attitudes to DOOH

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2022

iab digital out-of-home working group.

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

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contents.

methodology.

The Digital Out-of-Home State of the Nation Survey was carried out in July 2022.

- The aim of this yearly study is to understand the state of play for programmatic DOOH media trading in Australia, exploring needs of buyers and opportunities for growth as the market develops. This information helps the IAB DOOH Working Group with prioritisation for the development of industry standards, resources and education.
- The survey collected responses from 530 advertising professionals with influence on advertising decision making and involvement with out-of-home advertising.
- Responses have been analysed across key industry groups:
  - 380 ad agencies (incl media agencies, digital agencies, creative agencies and agency trading desks)
  - 73 brands and advertisers
  - 77 ad technology suppliers
- Results are compared to the IAB's first digital out-of-home survey conducted in May 2021 (see IAB report published as Attitudes to Programmatic Digital Out-of-Home). When comparing results to the previous year note that the 2022 survey reached a larger number of respondents with a greater proportion of respondents from mainstream agencies and a greater spread of respondents across agency roles.

executive summary.

The out-of-home advertising sector is in steady recovery as consumer mobility returns to pre-pandemic habits. PWC Entertainment and Media Outlook 2022-2026 reports; *"DOOH continues as one of the fastest growing advertising sectors, experiencing a 21.5% year-on-year growth rate and expected to grow faster than its physical counterpart at a CAGR of 10.3% in the forecast period as operators continue to invest in digitisation of sites and advertisers increasingly take advantage of programmatic buying capabilities"*.

The IAB DOOH State of the Nation collected a **broad sample of respondents** across the industry this year including a greater spread of roles in mainstream and independent agencies to explore the needs of buyers and opportunities for growth.

Experience with programmatic DOOH advertising is mostly at the experimental stage. Only 9% of mainstream agency respondents have it as a significant part of their activity, however regular consideration is increasing. Planning and investment teams within agencies can play a key role in increasing participation.

Data and targeting is the number one **driver of usage for programmatic DOOH advertising** and has risen in importance over the last year to overtake flexible buying options as the key driver. Contextual relevance of environments has also been identified as a key driver.

Impacting brand awareness remains the dominant **objective for programmatic DOOH campaigns**, however the broader sample of agency respondents this year are not using it for branding as frequently. This year there has been an increase in the usage of programmatic DOOH for direct response compared to last year.

There is **greater integration of planning and buying** programmatic DOOH with other formats this year. The majority of respondents are now at least sometimes planning and buying programmatic DOOH collaboratively with digital video or digital display, or all programmatic formats together.

The return to **pre-pandemic mobility** has given agencies confidence to increase usage of smaller roadside formats and transport formats. The greatest increase in usage over the last year is for health venues.

Growth in new placements has also brought an **emphasis on creativity**. While static images are the most used creative format for programmatic DOOH advertising, there is potential future growth in more innovative animated formats, video formats and dynamic creative optimisation.

Industry education is needed to bring understanding of programmatic DOOH on par with traditional and digital OOH advertising. Industry standard audience measurement and consistency in supply were also seen as growth opportunities for programmatic DOOH.

experience with out-of-home advertising.

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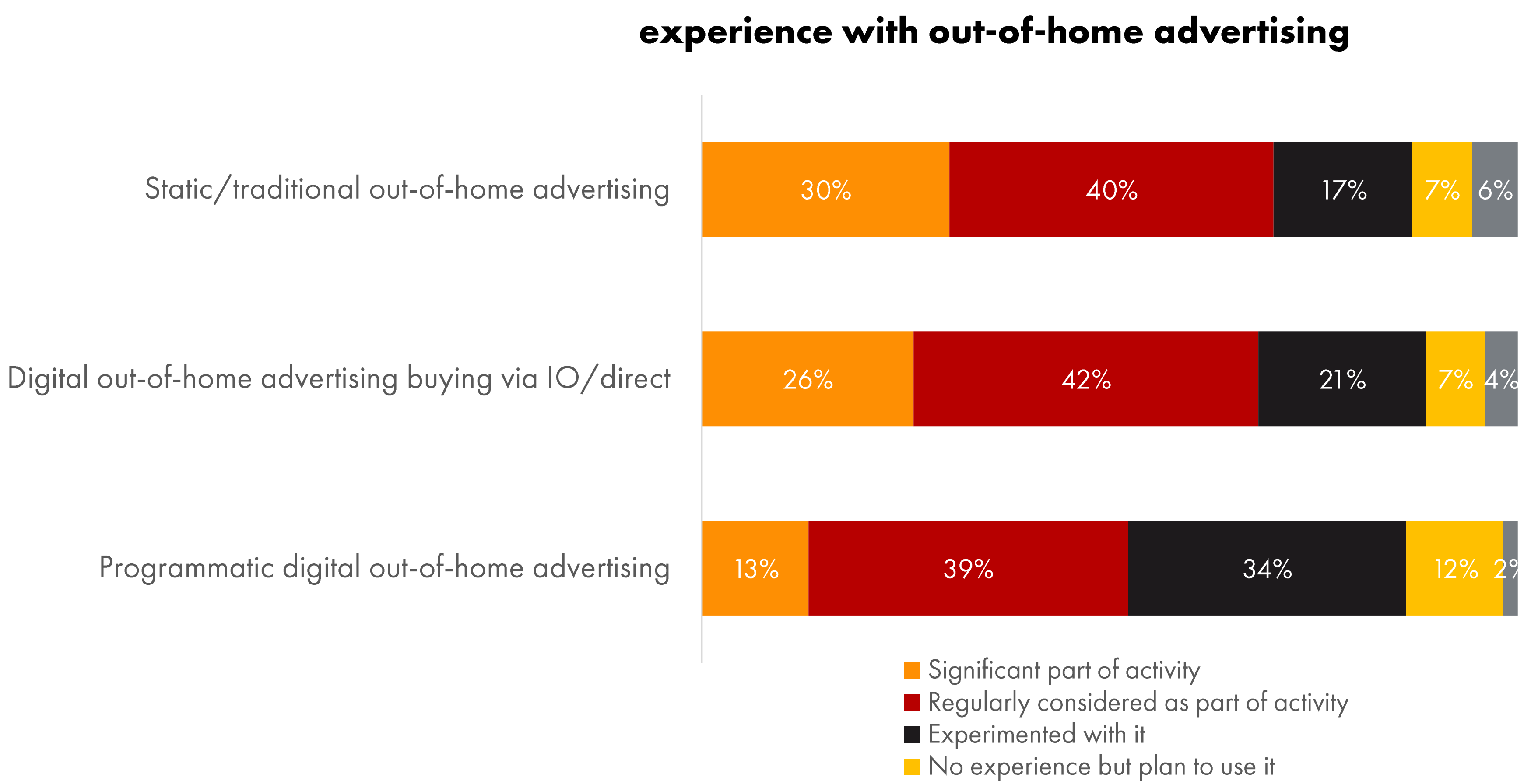
experience with out-of-home advertising.

7 in 10 respondents are at least regularly considering static/traditional (70%) and digital out-of-home advertising (68%). Half (52%) are at least regularly considering programmatic digital out-of-home advertising.



8 in 10 (86%) have used programmatic digital out-of-home advertising.

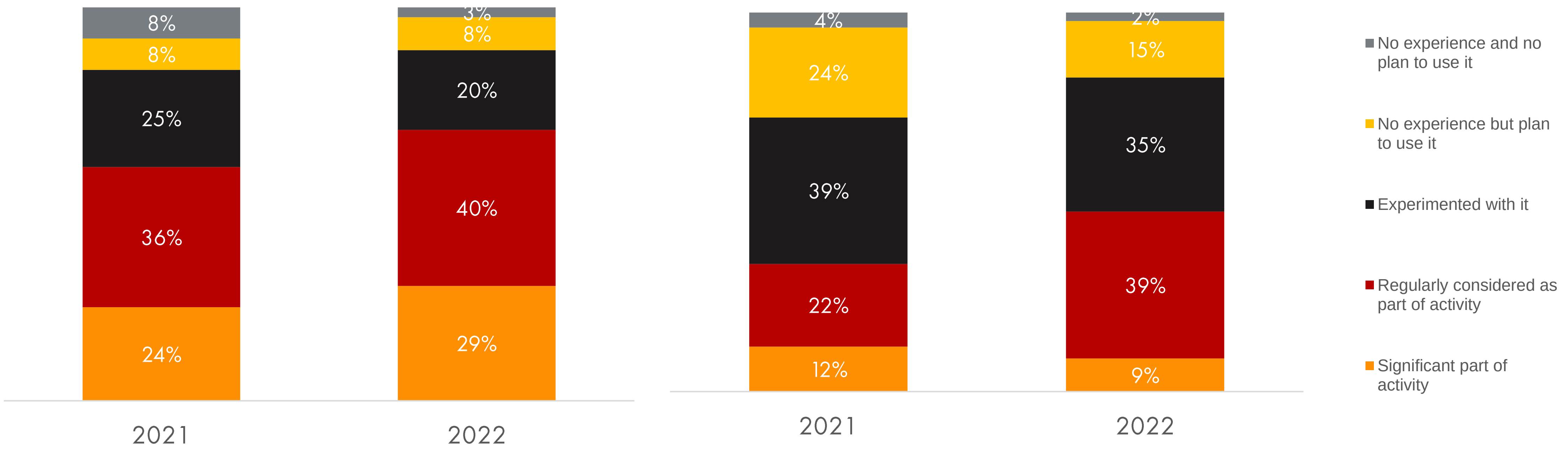
Source; IAB Australia Attitudes to Digital Out-of-Home Survey 2022 n=530 Q - Which of these best describes your organisation's experience with static/traditional out-of-home advertising to date? with digital out-of-home advertising buying via IO/direct? with programmatic digital out-of-home advertising?

experience with DOOH amongst agencies.

