed inventory presentation.

*WallDecaux reserves the right to make adjustments due to assembly and disassembly.

1.3 | WHERE IS THE INVENTORY AVAILABLE?

WallDecaux operates only in the German market; it offers only German inventory. With our inventory we cover the biggest cities in Germany, such as Berlin, Bremen, Dortmund, Düsseldorf, Hamburg, Cologne, Mannheim, Munich and Wiesbaden. Through the SSP [VIOOH](#) you will have access to the global digital inventory of JCDecaux. The following JCDecaux countries (and related entities) are currently live and able to trade via more than 20 DSPs:

- | | |
|-----------|---------------------------|
| > Belgium | > Netherlands |
| > Denmark | > Switzerland (APG SGA) |
| > Finland | > United Kingdom |
| > Germany | > United States |
| > Italy | |

Australia, Singapore, and Spain are on the roadmap for 2020. A programmatic launch in Austria (Gewista), France, and other JCDecaux countries is planned for 2021.

1.4 | WHAT IS THE DIFFERENCE BETWEEN PROGRAMMATIC OOH AND PROGRAMMATIC?

Traditional programmatic campaigns on desktop, mobile, or video are always one-to-one forms of communication. By contrast, OOH is a **one-to-many form of communication**. This means you will deliver ad messages to a broad audience, and not just one user, thus achieving much higher reach.

Traditional programmatic campaigns mostly cover online inventory; OOH covers offline inventory in both **indoor and outdoor contexts**.

The majority of traditional programmatic bookings are auction based, using real time bidding (RTB) or real time advertising (RTA). You can set up a campaign and access media owners' inventory without talking to the media owner. Programmatic OOH buying takes place via a private marketplace (PMP) using a Deal ID. At present, you will need to talk to someone from WallDecaux in order to receive a Deal ID and activate the campaign. Even if auction-based buying in Programmatic OOH is live, it will most likely be an invitation-only auction, not an open exchange.

OOH is the perfect solution for brand awareness campaigns, as it enables advertisers to reach high numbers of potential customers in urban areas with compelling advertising messages. The ability to reach a broad OOH audience through a single DSP represents a huge step forward – and makes OOH an essential addition to your digital marketing strategy.

1.5 | WHAT ARE THE ADVANTAGES OF PROGRAMMATIC OOH COMPARED TO TRADITIONAL OOH?

We offer the same digital inventory, but with different booking modalities and targeting. Here are some advantages of Programmatic OOH over a traditional insertion order (IO):

FLEXIBLE

- **More flexibility/granularity in targeting:** We offer booking up to an hour before trading, audience targeting, and around point of interests (POI) targeting. These targeting options are available through programmatic only.
- **Ad delivery at scale** in combination with audience targeting.
- **Greater flexibility** with campaign set-up, targeting, and campaign **optimization on the DSP end**, including flexible booking, targeting, creative management, and budget allocation.
- **Access to real time Reporting via DSP.**

REAL-TIME

- **Short-term and long-term bookings.**
- The ability to run **international JCDecaux Programmatic OOH campaigns** from one DSP.
- Execution of **cross-media campaigns**, for example with DOOH remarketing / mobile extension.
- The management of campaigns with **several media owners** via one DSP.
- **Targeting based on 3rd-party data overlay** (selected providers).

1.6 | WHAT ARE THE BENEFITS OF A PROGRAMMATIC OOH CAMPAIGN AT WALLDECAUX?

WallDecaux is a premium programmatic provider. Our inventory is placed at the best, most frequented locations and landmarks in Germany's biggest cities.

We were the first provider of outdoor programmatic in Germany. Other providers offer mostly indoor inventory (malls, railway stations, etc.). By contrast, we mainly offer outdoor locations (street furniture, roadside ads) as well as subway station advertising in Berlin.

ADVANTAGES

- WallDecaux offers **audience targeting and network targeting**, among other options.
- **Our ad slots are content-free.** This means that we only display advertisements – no weather or news updates.
- In order to increase brand impact, we usually place several **easy-to-see screens** in one location. The screens show synchronized ads, further enhancing **the brand impact** for the advertiser.
- WallDecaux sells **viewable impressions**; we do not offer opportunities-to-see (OTS).
- There is **no risk of fraud or buying non-viewable ads**.
- We support **dynamic creative optimization (DCO)**.
- As a part of the JCDecaux Group we offer **international coverage and campaigns** across the globe.

