

JCDecaux



PROGRAMMATIC PLAYBOOK



PROGRAMMATIC

PLAYBOOK

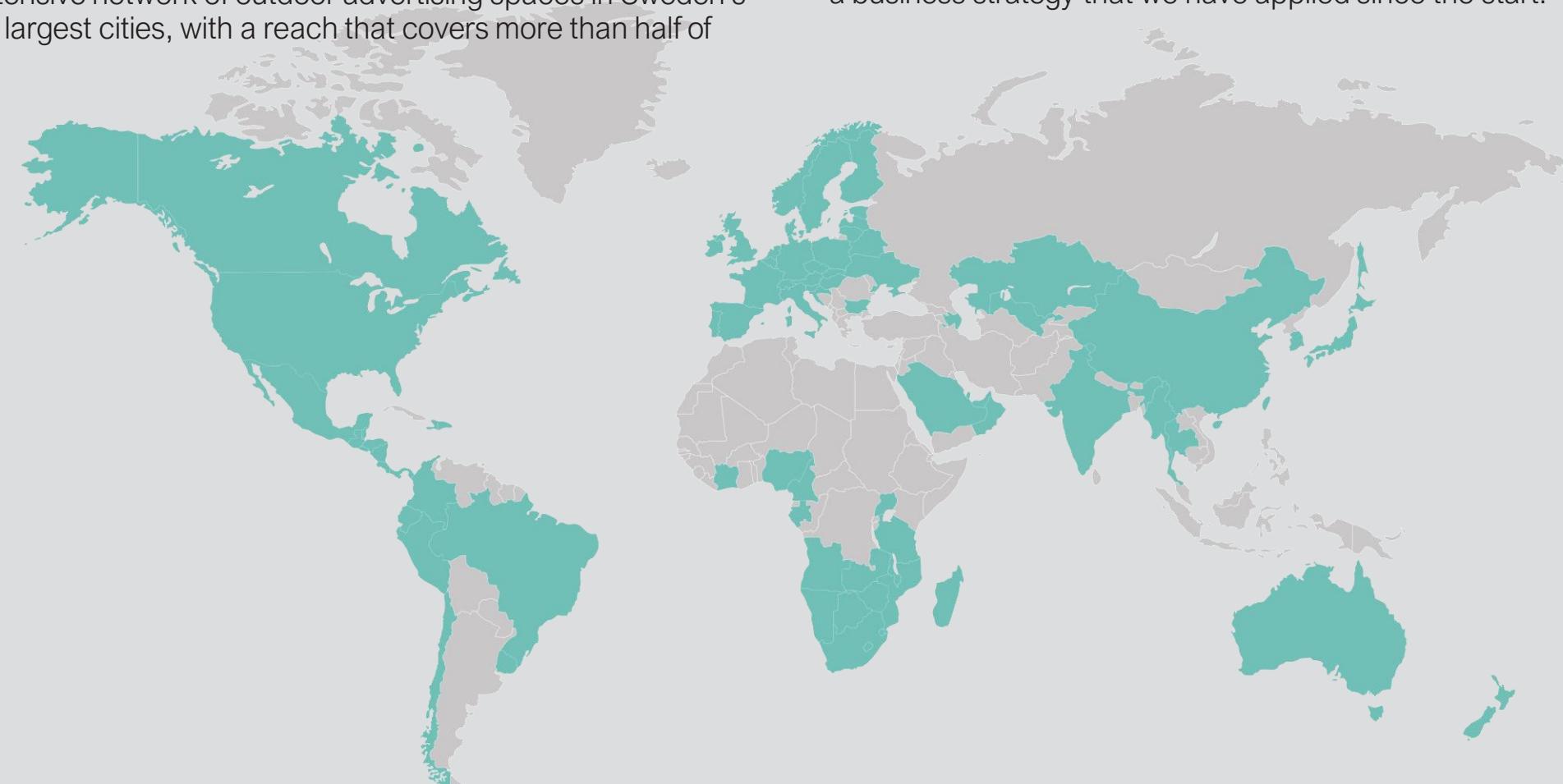
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About JCDecaux

JCDecaux Sweden is part of the global JCDecaux Group and is one of the country's leading media companies. The Group is the world's largest supplier of outdoor advertising with over 10,000 employees in more than 80 countries. We offer an extensive network of outdoor advertising spaces in Sweden's 25 largest cities, with a reach that covers more than half of

Sweden's population. Our advertising spaces are strategically located in city centers, at shopping areas, in public transport and along the country's busiest roads. We offer the most attractive advertising locations in the largest cities - a business strategy that we have applied since the start.