Experience with digital out-of-home advertising is growing amongst agencies. Regular usage of digital out-of-home advertising has increased from 60% in 2021 to 69% in 2022 (+9). Only 9% of mainstream agency respondents have it as a significant part of their activity (slightly lower than amongst the more senior agency sample last year). However, regular usage of programmatic digital out-of-home advertising is increasing amongst agencies, from 34% in 2021 to 48% in 2022 (+14 as significant part or regularly considered).

experience with digital out-of-home advertising buying via IO/direct amongst agencies

experience with digital out-of-home advertising buying programmatically amongst agencies



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Source; IAB Australia Attitudes to Digital Out-of-Home Survey 2022 n=530 (agencies only 2022 n=380, 2021 n=101) Q - Which of these best describes your organisation's experience with static/traditional out-of-home advertising to date? with digital out-of-home advertising buying via IO/direct? with programmatic digital out-of-home advertising?

influence on participation within agencies.

Planning and investment teams have the greatest influence on participation in programmatic DOOH.

influencers within agencies on participation in programmatic digital out-of-home advertising

Source; IAB Australia Attitudes to Digital Out-of-Home Survey 2022 n=530 (agencies only n=380)
Q - Within your agency, who is having the most influence on participation in programmatic digital out-of-home advertising? (Choose all that apply)

drivers of programmatic out-of-home advertising.

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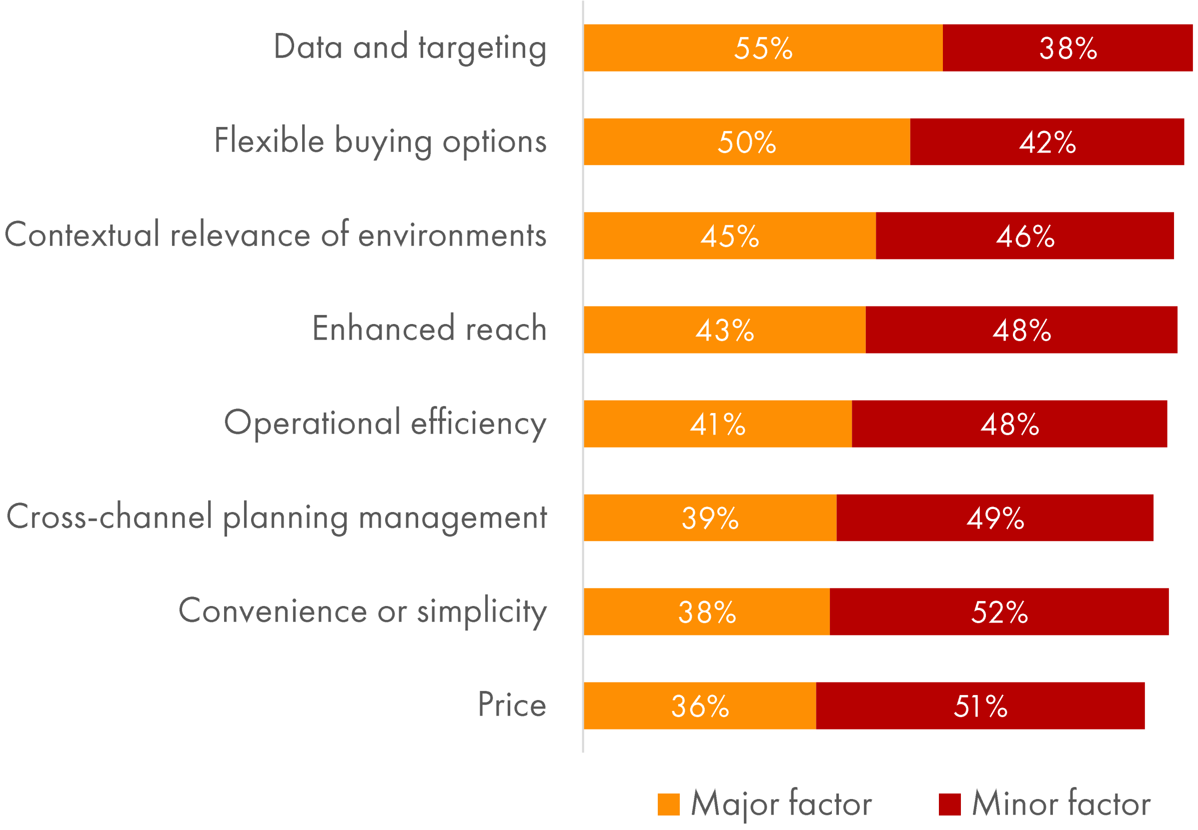
drivers of buying programmatic DOOH.

Data & targeting is the #1 most important driver of buying DOOH advertising programmatically.

- Data and targeting has risen in importance since last year to become the most important driver (ranked 4th major driver in 2021).
- Flexible buying options is still a major buying factor this year (this was the #1 driver in 2021, followed by enhanced reach and operational efficiency).
- Contextual relevance of environments was included in the survey for the first time this year and is also a major factor in buying programmatically.

drivers for buying DOOH programmatically



Source; IAB Australia Attitudes to Digital Out-of-Home Survey 2022 n=530
Q - In your considerations for digital out-of-home advertising, which of the following have been factors for buying programmatically?

major drivers of buying programmatic DOOH.

There are a range of factors driving consideration of programmatic digital out-of-home usage, the top considerations differ slightly across industry groups.

top 3 major drivers for buying DOOH programmatically

amongst brands/advertisers

1.	Flexible buying options	48%
2.	Contextual relevance of environments	46%
3.	Data & targeting	41%

amongst agencies

1.	Data & targeting	59%
2.	Flexible buying options	51%
=3.	Operational efficiency / Enhanced reach	45%

amongst ad tech suppliers

1.	Data & targeting	55%
=2.	Flexible buying options/ Convenience or simplicity	51%
3.	Enhanced reach	49%

Source; IAB Australia Attitudes to Digital Out-of-Home Survey 2022 n=530 (agencies n=380, brands/advertisers n=73, ad tech suppliers n=77)
Q - In your considerations for digital out-of-home advertising, which of the following have been factors for buying programmatically?

objectives of programmatic out-of-home advertising.

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objectives of programmatic DOOH advertising.

Brand building remains the #1 objective for programmatic DOOH advertising.

- While increasing brand awareness remains the dominant objective for programmatic DOOH campaigns, the broader sample of agency respondents this year are not using it for branding as frequently (-9) since last year.
- Meanwhile there has been a substantial increase in the usage of programmatic DOOH for direct response (+13) compared to last year.
- Respondent comments also mention hyper local targeting (increasing sales uplift in specific areas) and time targeted reach as other objectives for programmatic DOOH advertising.

objectives for programmatic DOOH advertising amongst agencies

Source; IAB Australia Attitudes to Digital Out-of-Home Survey 2022 n=530 (agencies only 2022 n=380, 2021 n=101)
Q - What have been the objectives of the programmatic digital out-of-home advertising activities you've been involved with over the past year? (Please select all that apply)

objectives of programmatic DOOH advertising.