02 CAMPAIGNING AND TRADING

2.1 | WHAT SET-UPS, DEALS AND TARGETING CAPABILITIES ARE CURRENTLY OFFERED?

WallDecaux only operates via **private marketplaces (PMPs)**.

To access our inventory, you need to receive individual Deal ID from us.

We currently offer two types of deals:

- Programmatic guaranteed deals with preselected targeting
- Programmatic non-guaranteed/unreserved fixed-rate deals

Guaranteed Deal

A guaranteed deal contains the following information:

- Locations: country, city.
- Time: month, week, day, hour.
- Networks: DCN, DDN, DUB, DCLB, Digital Poster Gallery.
- Pretargeting: target group, POI.

Please note that this deal does not allow you to apply targeting via the DSP.

The screens and impressions are preselected for your campaign at a fixed price. You are guaranteed that the impressions will be delivered at around a **97% win rate**.

Non-Guaranteed Deal

With the programmatic non-guaranteed/unreserved fixed-rate deal, the targeting is applied via the DSP. While some DSPs may not support all targeting options with non-guaranteed deals, the following options should generally be available:

- Locations: country, city.
- Time: month, week, day, hour.
- Networks: DCN, DDN, DUB, DCLB, Digital Poster Gallery.

Please note with this deal WallDecaux does not reserve screens. Your delivery depends on the availability and selected targeting applied by the DSP.

WallDecaux does not allow targeting on single screens as part of non-guaranteed deals. Instead, we offer you bundled screens, called networks or visual units. Targeting of single screens is only possible with guaranteed deals, as part of a pre-selected network, e.g. within the scope of POI or audience targeting.

As a trader, you can also define your target group based on a combination of the above, including in particular hourly targeting. For example, based on gathered statistical data, we can assume that the B2B audience is exposed to our screens during the week between 7 and 10 a.m. as well as between 5 and 7 p.m. In section 2.2.2 below, you can find a link to the Lufthansa campaign, where we used the same logic.

Further targeting options will be regularly added in the coming months.

2.2 | CREATIVES

WallDecaux offers various networks and screen sizes with different options and restrictions. If you are not sure whether your creatives are approved by WallDecaux, or if you are planning a campaign with sensitive content (e.g. politics, tobacco, gambling), please contact us to clarify your questions: programmatic@wall.de.

2.2.1 | WHAT CREATIVE FORMATS ARE AVAILABLE?

DIGITALCITYNET (DCN) AND DIGITALDELUXENET (DDN)

Slow graphic animations, but no video footage is allowed.

POSTER GALLERY AND DIGITAL UNDERGROUND BERLIN (DUB)

Graphic animations and actual video footage is allowed.

DIGITAL CITY LIGHT BOARD (DCLB)

For DCLB formats, please provide a still image as a JPG file.

Please see our [Programmatic OOH Datasheet](#) for the technical requirements regulating production and the creative approval process.

WALLDECAUX PREMIUM PROGRAMMATIC TECHNICAL DATASHEET



DIGITALCITYNET

NETWORK	SPOT LENGTH (SEC.)	FORMAT	FILE	BIT RATE (MBIT/S)	FRAME RATE (FPS)	VIDEO CODEC	OPERATING TIME
DigitalCityNet (DCN)	10	Portrait format 1,080 × 1,920 pixels	JPG / MP4	20	30	H.264	24/7

The city of Munich does not
permit moving images.



DIGITALDELUXENET

NETWORK	SPOT LENGTH (SEC.)	FORMAT	FILE	BITRATE (MBIT/S)	FRAME RATE (FPS)	VIDEO CODEC	OPERATING TIME
DigitalDeluxeNet (DDN)	10	Portrait format 1,080 × 1,920 pixels	JPG / MP4	20	30	H.264	24/7



DIGITAL UNDERGROUND BERLIN

NETWORK	SPOT LENGTH (SEC.)	FORMAT	FILE	BIT RATE (MBIT/S)	FRAME RATE (FPS)	VIDEO CODEC	OPERATING TIME
Digital Underground Berlin (DUB)	10	Portrait format 1,080 × 1,920 pixels	JPG / MP4	20	25	H.264	Mon. – Fri. 4:00–0:59 Sat. – Sun. 24 hrs/day

City restrictions
do not permit
moving images.