How is (D)OOH measured?

Outdoor Impact (OI) is the industry standard for measuring OOH coverage in Sweden. OI is administered by the media channels JCDecaux, Clear Channel and Ocean Outdoor. The method used in Sweden is a globally recognized standard and is used in countries such as England, Australia and Brazil. The main purpose of the survey is to be able to say something precise about what proportion of the population, also broken down into defined target groups, in specific geographical areas an advertiser reaches when they buy our advertising space. In order to be able to make these coverage calculations, we need to know how many people actually see the ad on all of our advertising spaces. These calculations are made in OI.



1



2



3

The first step in this study is that all advertising spaces are registered and classified in a geographic database with photos. Everything that is relevant to the audience value is recorded. The size of the advertising space, lighting, location in relation to audience flows, if the frame is fixed, static or digital. All data are third party verified.

The next step in the study is to collect data about traffic flows from different sources for example, National Traffic Authority, regional transport companies, property owners, local authorities. All non public data is third-party verified. Traffic distribution model is based on HERE-maps. The model have two travel studies; panel interviews and with MST meters.

The final step in the study is to define a net-net audience value across all advertising surfaces. This reduction is based on internationally recognized visibility studies on both classic and digital advertising surfaces. These visibility studies show how people observe their surroundings. How their eyes move, and how long we observe objects around us on average. What we are left with is how many people actually see each individual advertisement on our installations. This is our currency, which we call Visibility Adjusted Contacts (VAC).

How is (D)OOH calculated?

Using these sources, we allocate the right number of visitors to each screen at any given time. Using the same factors as in Outdoor Impact, VA (how visible an object is based on its location, size, angle to traffic). ROTS (calculation of passing in-

dividuals ability to see an object based on speed and direction). VAC (VA x ROTS = number of contact delivered basis for calculating reach and frequency)



VA



ROTS



VAC



Benefits with Programmatic Digital Out of Home

Five key benefits

- Flexibility
- Precise targeting
- No minimum investments
- Optimize the campaign in real-time
- Triggers

Programmatic outdoor advertising gives you full control over your campaign and allows you to communicate with your audience in real time.

No budget is too small – all advertisers can benefit from the advantages of programmatic, either by using their own DSP or through our Managed Service offering.

Programmatic enables a wide range of creative variations across different segments, such as geographic areas, time of day, weather conditions, and more.

JCDecaux guarantees: Premium inventory only



At JCDecaux, we enable advertisers to effectively reach their target audience through our programmatic outdoor advertising solutions. By utilizing automated real-time media buying, advertisers can engage with consumers in a more dynamic and flexible manner.

When you choose prDOOH with JCDecaux, you gain access to the highest quality advertising frames in our portfolio. All frames are strategically located in high-traffic areas to ensure maximum visibility and impact.

To guarantee optimal availability and address any concerns about limited access, we reserve a minimum of 5% of our digital capacity on all screens for programmatic buying. This commitment allows advertisers to connect with an engaged audience across our extensive network of digital surfaces, including metro stations, bus shelters, and street environments throughout Sweden.

Experience the exceptional opportunities of programmatic outdoor advertising with JCDecaux and elevate your brand's visibility today.

Primary audience



A15-64

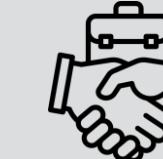
Affinity audiences



Affluent
audience



Parents



B2B



Shoppers /
Retail /
Convenience



Young adults

Buy types for all needs

We offer Non-guaranteed Private Market Place deals (PMP), Non-guaranteed Preferred deal (PD) and Programmatic Guaranteed (PG).