While the dominant objective of programmatic DOOH campaigns amongst the clients of agencies and ad tech suppliers is to increase brand awareness, brands/advertisers themselves are more likely to use programmatic DOOH to support specific promotions or for direct response or engagement.

top 3 objectives for DOOH advertising campaigns

amongst brands/advertisers

Support for specific promotions	44%
Direct response	41%
Increase engagement	41%

amongst agencies

Increase brand awareness	56%
Support for specific promotions	44%
Incremental/extended reach	41%

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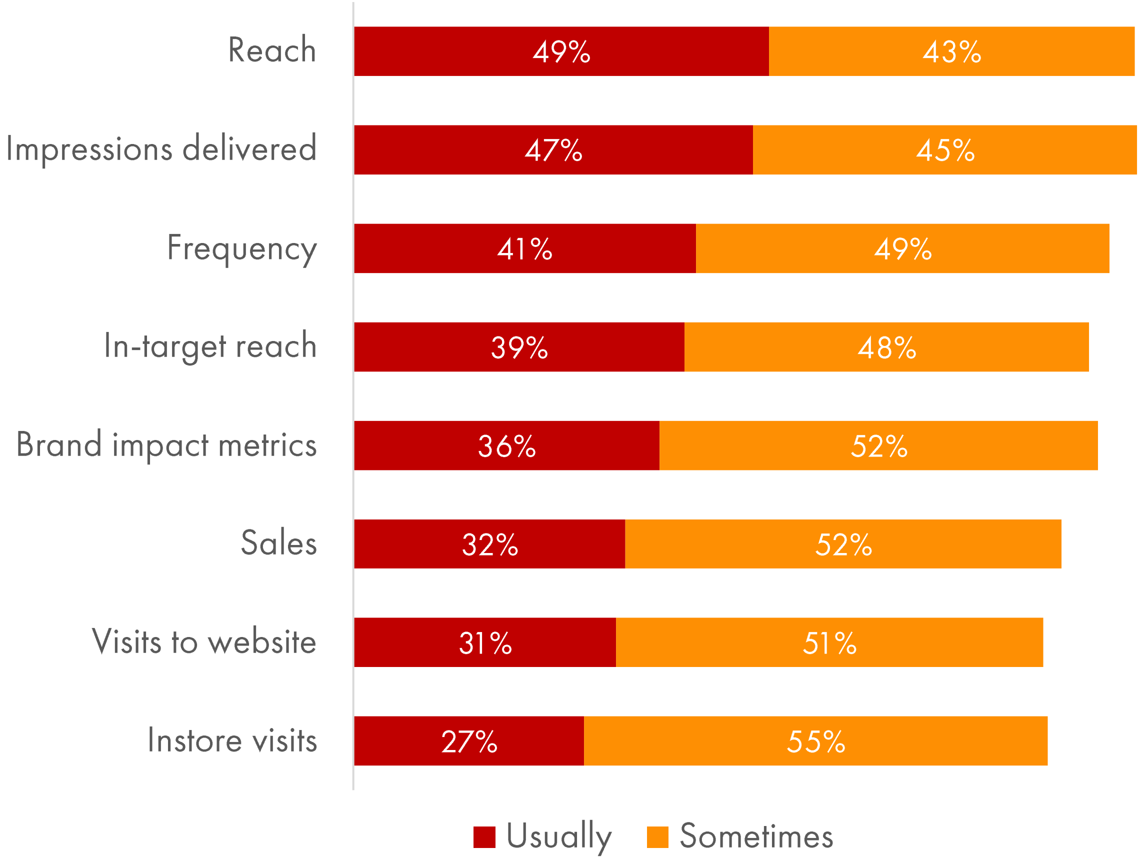
Source; IAB Australia Attitudes to Digital Out-of-Home Survey 2022 n=530 (agencies n=380, brands/advertisers n=73, ad tech suppliers n=77)
Q - What have been the objectives of the programmatic digital out-of-home advertising activities you've been involved with over the past year? (Please select all that apply)

metrics used to assess ad effectiveness.

Reach & frequency and impressions are the most used metrics to assess programmatic DOOH advertising success.

- Increasing brand awareness is the predominant objective for programmatic DOOH and 88% are at least sometimes using brand impact metrics to assess success.
- Direct response has become a more predominant objective this year and 84% are at least sometimes measuring sales, 82% visits to websites and 82% instore visits.

metrics used to assess programmatic DOOH advertising success



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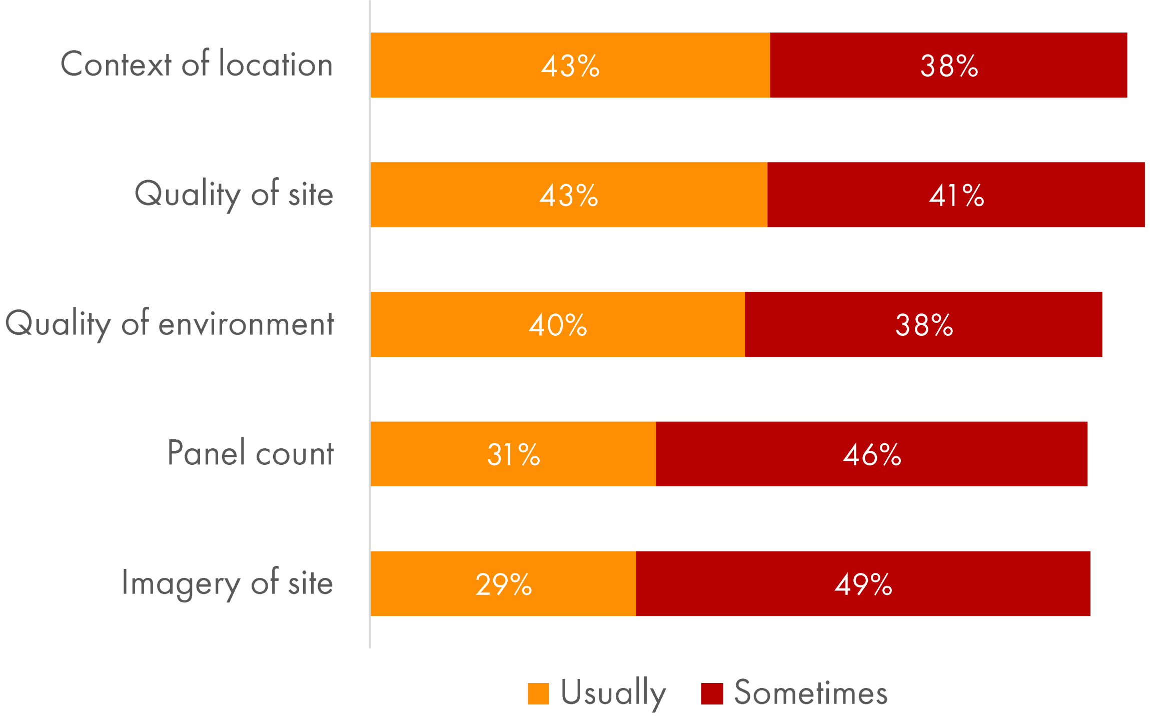
Source; IAB Australia Attitudes to Digital Out-of-Home Survey 2022 n=530
Q - How often are you using the following metrics to assess the effectiveness of your programmatic digital out-of-home advertising campaigns? (Please select one response per row)

traditional OOH metrics considered in pDOOH planning.

Context of location is an important traditional metric considered when using programmatic DOOH advertising.

- Contextual relevance of environments is a key driver of usage of programmatic DOOH advertising and 81% are at least sometimes using context of location metrics when using programmatic digital out-of-home advertising.
- 84% are at least sometimes considering quality of site metrics.

traditional out-of-home metrics used to assess programmatic DOOH advertising success



Source; IAB Australia Attitudes to Digital Out-of-Home Survey 2022 n=530

Q - How often do you consider the following traditional out-of-home buying metrics when using programmatic digital out-of-home advertising? (Please select one response per row)

buying programmatic out-of-home advertising.

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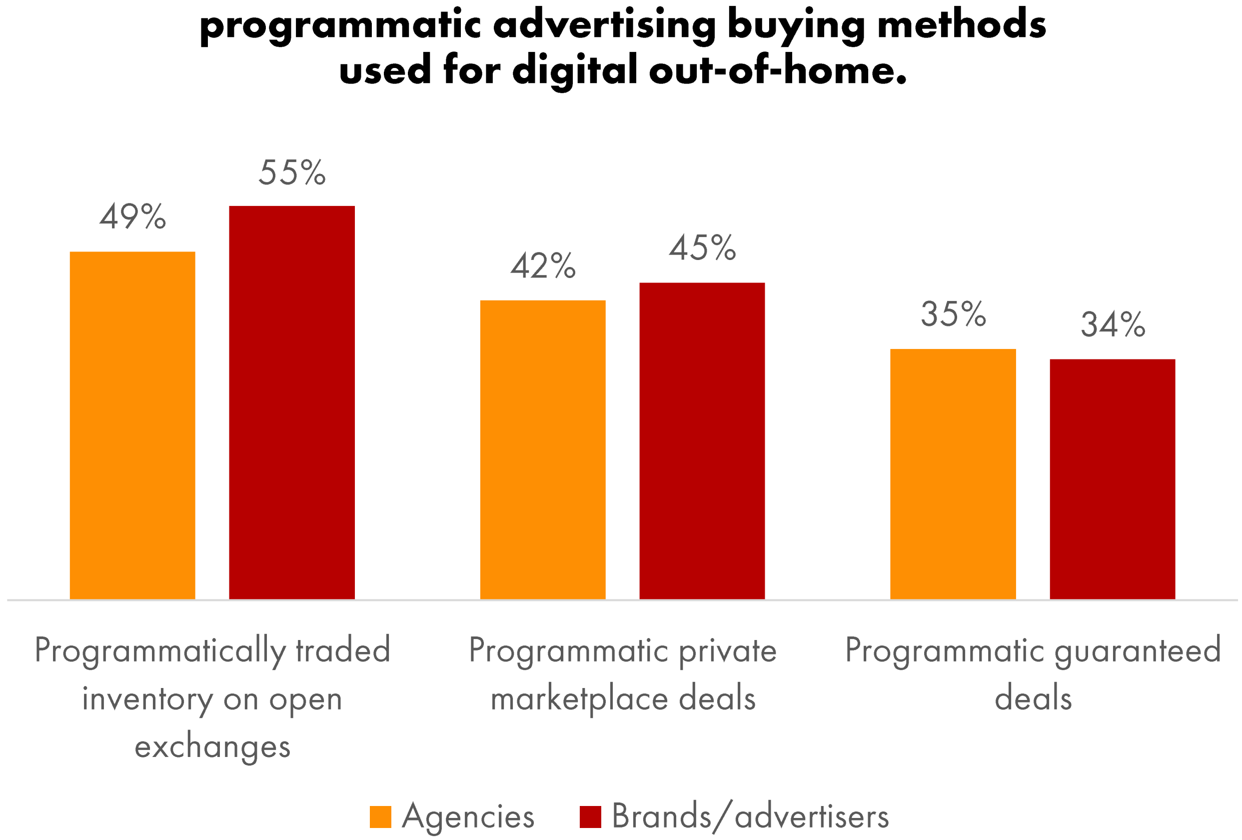
programmatic buying methods.

