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programmatic dooh buyers' guide

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iab digital out of home council

The IAB thanks the following organisations for their support in this guide.



To find out more about the IAB Australia DOOH Council visit the [IAB Australia website](#).

buying methods

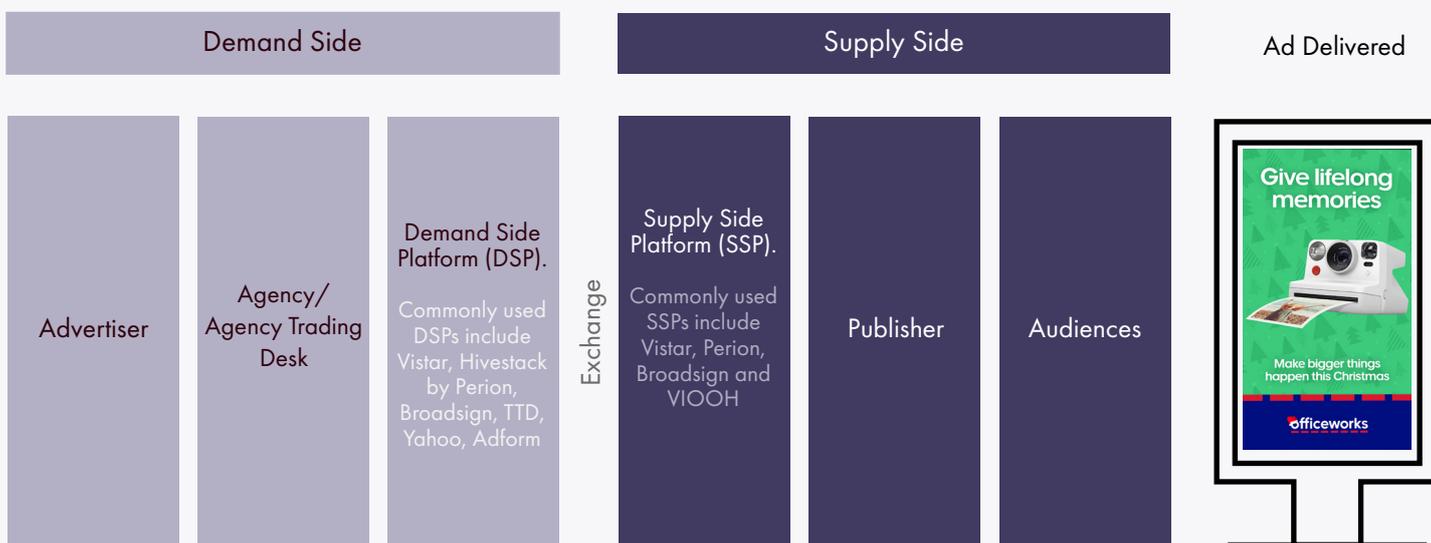
Programmatic DOOH buying is enabled by the same trading mechanics as other programmatic channels, with the use of software to buy and sell ad space.

Programmatic DOOH (pDOOH) is bought by advertisers or agencies via a Demand Side Platform (DSP), and accesses supply or ad space from publishers made available in a Supply Side Platform (SSP)- a marketplace for ad space.

Like other programmatic channels, **programmatic DOOH is traded on impressions**. This is distinct from traditional OOH, where campaigns are traded on a panel rate or an agreed share of time/slot on the loop. As such, pricing comparison is not a like for like and is therefore generally discouraged.

One key difference as opposed to other programmatic channels, is that OOH remains a One to Many medium. Whilst in other channels, one play generally equates to one impression, in OOH, an **impression multiplier** is used to determine how many people are likely to have seen a play, to calculate how many impressions a given play represents. This is important, as programmatic OOH, like other programmatic channels, is traded on impressions. As one can expect, a large format billboard in a CBD would see more impressions per play than a bus shelter in a quiet outer suburb.

programmatic ecosystem



buy types

Traditional and programmatic comparison

	Programmatic	Traditional
Transaction Types	There are three main categories of programmatic buying (outlined in the table below)	Insertion Order
Cost Model	CPM (Cost per Mille/Cost Per Thousand Impressions)	Panel Rate, Share of Time/SOT
Billing Event	Impressions (derived from the impression multiplier)	Ad placement on agreed slots/SOTs
Billing Relationship	Billing relationship sits between the DSP and the buyer, and the SSP and the publisher. Publishers do not have direct billing relationships with buyers.	Buyer/Agency and Publisher