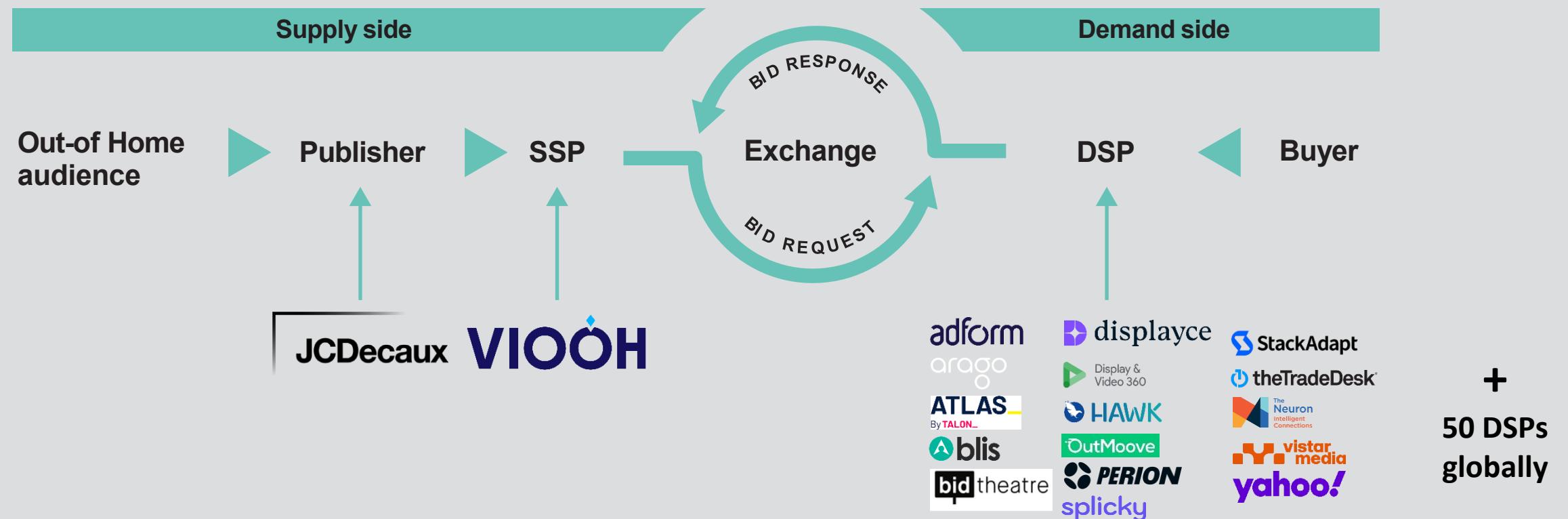
These deals can be either Always On or campaign-specific. It is important for us at JCDecaux to deliver results and a positive user experience.

- Non-guaranteed PMP (floor price)
- Non-guaranteed PD (fixed price)
- Programmatic Guaranteed



The prDOOH chain

DOOH reinforces the positive expectations of a brand, and communicates the advertiser's message close to or at the point of interest.