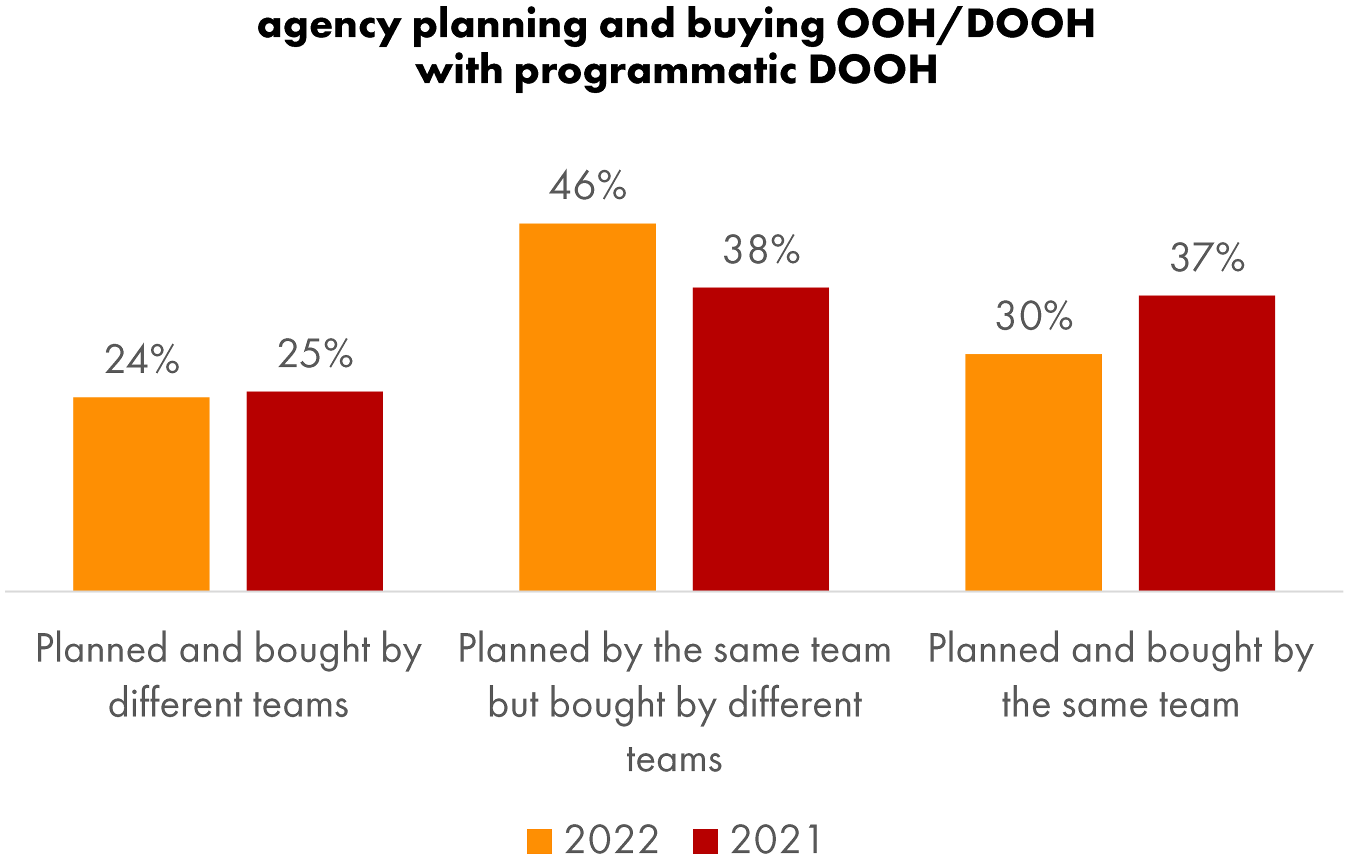
Traded inventory on open exchanges is the most used programmatic buying method for DOOH.



Source; IAB Australia Attitudes to Digital Out-of-Home Survey 2022 n=530 (agencies n=380, brands/advertisers n=73)
Q - Which of the following programmatic advertising buying methods have you used for digital out-of-home? (Please select all that apply)

programmatic planning and buying.

Three quarters (76%) of agencies plan programmatic and other out-of-home advertising within the same team (at similar levels to last year).

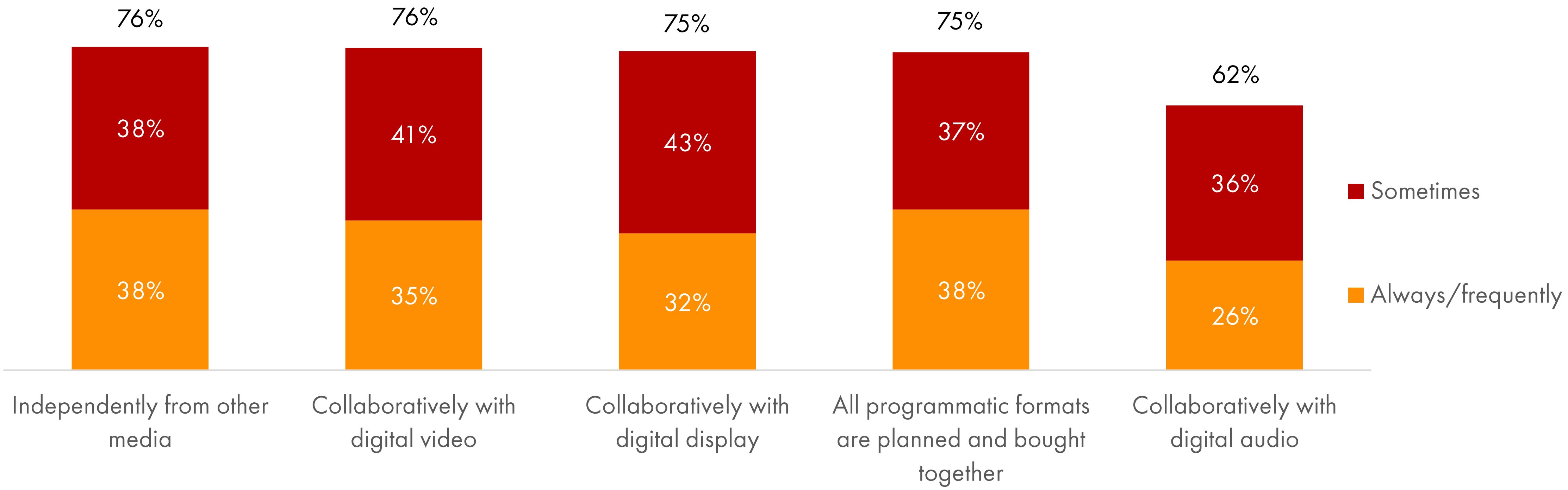


Source; IAB Australia Attitudes to Digital Out-of-Home Survey 2022 n=530 (agencies only 2022 n=380, 2021 n=101)
Q - How does your agency plan and buy programmatic DOOH advertising? (Please select one)

planning and buying with other formats.

There is greater integration of planning and buying programmatic DOOH with other formats this year. In 2022, 38% of respondents report always planning and buying programmatic DOOH independently from other media, this is down (-10%) from the previous year where 48% always planned and bought independently from other media in 2021. Three-quarters of respondents are now at least sometimes planning and buying programmatic DOOH collaboratively with digital video or digital display, or all programmatic formats together.