DIGITAL CITY LIGHT BOARD

NETWORK	SPOT LENGTH (SEC.)	FORMAT	FILE	BIT RATE (MBIT/S)	FRAME RATE (FPS)	VIDEO CODEC	OPERATING TIME
Digital City Light Board (DCLB)	–	Landscape format 440 × 300 pixels	JPG	–	–	–	24/7

INFO

Please be aware that different ad formats need to be bundled into separate Deal IDs, because most of the DSPs do not currently support multi-format Deal IDs.

All our screens have a ten-second spot length. This translates into six spots per minute, or 360 spots per hour.

Your DSP should be able to provide you a creative specification for WallDecaux.

You can also reach out to programmatic_sales@wall.de for help.

You can find technical details in our Programmatic OOH Datasheet, available [here](#).



DIGITAL POSTER GALLERY

NETWORK	SPOT LENGTH (SEC.)	FORMAT	FILE	BIT RATE (MBIT/S)	FRAME RATE (FPS)	VIDEO CODEC	OPERATING TIME
Digital Poster Gallery	10	Landscape format 1,920 × 1,080 pixels aspect ratio 16:9	JPG / MP4	20	25	H.264	Mon. – Fri. 4:00 – 0:59 Sat. – Sun. 24 hrs/day

2.2.2 | DO YOU SUPPORT DYNAMIC CREATIVES (DCO)?

Yes, we can support dynamic creative optimization (DCO). DCO does not work the same in the OOH environment as in standard programmatic digital campaigns.

If you are interested in a DCO campaign, please contact WallDecaux. WallDecaux can arrange the creative work and advise you on the best solution for your campaign and target audience.

Here is a selection of our DCO campaigns and productions:

WEB LINKS

[Google campaign – DE](#)

[Google campaign – EN](#)

[Lufthansa campaign – DE](#)

[Lufthansa campaign – EN](#)

2.2.3 | ARE THERE LANGUAGE REQUIREMENTS FOR WALLDECAUX SCREENS?

There are no language requirements for Germany.

2.2.4 | ARE THERE AD RESTRICTIONS IN GERMANY?

There are restrictions related to campaigns with sensitive content (e.g. politics, tobacco, or gambling). If you have questions, simply contact us:

programmatic@wall.de.

2.2.5 | WHAT ARE YOUR BEST PRACTICES FOR BUILDING OOH CREATIVES?

WEB LINK

[Here](#) are our ten golden rules for the development and optimization of OOH creatives (in German).

2.2.6 | CAN YOU CREATE THE OOH ADS FOR MY PROGRAMMATIC CAMPAIGN?

Yes, we can. For [pricing](#) or additional information, please contact: programmatic_sales@wall.de.

2.3 | HOW DO I KNOW IF SOMEONE SAW MY AD?

Programmatic at WallDecaux is 100% viewable, and entirely free of bots.

WallDecaux sells only viewable impressions.

2.4 | HOW DO I RECEIVE REPORTS?

The DSP provides the reporting. Please make sure to check with your DSP about how to set up reports based on geolocation. Not all DSPs support standard geolocation reporting for OOH. To receive a geolocation report, you might need to rearrange your line items. Please ask your DSP for more information.

2.5 | HOW DO I MEASURE THE SUCCESS OF AN OOH CAMPAIGN?

The success of an OOH campaign can be measured using traditional metrics such as GRP, footfall measurement reports (for store/location visits), and market research.

A way to improve your campaign is to append geofence targeting via the DSP. This feature **extends to mobile devices**, allowing you to retarget users in the vicinity of the visual units. Furthermore, it is possible to perform location-specific retargeting by collecting mobile advertiser IDs (MAIDS). Here, too, a second mobile campaign can be used to reach pedestrians moving or standing near WallDecaux screens.

Each DSP has different measurement capabilities. Please contact your DSP for more information.

2.6 | DO YOU PROVIDE ECPM FOR TARGET AUDIENCES?

Not at the moment, but we are working on it. We are also developing ways to provide more insights on target audiences who have seen the ads on our screens.

2.7 | BID REQUESTS

2.7.1 | ARE BID REQUESTS SENT IN REAL TIME?

Bidding starts one hour before the payout. Clients who book a guaranteed deal with WallDecaux should expect a **win rate of >97% for the DSP**. In the case of non-guaranteed deals, WallDecaux has no influence on the win rate since it depends on the availability and targeting settings applied by the DSP. The DSP provides the reports.