Connected DSPs in Sweden

Omni Channel DSPs



VIOOH



DOOH Channel DSPs



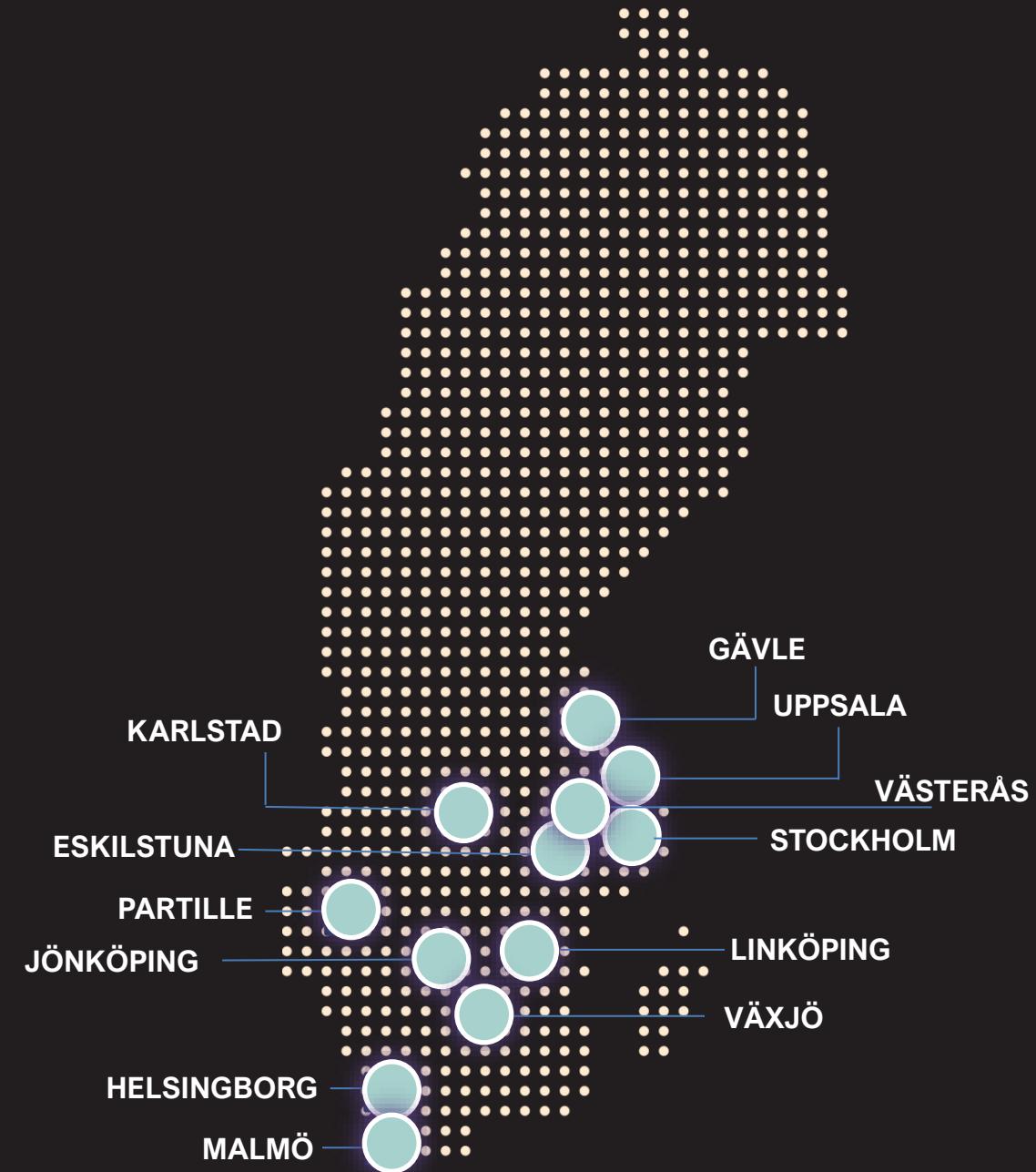
prDOOH reach Digi National

1 500 Digital Screens in Sweden

270 Street furniture

300 Bus shelters in Stockholm

850 Metro formats at top 14 concept stations in
Stockholm



prDOOH reach Stockholm

225 Street furniture in Stockholm

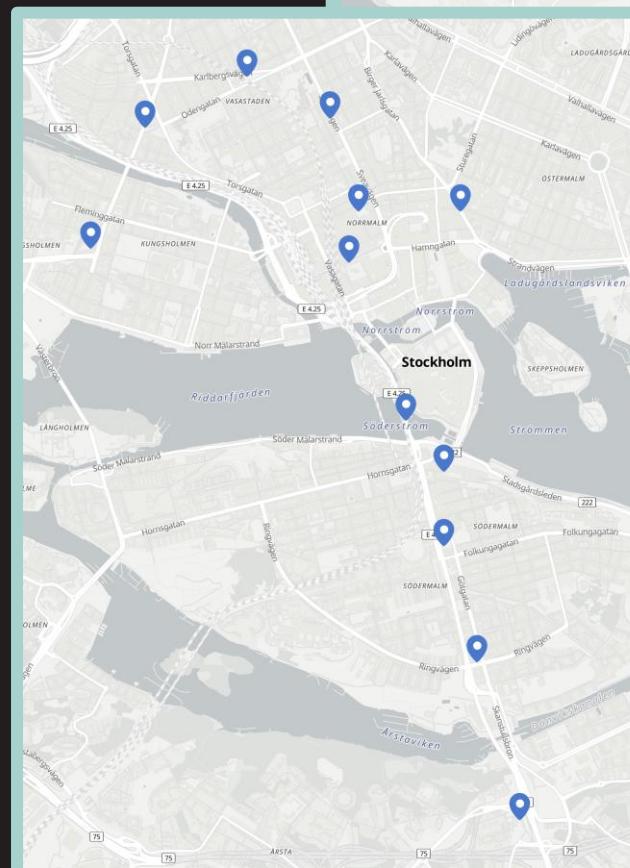
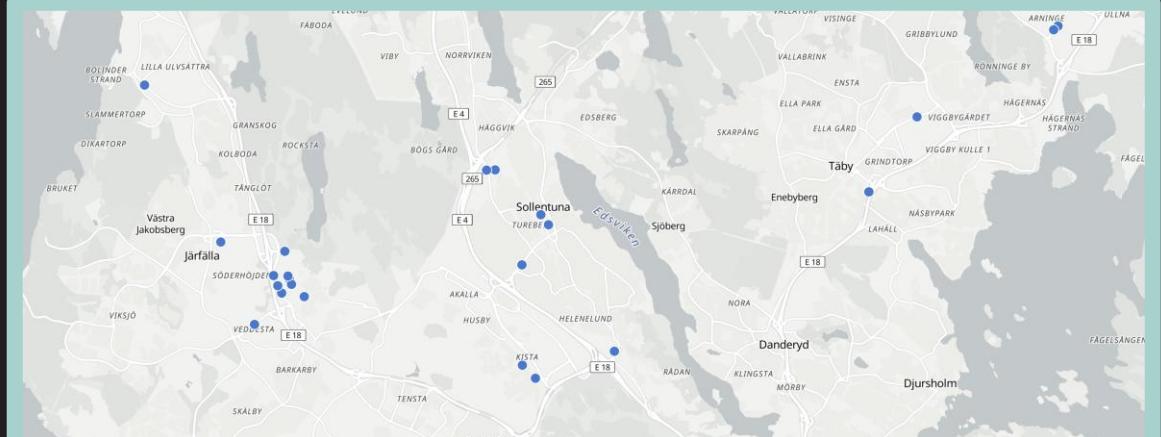
300 Bus shelters in Stockholm