Frequency programmatic DOOH is planned and bought with other media and other digital formats



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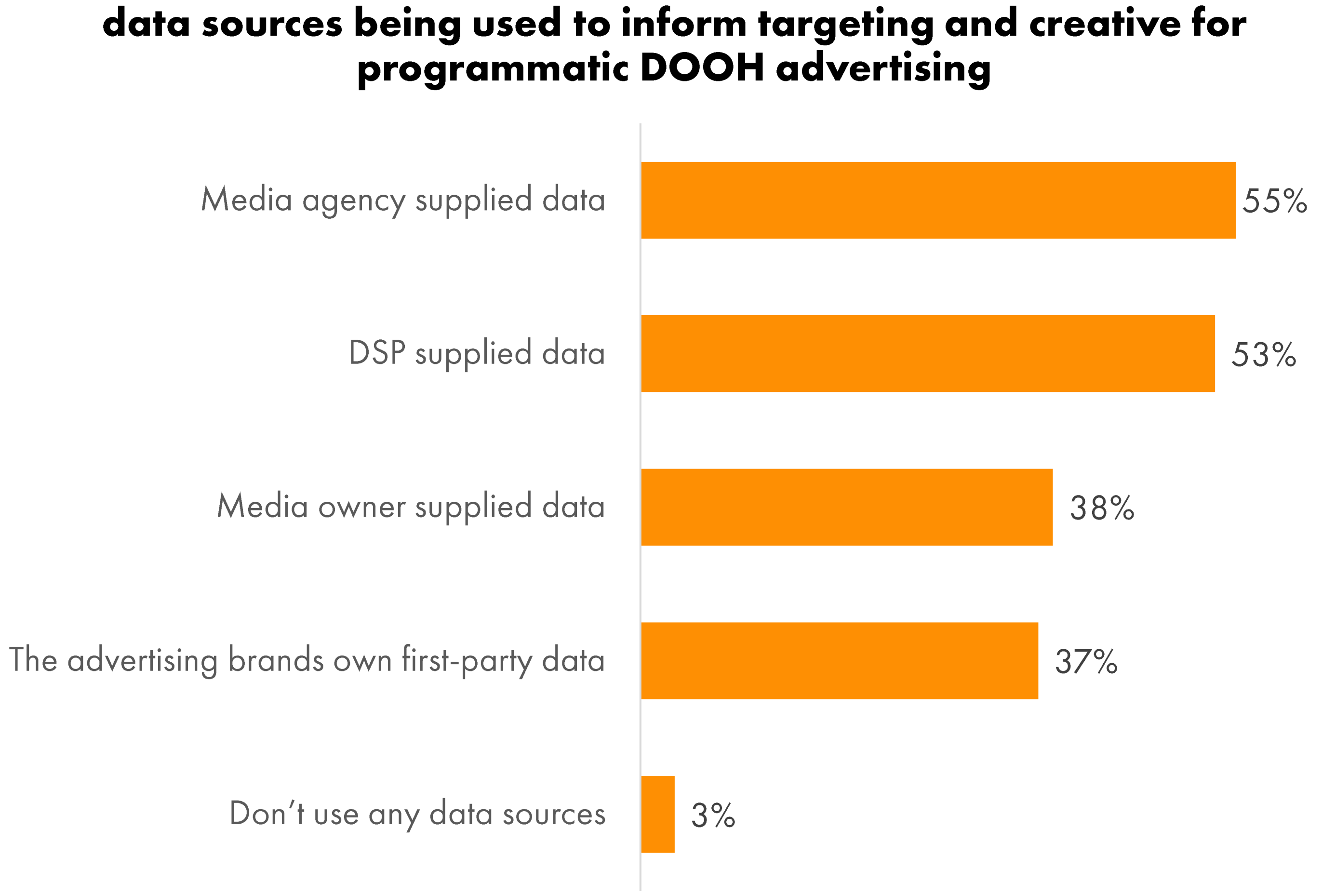
Source; IAB Australia Attitudes to Digital Out-of-Home Survey 2022 n=530

Q - When buying programmatic digital out-of-home advertising which of the following best describes where it typically fits into your campaign plan? (Please select one response per row)

data sources used in programmatic DOOH.

Data & targeting is the #1 driver for use of programmatic DOOH. Media agency supplied data is the most used source.



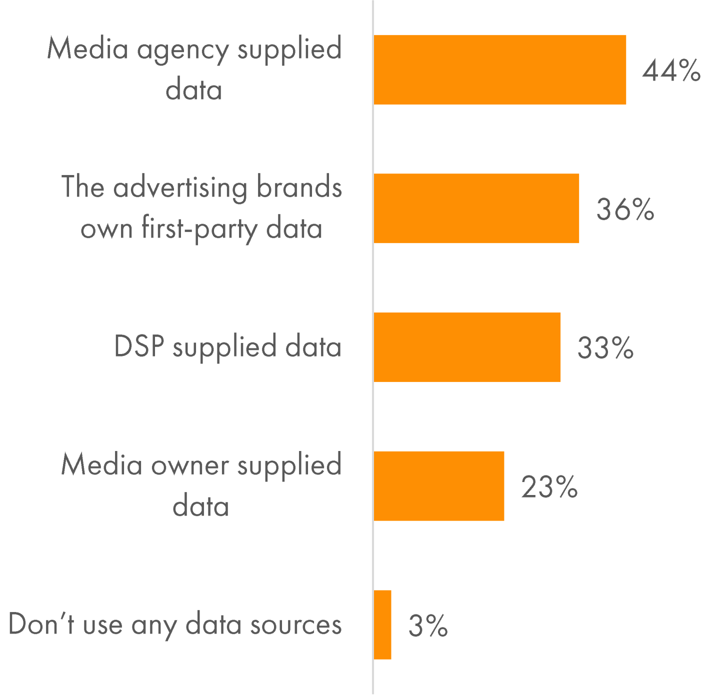
Source; IAB Australia Attitudes to Digital Out-of-Home Survey 2022 n=530
Q - Which of the following data sources is your company/client using to inform targeting and creative for programmatic digital out-of-home advertising? (Please select all that apply)

data sources used in programmatic DOOH.

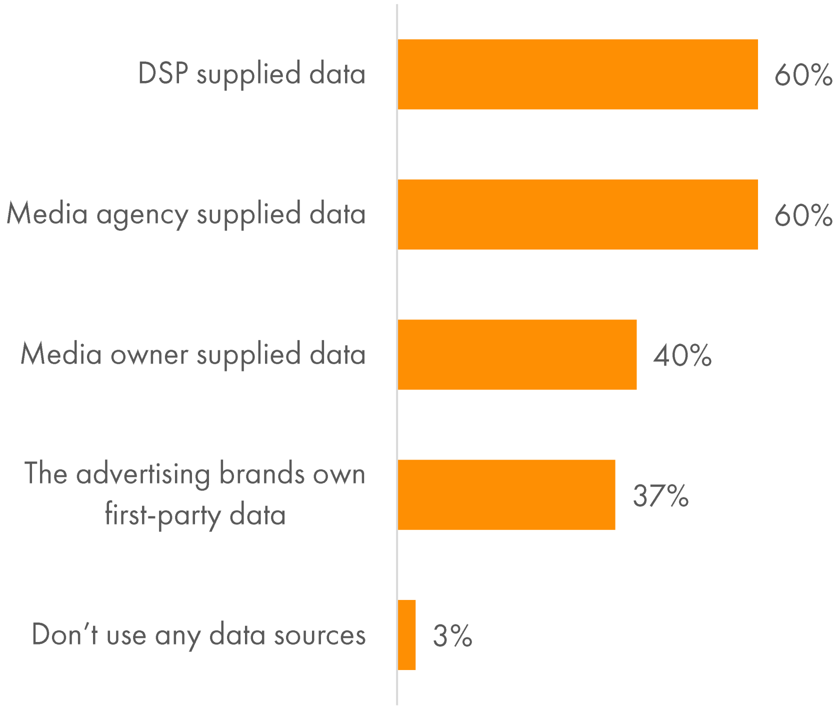
The usage of data sources to inform targeting and creative for programmatic digital out-of-home advertising differs slightly across industry groups. Agencies are the most frequency users of data, particularly their own and DSP supplied. Ad tech suppliers rely most on media owner supplied data, while brands rely on media agency supplied data and their own first-party data.

data sources being used to inform targeting and creative for programmatic DOOH advertising