Programmatic buy types

Buy Type	Pricing	Participants	Inventory
Programmatic Guaranteed (aka - PG, Automated Guaranteed, AG)	Fixed Price	One to one	Guaranteed or Reserved Inventory
Private Marketplace (aka PMP, Deal, Preferred Deal)	Fixed Price or Floor	One to one or one to few	Non guaranteed
Open Exchange (aka Open Market, RTB)	Floor	All eligible buyers	Non guaranteed

trading across OOH: direct & programmatic

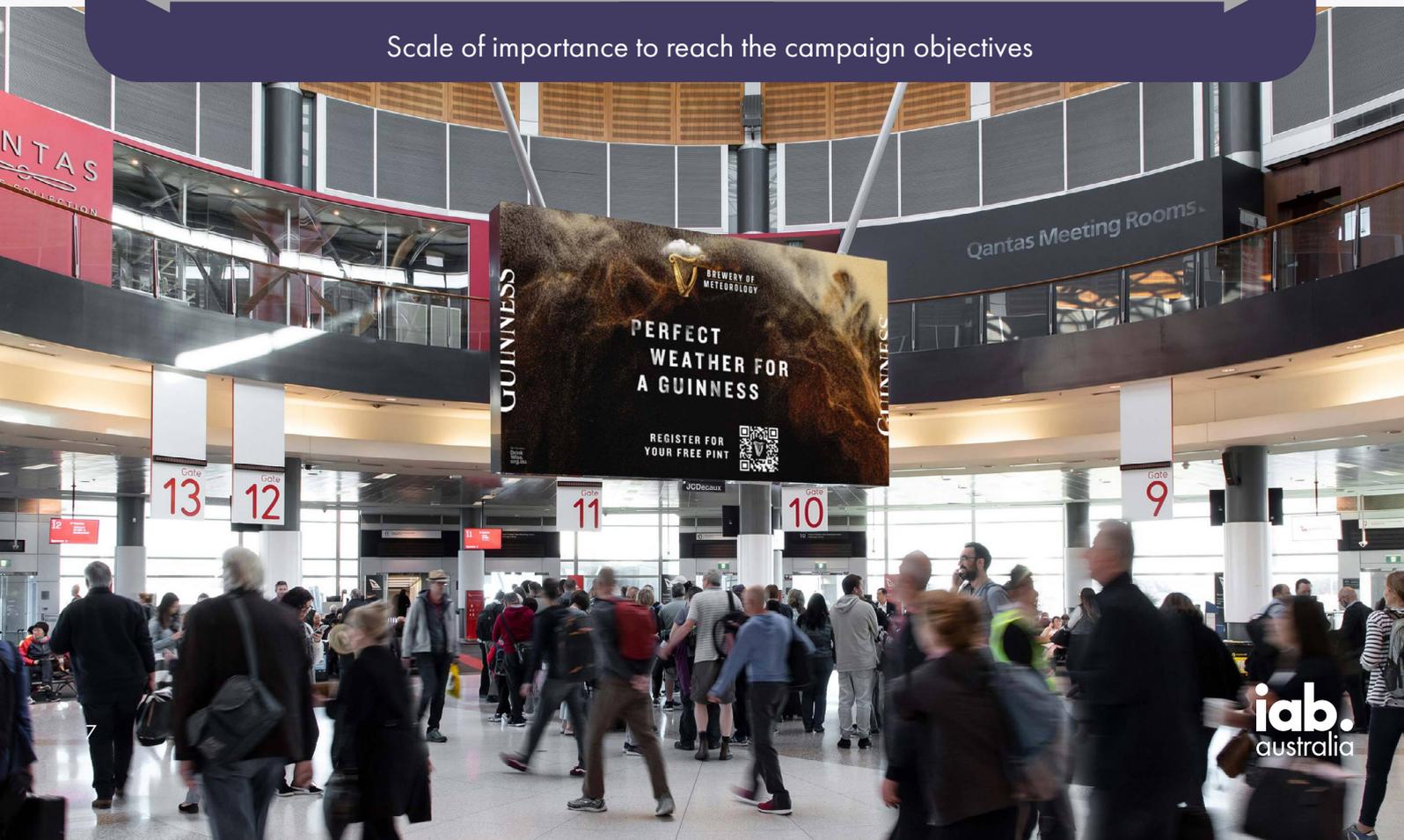
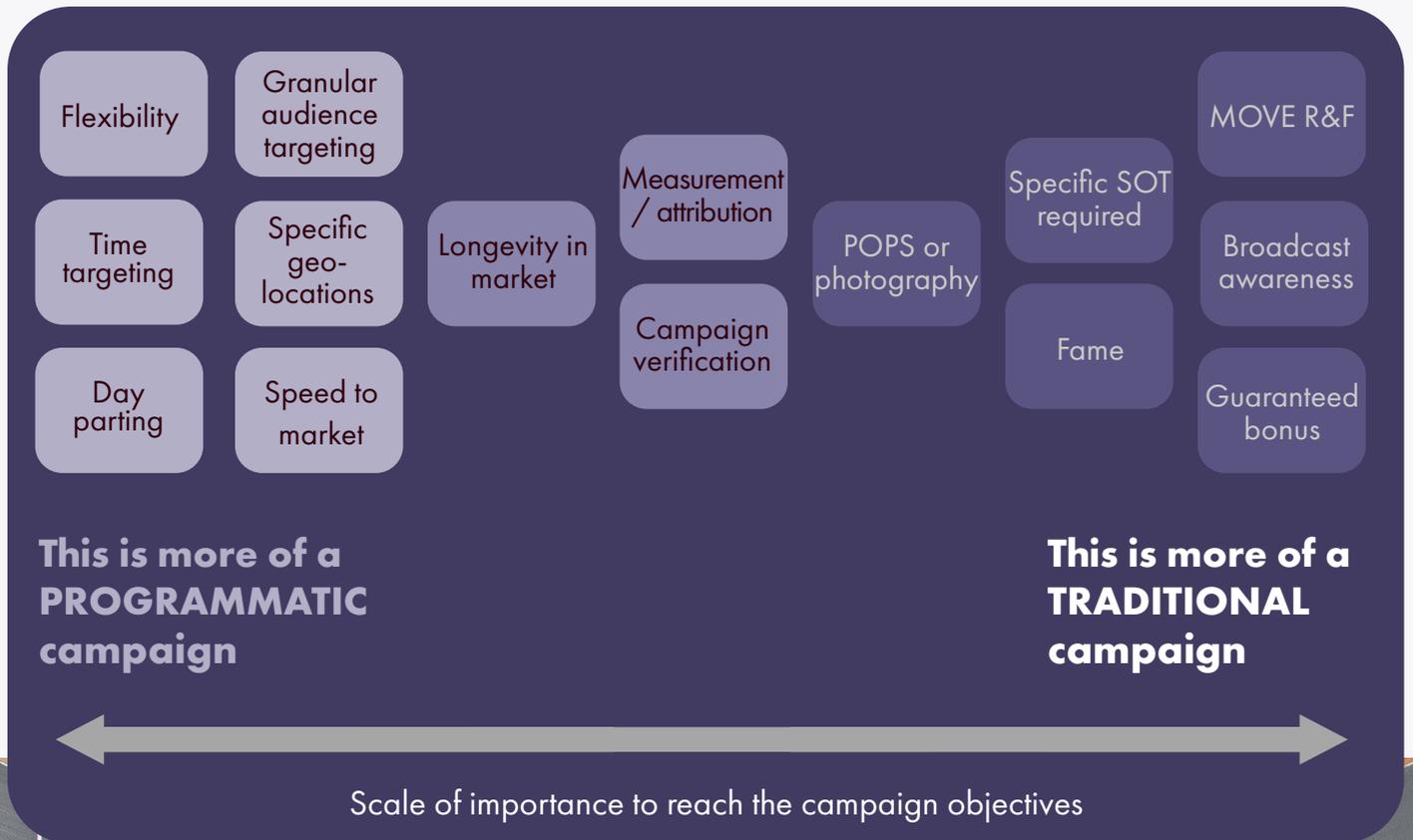
When planning an OOH campaign, selecting the correct trading method is key to achieving your campaign goals. Each approach offers distinct advantages across key OOH objectives. In some cases, specific campaign parameters will benefit from the use of one specific trading method. In others, the use of both- simultaneously- can also be an advantage.