2.7.2 | DO YOU PASS THE IP OF THE PLAYOUT LOCATION IN THE BID REQUEST?

VIOOH (our SSP) does not send an IP address because the screens are not conventional cell phones, laptops or similar devices.

2.7.3 | DO YOU PASS THE LATITUDE AND LONGITUDE OF THE PLAYOUT LOCATION IN THE BID REQUEST?

Yes, the frame ID is passed in the bid request and includes the number of impressions of multiple screens in one location. These multiple screens are called a visual unit.

2.7.4 | ARE UNIQUE PLACEMENT IDENTIFIERS INDICATED IN THE BID REQUEST?

Yes, the frame ID, which includes impressions of multiple screens at one location.

2.8 | ARE CREATIVES CACHED ON THE PLACEMENT IN ADVANCE OF PLAYOUT?

Creatives are not cached and need to be submitted and approved before appearing on the screen.

2.9 | DO YOU SUPPORT 3RD-PARTY TRACKING?

At present, we do not support 3rd-party tracking.



2.10 | CAN 1ST-PARTY AND 3RD-PARTY DATA BE APPLIED TO THE DEALS?

Yes. In addition to its programmatic guaranteed and non-guaranteed deals, WallDecaux offers its own 1st-party data and pre-targeting. We are currently working with [Adsquare](#) to segment target audiences for OOH.

Only two 3rd-party data providers operate on the German market, Otto Group Media and Adsquare. Both providers' data are compatible with WallDecaux screens and are available through the majority of DSPs. Please be aware that adding too many data layers will limit delivery. For advice on your OOH targeting strategy, please contact programmatic_sales@wall.de.

2.11 | DO YOU OFFER CROSS-CHANNEL SOLUTIONS, E.G. FOR MOBILE AND OOH?

Currently, you can optimize your campaign with traditional performance indicators such as GRP, footfall measurement reports, and market research; see section 2.5 as well.

2.12 | HOW DO YOU CALCULATE IMPRESSIONS FOR OOH?

The impression data from WallDecaux is not provided in real time. We are currently not able to provide real time impression data, especially for outdoor advertising, due to GDPR restrictions. Please also note that the impressions refer to the simultaneous display of an advertisement for several users, see section 1.4.

Our impression data is based on the German OOH market standard [ma Plakat / agma](#), and combine different data sources such as:

- **Mobility data** (e.g. GPS data, CATI surveys, mobility and demographic data) from ma Plakat / agma.
- **The Frequency Atlas** published by the professional association for outdoor advertising (FAW), which provides information on mobility flows and seasonal change in traffic on national roads, differentiating by car, pedestrian and public transport.
- Further data analytics, location data and first-party data from WallDecaux.
- **Eye-tracking** studies from trend research.

These sources of data, which involve meticulous analysis and are updated regularly, form the basis for our calculation of impressions per screen, hour, and target audience.

Impressions delivered by WallDecaux are viewable and thus not considered opportunities-to-see (OTAS).

03 PRICES

3.1 | WHAT ARE YOUR AVERAGE CPMS FOR EACH INVENTORY TYPE?

Our CPMs range from €4,50 to €40. Prices vary depending on the targeting and deal type (i.e. guaranteed or non-guaranteed). The prices below are intended solely for rough planning and are subject to change.

You are free to select only one city and one medium from a cluster. DDN Munich (cluster 5) is the only exception, and cannot be combined with other networks. A separate Deal ID will be provided for DDN Munich, due to applicable city restrictions.