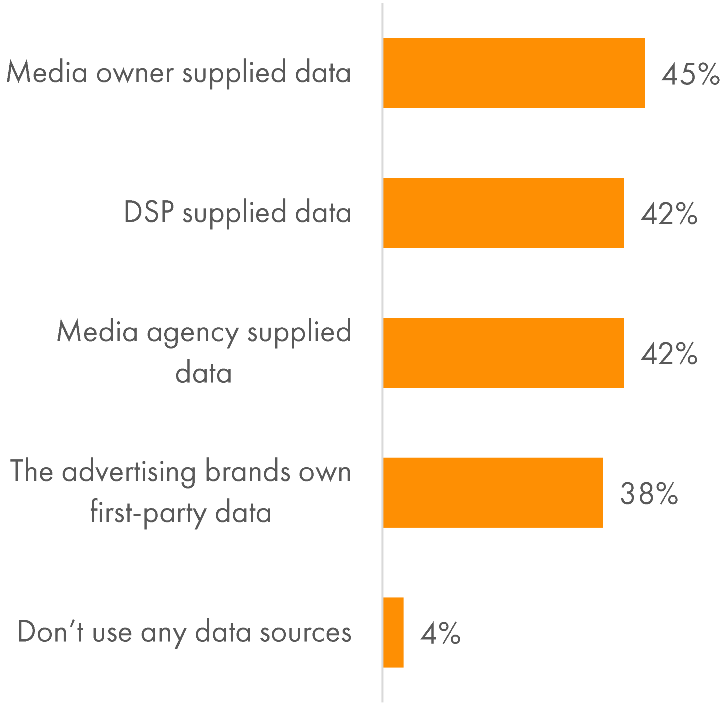
amongst brands/advertisers



amongst agencies



amongst ad tech suppliers



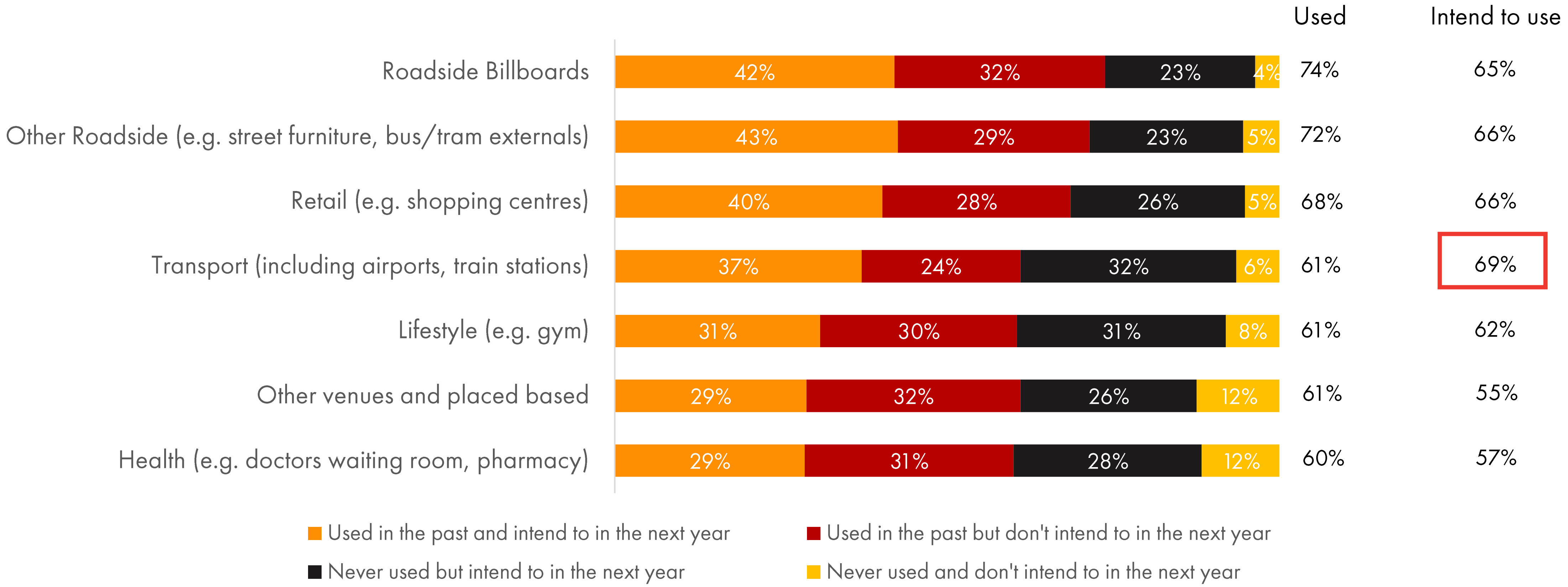
Source; IAB Australia Attitudes to Digital Out-of-Home Survey 2022 n=530 (agencies n=380, brands/advertisers n=73, ad tech suppliers n=77)
Q - Which of the following data sources is your company/client using to inform targeting and creative for programmatic digital out-of-home advertising? (Please select all that apply)

programmatic digital out-of-home formats.

usage of programmatic DOOH ad formats.

Roadside billboards, other smaller roadside formats and retail are the most used venues/formats for programmatic DOOH advertising. With consumers become more mobile after COVID restrictions have eased, transport venues have the highest intention for use programmatically in the next year. There is also strong intention to use the most popular formats/venues again.

experience with programmatic DOOH ad venues/formats



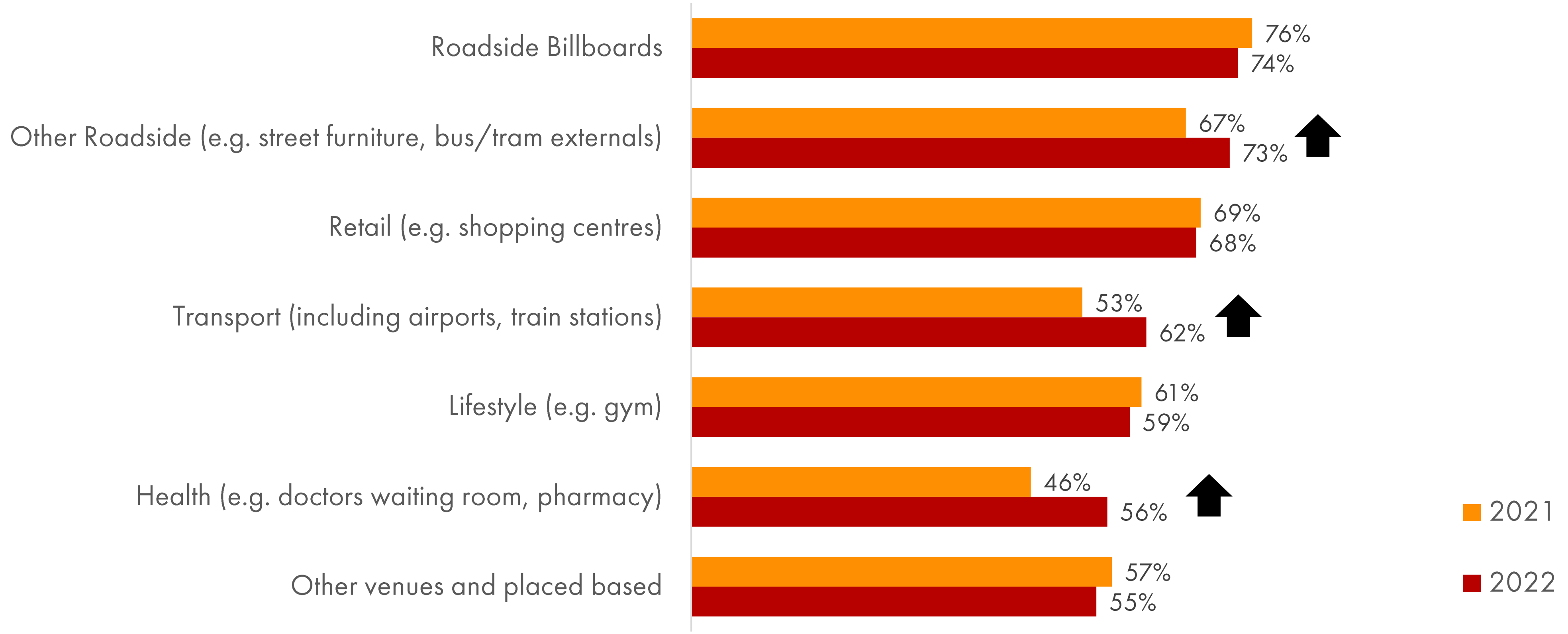
Source; IAB Australia Attitudes to Digital Out-of-Home Survey 2022 n=530

Q - Which of the following types of programmatic digital out-of-home venues and formats have you previously bought, or do you intend to buy in the next 12 months? (Please select one response per row)

usage of programmatic formats by agencies.