As the OOH landscape becomes more intricate, understanding the unique strengths of both traditional and programmatic will help in determining the correct solution for your brand and their campaign.

OOH Feature	Programmatic	Traditional
Reach	Identifies and targets specific audiences through tailored targeting methods.	Delivers on reaching a broad audience, driving impact through mass-awareness.
Flexibility	Enables real-time changes as a result of agile campaign decision making.	Allows for consistent and ongoing brand presence, through the use of guaranteed, long-term exposure.
Inventory	Opportunity for curated content based on contextual relevancy and audience-based triggers.	High impact media with high visibility.
Audience Targeting	Can utilise exposure data to target audiences across different digital formats (i.e. omnichannel activations).	Prioritises contextual placement based on the daily consumer journey (i.e. commute, office, entertainment activity, etc).

programmatic and traditional advertising campaigns variables

Transaction method decisions depend on the importance of the campaign variables. Sometimes it makes sense to do both and run a hybrid campaign.



programmatic supply chain

The pDOOH supply chain closely resembles traditional programmatic ecosystems, with some key differences driven by its physical-world context.

key differences:

- > **Content Management Systems (CMS)** replace ad servers to deliver creatives to screens.
- > **Measurement** focuses on physical-world visibility rather than digital impressions.

role of data:

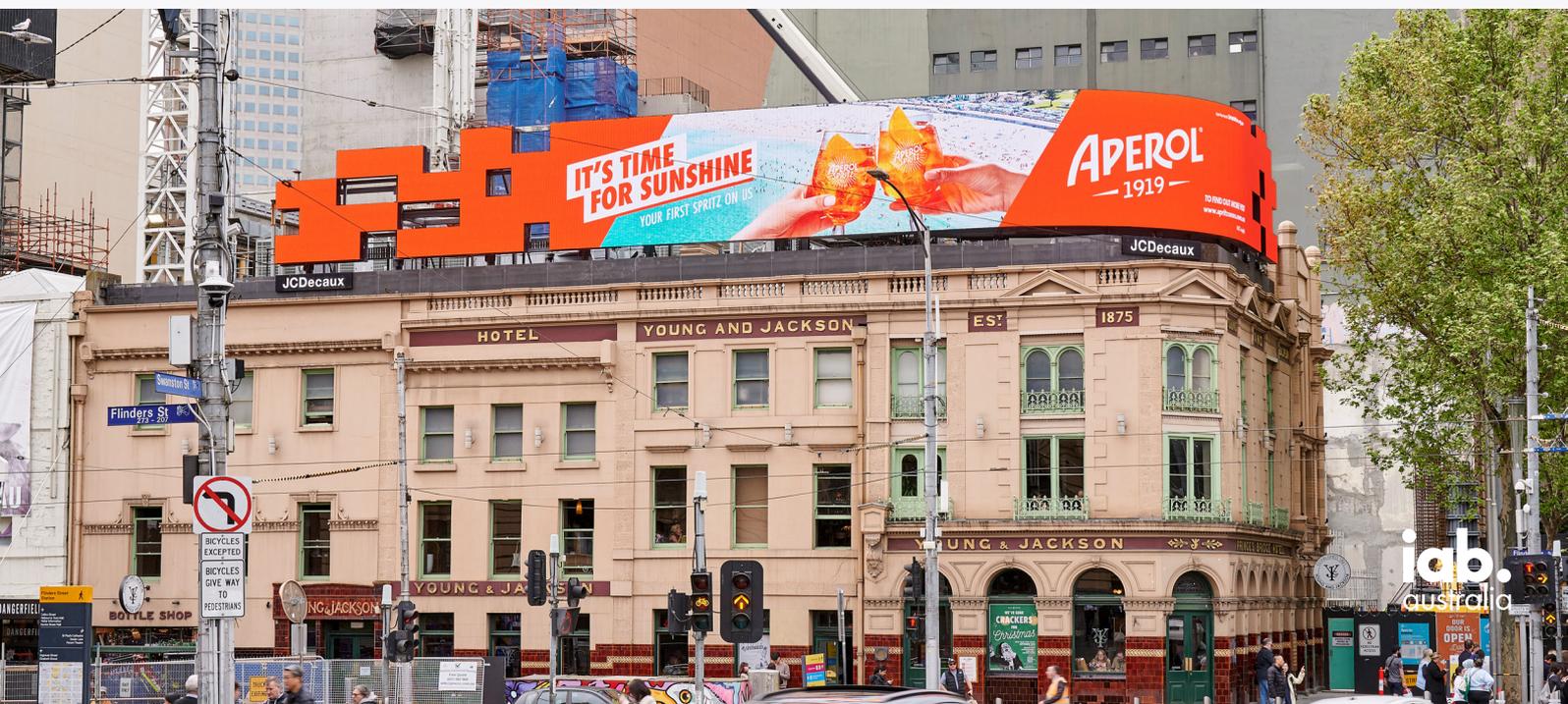
pDOOH relies on real-world data, including:

- > **Mobile device IDs** to infer audience behaviour, demographics, and visitation patterns.
- Location and point of interest data** for geo-targeting and behavioural segmentation.