850 Metro formats at top 14 concept stations

in Stockholm



Street & Bus shelters



Metro

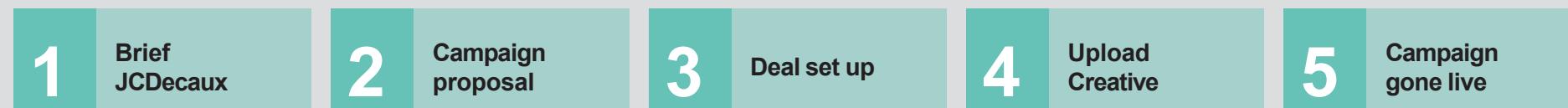
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Pricing structure

Non Guaranteed Deals

NETWORK & VENUE	TOTAL NUMBER OF SCREENS	SPOT LENGTH	FORMAT	FLOOR PRICE CPM
Digisize Street & Roadside	270	5 seconds	9:16 video, 1080x1920px still image/HTML	140 SEK
Digisize Shelter Stockholm	300	5 seconds	9:16 video, 1080x1920px still image/HTML	140 SEK
Digisize Metro	200	5 seconds	9:16 video, 1080x1920px still image/HTML	100 SEK
Metro Escalator	550	5 seconds	9:16 video, 1080x1920px still image/HTML	65 SEK
MetroVision	70	10 seconds	3:1 video, 2520x840px still image/HTML	200 SEK
Metro Impact	11	10 seconds	16:9 video, 1920x1080px still image/HTML	180 SEK
Metro Supersize	4	10 seconds	40:9 video, 2880x648px still image/HTML (Odenplan & T-centralen) 124:27 video, 3968x864px still image/HTML (Östermalmstorg)	200 SEK

How to buy prDOOH from JCDecaux



- Advertiser
- Industry Category
- Agency/Trading Desk
- Campaign Period
- Geographical Area
- Budget
- Fixed or Floor CPM
- Campaign Objective
- Audience
- POI

Proposals in return with recommendations from JCDecaux

Customer confirms and JCDecaux creates and sends Deal ID to buyer

Creatives are uploaded via DSPs with their own Creative ID which is linked to the Deal ID. All creative solutions must be approved by JCDecaux before publication.

Bid requests are sent and bidding can begin.



Tailored campaigns

Non Guaranteed deals, with this type of campaign the POI is managed in the DSP. The capabilities each DSP offers will vary. The following will be available as a minimum:

- Location: Country, city, frame ID
- Time: Month, week, day, day part

Get in touch with us



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Common used terms

CPM – The cost per thousand Impressions of your ad.

Deal ID – A unique ID that each deal receives and matches the transactions with the agreement that was entered. This will include CPM, format, screens, locations and other variables.

Demand-side Platform (DSP) – A technology platform/software that advertisers and media agencies can use to coordinate media buys from multiple sources and that provides access to “RTB traffic” or Private Market Places (PMPs). This can be with publishers directly and/or via one or more SSPs.

Impression multiplier – The multiplier is an Out-of-Home specific metric that informs the buyer exactly how many impressions are delivered in a single ad play. Each impression corresponds to one contact or viewer. One bid request will represent one ad play, therefore the multiplier will indicate how many impressions are included per bid request.

Delivery guarantee – JCDecaux will dedicate at least 5 % of digital screen time to programmatic campaigns across all our digital inventory.

Non-guaranteed – A prDOOH deal type where inventory is not reserved and the budget is flexible.

Private Marketplace (PMP) – A programmatic advertising marketplace where advertisers are invited by media owners to buy specific inventory in real time.

Supply-side Platform (SSP) – A platform/software that manages and optimizes media inventory. An SSP uses an exchange to connect media and media buyers via their DSP integrations. VIOOH is JCDecaux Sweden's exclusive SSP.



Digisize
Street





jcdecaux.se

PROGRAMMATIC DOOH PLAYBOOK

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