Roadside billboards, other smaller roadside formats and retail are the most used venues/formats for programmatic DOOH advertising amongst ad agences. The greatest increase in usage amongst agencies is for health venues (+10). With consumers having greater freedom to move around since covid restrictions have lifted, agencies have also increased their usage of smaller roadside formats (+6) and transport (+9).

usage of programmatic DOOH ad venues/formats amongst agencies

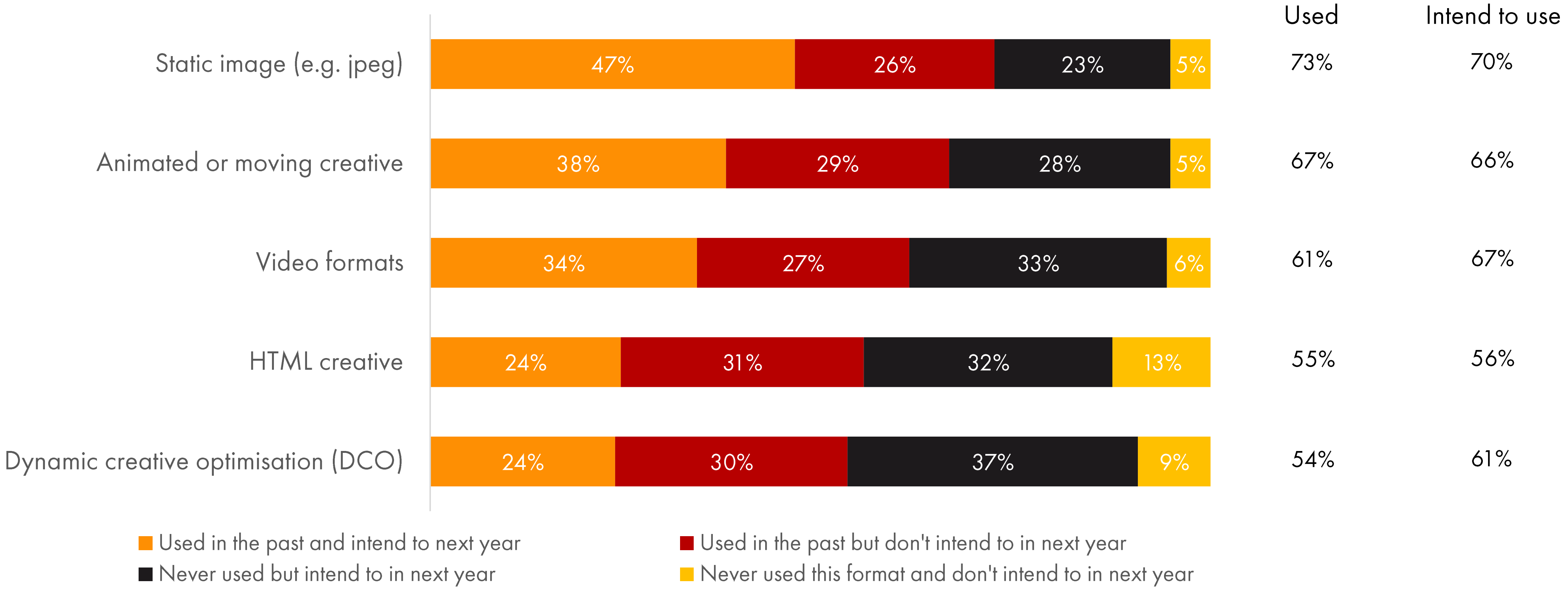


Source; IAB Australia Attitudes to Digital Out-of-Home Survey 2022 n=530 (agencies only 2022 n=380, 2021 n=101)
Q - Which of the following types of programmatic digital out-of-home venues and formats have you previously bought, or do you intend to buy in the next 12 months? (Please select one response per row)

usage of programmatic DOOH creative formats.

Static images are the most used creative format for programmatic DOOH advertising, and this format has the highest intention for future usage. There is potential future growth for the usage of video formats and dynamic creative optimisation. Compared to 2021 agencies have slightly decreased the usage of static image formats and slightly increased the usage of HTML creative formats.

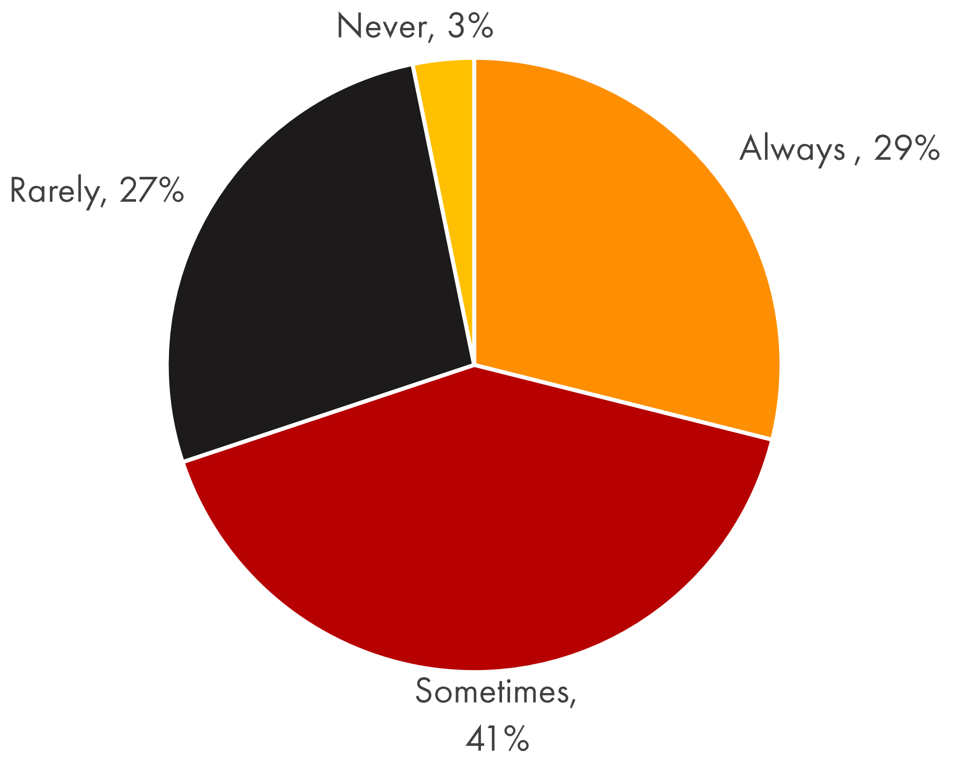
experience with programmatic DOOH creative formats



Source; IAB Australia Attitudes to Digital Out-of-Home Survey 2022 n=530
Q - Which of the following creative formats have you used or plan to use for digital out-of-home advertising? (Please select one response per row)

agencies producing fit for purpose creative.

frequency creative is adapted to suit digital-out-of-home viewing environments amongst agencies



7 in 10 agencies (70%) at least sometimes adapt DOOH advertising creative to suit the viewing environment.

- Due to the varied formats of DOOH advertising there is a high frequency of adjusting creative to suit the environment, however frequency of producing fit for purpose creative has dropped since last year (86% at least sometimes adapted creative in 2021).
- Creative quality is one of the most important drivers of digital advertising effectiveness so its worth putting the effort into adapting creative to suit the different out-of-home environments.

Source; IAB Australia Attitudes to Digital Out-of-Home Survey 2022 n=530 (agencies only n=380) Q - When running campaigns across omni programmatic channels (e.g. including display, video, mobile), how often is the creative adapted to suit digital out-of-home in consideration of the relevant viewing environment? (Please select one)

understanding of out-of-home advertising.

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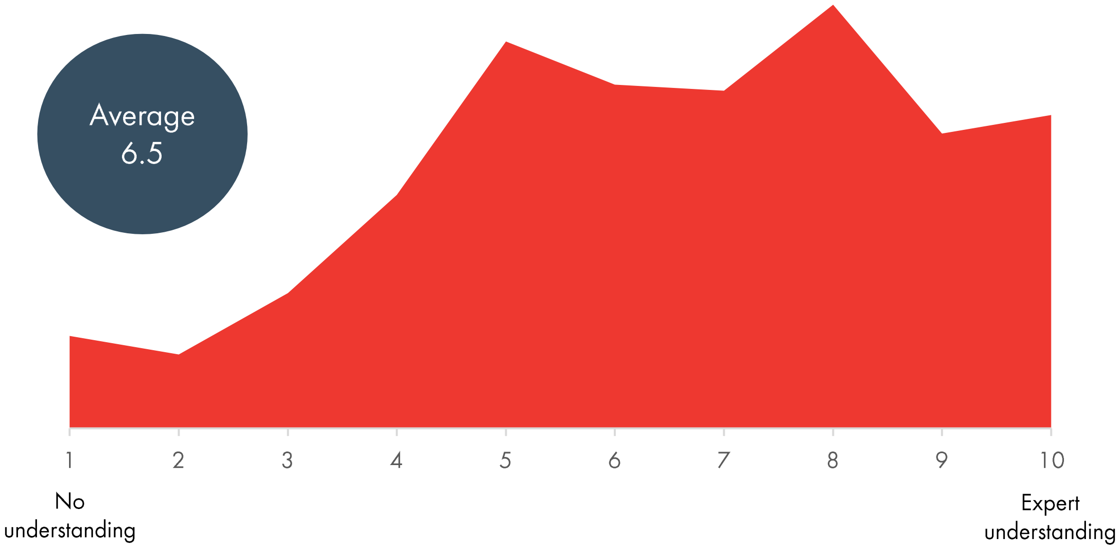
understanding of out-of-home advertising.