Real-Time Auction Inputs:

A typical DOOH auction includes:

1. Screen and publisher ID
2. Invited Private Marketplace (PMP) deal IDs
3. Accepted creative formats and durations
4. Floor price
5. Audience multiplier (if available)
6. Audience identifiers (e.g., demographics, online behaviour, location history)



pDOOH buying opportunities

Over recent years there has been a huge investment by the industry in digitisation of screens. This table outlines DOOH inventory currently available in Australia via programmatic buying methods.

26k

screens available for programmatic campaigns

80%

of total digital screens available programmatically

10% SOT

average Share of Time available at all times

Environment	Transit		Retail/Lifestyle		Roadside	
Category	Airport	Transport	Lifestyle	Retail	Bill-boards	Street Furniture
Cartology						
Civic Outdoor						
GOA						
JCDecaux						
JOLT						
OA Collective						
oOh! media						
QMS						
Scentre Group						
Tonic						
VMO						

creative asset considerations

Creative Considerations for DOOH:

Creative assets in digital DOOH are evolving - becoming more dynamic, data-driven and tailored to their environment. From static images to motion graphics and full video, the format you choose should match the screen's environment, dwell time and audience mindset.

Types of creative:

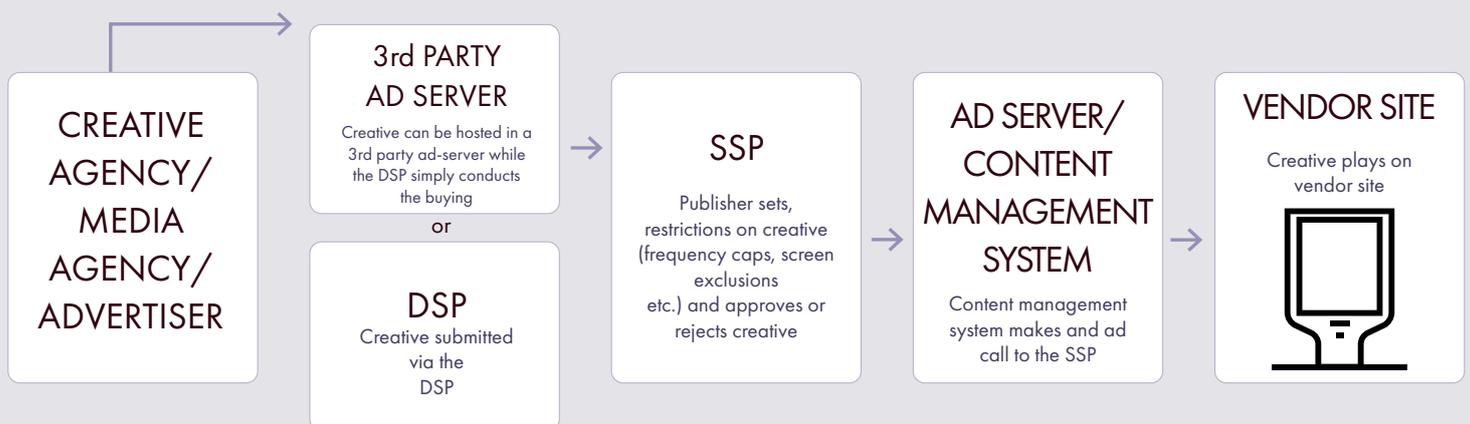
- > **Static creatives** work well in fast-moving environments like roadside and transit.
- > **Short animations** (7–10 seconds) can drive impact in high-traffic areas such as retail and street furniture
- > **Longer videos** (up to 30 seconds with audio) can be effective in dwell-heavy locations such as XTrack and Petrol stations

Advertisers should always check with the media owner on the suitability of certain creative types. DSPs list restrictions in their platforms for quick, easy planning.

Specs, Approvals & Timelines:

DOOH screens vary in size, format, and specs as there's no universal standard. As a result, production costs and timelines can differ, especially with vendor specific content restrictions (e.g. motion, file type, audio).

All creatives require manual approval by media owners, so allow for a few days of approval time.



creative asset considerations

What Makes DOOH Creative Different?

DOOH delivers the benefits of digital advertising in a brand safe environment:

- > **Unskippable and unblockable:** Ads are guaranteed to be seen.
- > **Brand-safe by design:** You control where your ads run.
- > **Privacy-proof:** No cookies required.
- > **Flexible targeting:** Reach audiences in the real world based on location, time, weather, behaviour.