CITIES	CHANNEL	FORMAT	MEDIUM	ADVERTISING SPACE	CONTACTS / WEEK ¹	CPM ²
Dortmund	-	9:16	DigitalDeluxeNet	20	36.2 mio.	4,50 €
Cologne	-	9:16	DigitalDeluxeNet	37	55.9 mio.	5,50 €
Mannheim	-	9:16	DigitalDeluxeNet	14	20.9 mio.	4,50 €
Hamburg	-	4:3	Digital City Light Boards	10	9.5 mio.	6,00 €
	-	9:16	DigitalDeluxeNet, DigitalCityNet	213	120.8 mio.	11,00 €
Berlin	-	4:3, 16:9	Digital City Light Boards, Digital Poster Gallery	57	20.7 mio.	11,00 €
	-	9:16	DigitalDeluxeNet, DigitalCityNet, Digital Underground Berlin	482	178.3 mio.	14,00 €
Dusseldorf	-	9:16	DigitalDeluxeNet	30	17.1 mio.	11,00 €
Wiesbaden	-	9:16	DigitalDeluxeNet	10	3.4 mio.	14,50 €
Bremen	-	9:16	DigitalDeluxeNet	20	14.5 mio.	12,00 €
Stuttgart	-	9:16	DigitalDeluxeNet	2	2.4 mio.	15,50 €
Munich	-	9:16	DigitalDeluxeNet	50	26.3 mio.	16,00 €
Berlin, Hamburg	ROC	4:3, 16:9	Digitale City Light Boards, Digital Poster Gallery	67	37.8 mio.	7,00 €
National	ROC	9:16	DigitalDeluxeNet	311	194.8 mio.	9,00 €
Berlin, Hamburg	ROC	9:16	DigitalCityNet	514	164.5 mio.	14,00 €
National (all cities without Munich³)	RON	4:3, 9:16, 16:9	DigitalDeluxeNet, DigitalCityNet, Digital Underground Berlin, Digitale City Light Boards, Digital Poster Gallery	895	503.1 mio.	11,00 €

¹ Status as of February 2021; further expansion may occur. ² Actual CPM may differ. ³ DDN Munich cannot be combined with other networks and must be booked as a separate deal. Source: ma 2020 Plakat; potential national target audience of adults aged 14+: 70.6 million; calculations for advertising media presume 100% share of time. WallDecaux's Full Service can be booked for a surcharge. The general terms and conditions of WallDecaux apply. These can be found in our Media Guide and at www.walldecaux.de.

3.2 | ARE THERE CAMPAIGN MINIMUMS?

While there is no strict minimum, we usually recommend a minimum of €10.000 per campaign and city. Otherwise, you won't achieve the reach or impact through this channel.

Usually, €10.000 per campaign and city is not enough to cover even one day in one network. Accordingly, we highly recommend working with larger budgets.

04 ROADMAP

4.1 | HOW WILL PROGRAMMATIC OOH DEVELOP MOVING FORWARD?

WallDecaux launched Premium Programmatic in Q1 2020. The following upgrades are in the pipeline for 2020 and 2021:

- > **New screens in top locations** will be added to the portfolio.
- > **Geo-targeting and network adjustments.**
- > Further **targeting options.**
- > Further technological **updates coming** from VIOOH, our SSP.
- > **Auction-based buying.**

Programmatic OOH is a dynamically growing industry and WallDecaux will be making numerous improvements and adding new features in the coming months and years.

5.1 DACH PROGRAMMATIC OOH LANDSCAPE

PUBLISHER

ADVERTISER

SSP



MEDIA



DATA SUPPLIERS



ATTRIBUTION / MEASUREMENT



DSP



OOH SPECIALISTS



AGENCIES



06 GLOSSARY

6.1 | DID YOU KNOW?

Programmatic Out of Home has its own special vocabulary. Definitions for some important terms are provided below, to help you navigate the programmatic jungle.

DOOH

“Digital Out of Home”, a term used to describe only digital, not analog, screens.

Environment

A category that refers to where screens are located. Typical OOH environments include street furniture, rail, roadside, subway, airport, etc.

Frame/Asset

Alternative terms for a single OOH screen. Frames can be standalone or bundled into a visual unit.

MOOH or DOOHM

“Mobile Out of Home” and “Digital Out of Home Mobile” are acronyms referring to cross-media campaigns that connect Mobile and Out of Home.

Network

A selected number of screens or visual units that represent different contexts, environments, and target audiences (e.g. DCN, DDN, DUB, DCLB, Digital Poster Gallery).

OOH

An acronym for “Out of Home” that can be used to refer to digital or analog advertising.

Programmatic OOH

“Programmatic Out of Home”.

Visual Unit

A defined number of screens within a viewable area (e.g. bus stop or sight); the visual units are synchronized with each other, and each visual unit has its own “primary”, which controls the other screens in the visual unit (“secondary”).

07 CONTACT

7.1 | ANY QUESTIONS? PLEASE CONTACT US.

CONTACT

programmatic_sales@wall.de

Briefings, prices, updates, pitches, product recommendations

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