Dynamic Creative Optimisation (DCO)

DOOH also supports DCO - With dynamic creative your ads can seamlessly adapt to the place and the moment, changing messages and images based on data like:

- > Weather
- > Countdowns
- > Sports Scores
- > Product feeds/offers
- > Location/nearest store

Not all screens or media owners support DCO, so it's important to confirm technical compatibility early. Most DSPs flag DCO-enabled inventory during planning.

Key Takeaways

- > Choose creative formats based on venue environment and audience behaviour
- > DOOH unlocks targeted, contextual and unskippable messaging for greater engagement
- > Use DCO where supported to tailor creative in real time for increased relevance
- > Always check creative specs and allow time for manual approvals

targeting

Targeting is a key advantage of programmatic buying for DOOH inventory. Targeting with pDOOH allows you to consider which screens at different times of day are best suited to meet your audience and KPI's, with options to use 1PD (website visitors / CRM data), 2PD (retail data), 3PD (interests/behavioural/demographic) and even dynamic sources such as weather, time of day, pollen counts, sports results, current stock data, current prices/sales offers or current traffic etc.

There are four main targeting methods when planning pDOOH. Focus on just one or utilise a combination to suit your campaign requirements.



Triggers

Dayparting | TOD/DOW | Weather
| Localised events | Dynamic



Audience

1PD, 2PD 3PD | Demographic data



Location

Point of interest | State/Postcode |
Radius | Transit/Commuter Routes |
Contextual/Place-based



Format

Screen type | Screen size | Screen
functionality





targeting - day parting and flighting

From a programmatic perspective, the advertiser can specify the following in the DSP:



Day part(s)



Week part



Day of week



Flight date(s)

This allows buyers to be more flexible with which creative they show when, how they allocated budget and how long the campaign will run.

Considerations:

- > Creative Personalisation or Flighting
- > Budget Flighting or Weighting
- > Impression Multiplier support and bid impact
- > Time Zones and IP Address

	Description	Example
Day part	Targeting specific hours of the day that you want your ad to play	A restaurant wants to run a lunch time special. They can run a piece of creative during lunch time hours.
Day of week	Targeting the day of each week that you want your ad to play.	A restaurant has food specials on Fridays. They can run a campaign Wednesday-Friday. Or, if they have different specials each day, they can run one creative for Wednesday, one for Thursday and one for Friday.

verification

Why It Matters

- > As pDOOH evolves, third-party verification is critical for transparency and accountability
- > Aligns pDOOH with broader digital media standards
- > Ensures advertisers know what was booked vs. delivered

Australia's Leadership

- > One of the most advanced markets globally
- > Strong collaboration between buy/sell sides and industry bodies (OMA, MFA, IAB)
- > Verification is well established for direct buys; programmatic still evolving

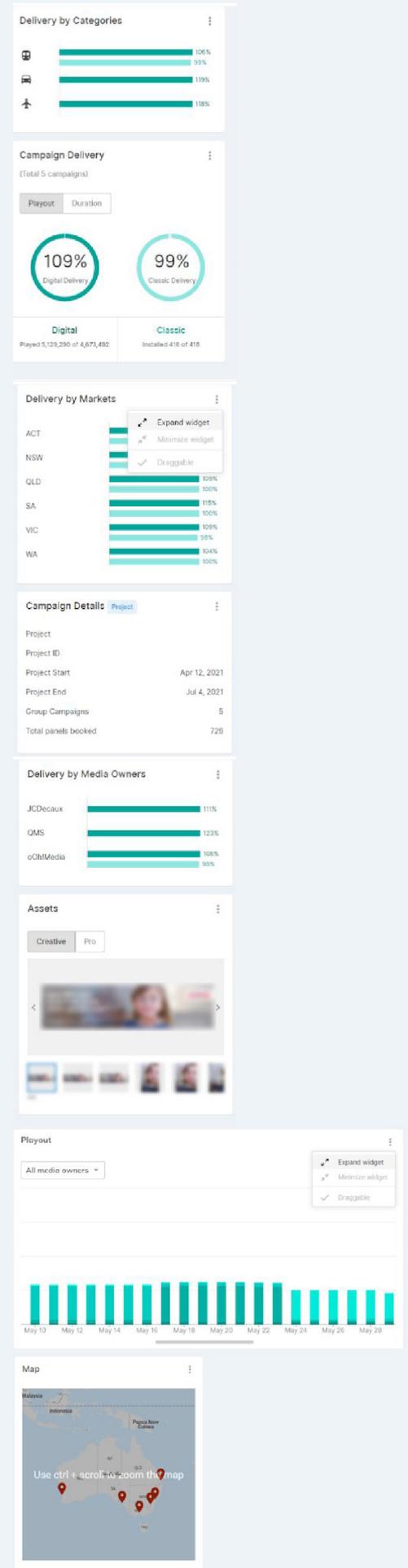
What's Being Verified

Verification focuses on delivery accuracy, not audience exposure. Key metrics include:

- > What ran: **Creative / Message**
- > Where it ran: **Panel location / market / suburb**
- > When it ran: **Time of day / day of week / campaign dates**
- > How it ran: **Ad duration / plays / loop position / share of time**

Additional Checks

- > Creative rotation
- > Screen outages / power failures
- > Policy compliance (e.g., school zones)
- > Consistency of delivery across schedule



verification

Common Verification Methods

1. **System Logs** – Real-time media player data
2. **Creative Tags** – Embedded in creatives; tracks plays independently
3. **Physical Inspections** – On-site checks (mostly for Classic OOH)

Verification in Programmatic DOOH

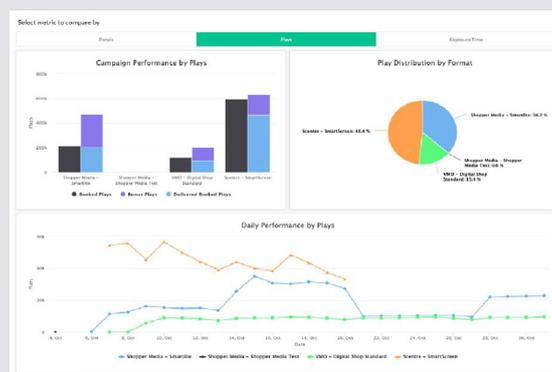
- > Critical due to dynamic triggers (e.g., weather, traffic, audience, time)
- > Must confirm:
 - > What ran, where, and when
 - > What didn't run but should have
 - > Any errors (e.g., wrong creative/location)

Key Challenges

- > Fragmented tech stacks across SSPs, DSPs, and publishers
- > No current standardised or scaled solution for pDOOH verification

Industry Opportunity

- > Standardisation will improve reporting, build trust, and support DOOH's growth
- > Active work underway via OMA, MFA, and IAB to align approaches



audience and measurement

MOVE

Out of Home in Australia is measured by MOVE. It captures why, where, and when people move - by hour and season, across all formats nationwide. MOVE models the movements of synthetic population based on empirical data including bespoke mobility survey, counts, and mobile data.

Attention Filter

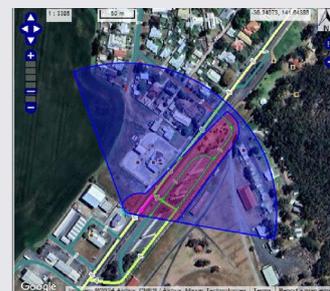
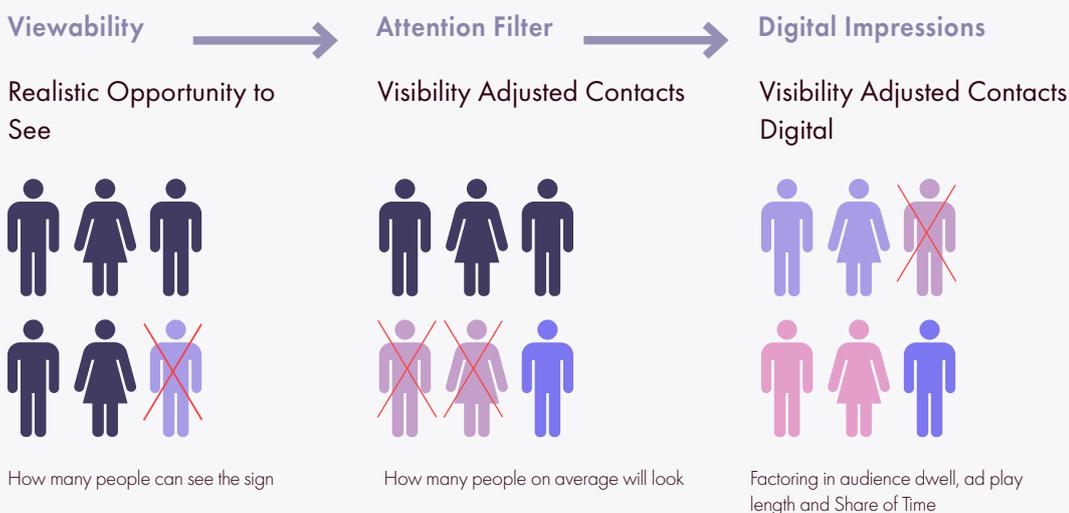
Realistic Opportunity to See (ROTS) is adjusted based on eye-tracking data to measure Visibility Adjusted Contacts (VAC) reflecting how many people actually viewed the sign.

Viewability

Audience data is based on where a sign is viewable, delivering (ROTS). For Roadside, a sign's Cone of Vision (COV) is shaped by its GPS location, direction, and size, accounting for visibility and obstructions like nearby buildings.

Digital Impressions

VAC is further adjusted for digital signs (VACd), factoring in audience dwell, ad play length and Share of Time to measure digital impressions.



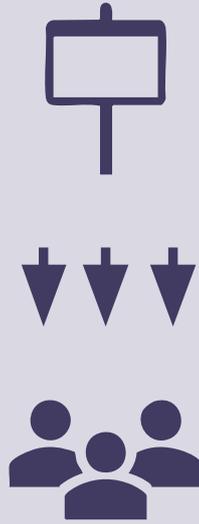
Cone of Vision (COV)

audience and measurement

Digital delivers one impression per ad play



DOOH is one to many



Impression Multiplier

As a one:many medium, DOOH can reach multiple people with a single ad play. The amount of people reached is determined by the screen and the hour of the day. For example, a small screen at a rural petrol station at 11 PM will have significantly less reach than a large screen at a busy metro rail station at 8 AM.

MOVE's granular data underpins the calculation of the Impression Multiplier (IM) for all digital OOH signs. This metric will be available to SSPs through the MOVE platform, offering a standardised way to measure digital impressions.

This is how the IM is calculated:

$$\text{Audience Impressions} / \text{Ad Play} = \text{Audience Per Play}$$

Audience is based on MOVE's VACd, factoring in visibility adjustment.



audience and measurement

Measurement options: DOOH plays an influential role at every part of the marketing funnel, from awareness, through consideration and purchase. Programmatic typically offers additional opportunities for measurement as well as the opportunity to understand the impact of pDOOH in combination with other channels such as audio, TV, search and social.

Some media owners and tech vendors may be able to offer in-house measurement solutions, whereas others will rely on independent 3rd party measurement partners. It's recommended to discuss what you're looking to test with your programmatic partners early in the planning phase to ensure the ideal test parameters are considered (minimum impressions required for statistical significance, A/B testing in different geo's, measurement pre and post campaign, pixel and/or API integrations required etc.)

Measurement options:

Brand Uplift studies

- > Impact of pDOOH exposure on brand metrics (Awareness, ad re-call, consideration, favourability, purchase intent etc.)
- > Compare the effectiveness of different creative on improving brand metrics.
- > Impact of pDOOH exposure on brand sentiment overtime.

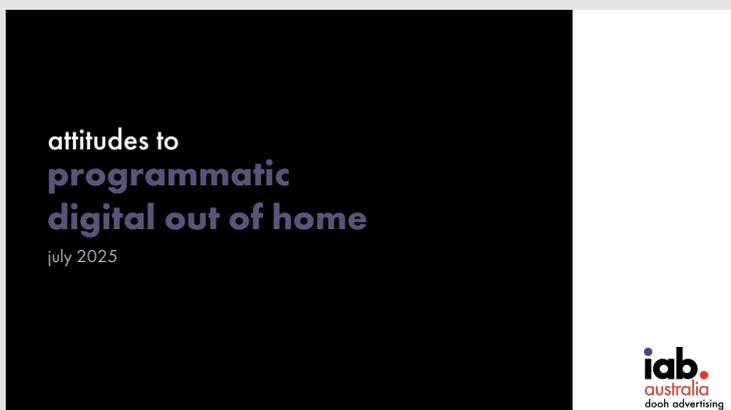
Footfall analysis

- > Exposure to your pDOOH campaign has lead to increased footfall in your brick-and-mortar stores or places of interest.

Conversion Uplift

- > Uplift in website / app visits or ecommerce sales from pDOOH exposure.
- > In store sale uplift either in the advertisers brick-and-mortar store or retailer store.
- > Uplift in search and social conversion rate from pDOOH exposure.
- > Uplift in conversions when exposed to pDOOH + other channels.

more resources



Attitudes to Programmatic DOOH research 2025



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