On average, all advertising decision makers and influencers surveyed rated their understanding of digital out-of-home advertising at 6.7 out of 10, where 10 was an expert level of understanding. As expected, agencies have a slightly higher level of understanding of traditional and digital out-of-home advertising.

understanding of traditional out-of-home advertising

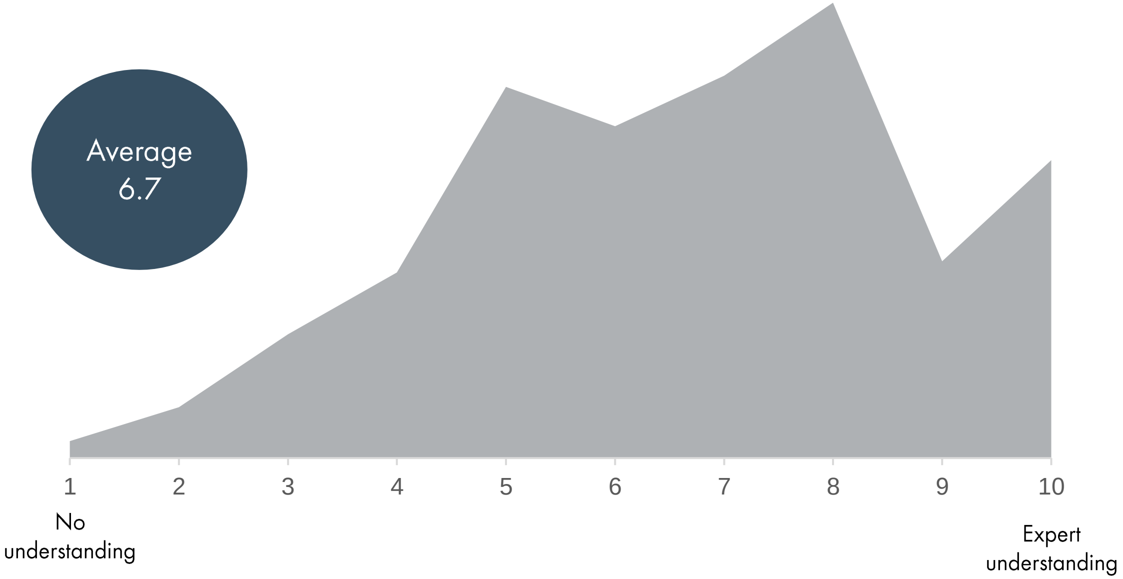


Brand 5.5

Ad Tech 5.7

Agency 6.9

understanding of digital out-of-home advertising



Brand 5.7

Ad Tech 6.3

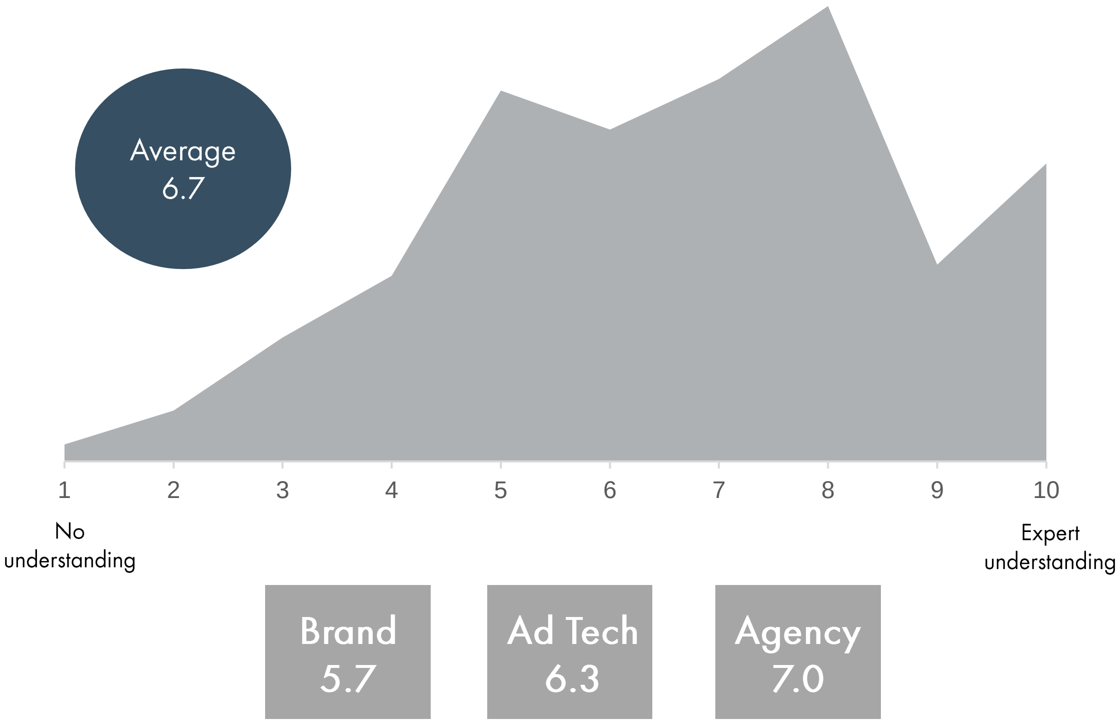
Agency 7.0

Source; IAB Australia Attitudes to Digital Out-of-Home Survey 2022 n=530 (agencies n=380, brands/advertisers n=73, ad tech suppliers n=77)
Q - Please rate how well you feel you understand the following forms of out-of-home advertising, where 1 means no understanding at all and 10 means an expert level of understanding?

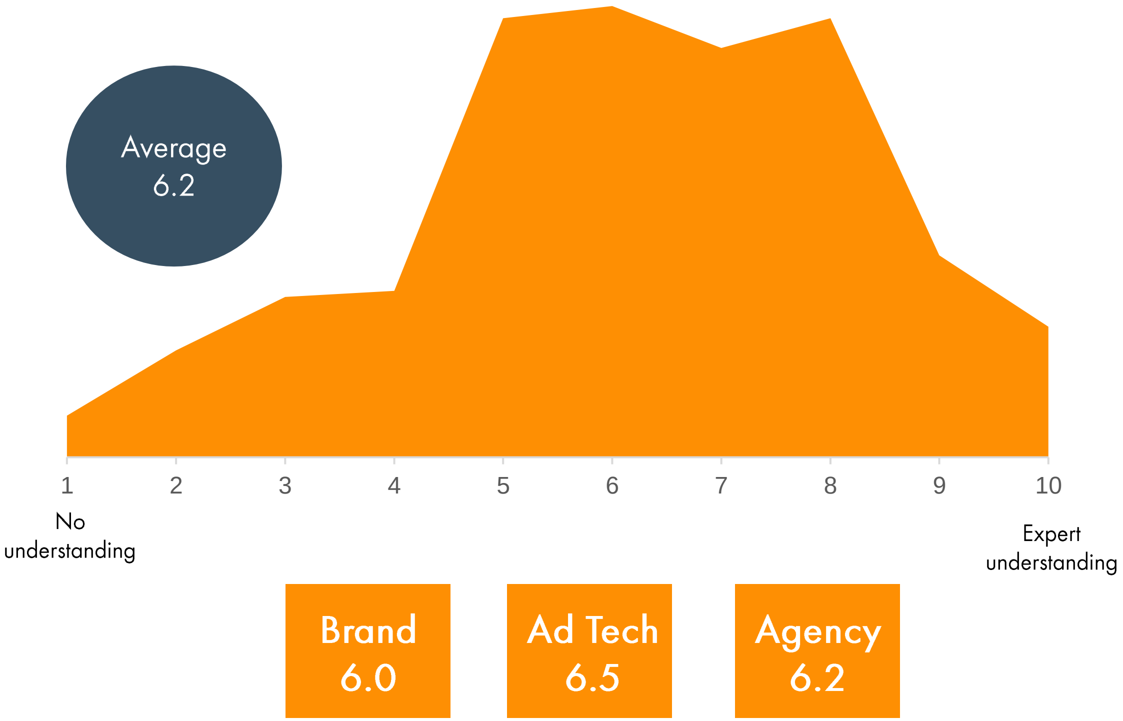
understanding of out-of-home advertising.

On average, all advertising decision makers and influencers surveyed rated their understanding of programmatic digital out-of-home advertising at 6.2 out of 10, where 10 was an expert level of understanding. Agencies have a slightly lower level of understanding of programmatic digital out-of-home advertising than for traditional or digital out-of-home advertising.

understanding of digital out-of-home advertising



understanding of programmatic digital out-of-home advertising



Source; IAB Australia Attitudes to Digital Out-of-Home Survey 2022 n=530 (agencies n=380, brands/advertisers n=73, ad tech suppliers n=77)

Q - Please rate how well you feel you understand the following forms of out-of-home advertising, where 1 means no understanding at all and 10 means an expert level of understanding?

opportunities for out-of-home advertising.

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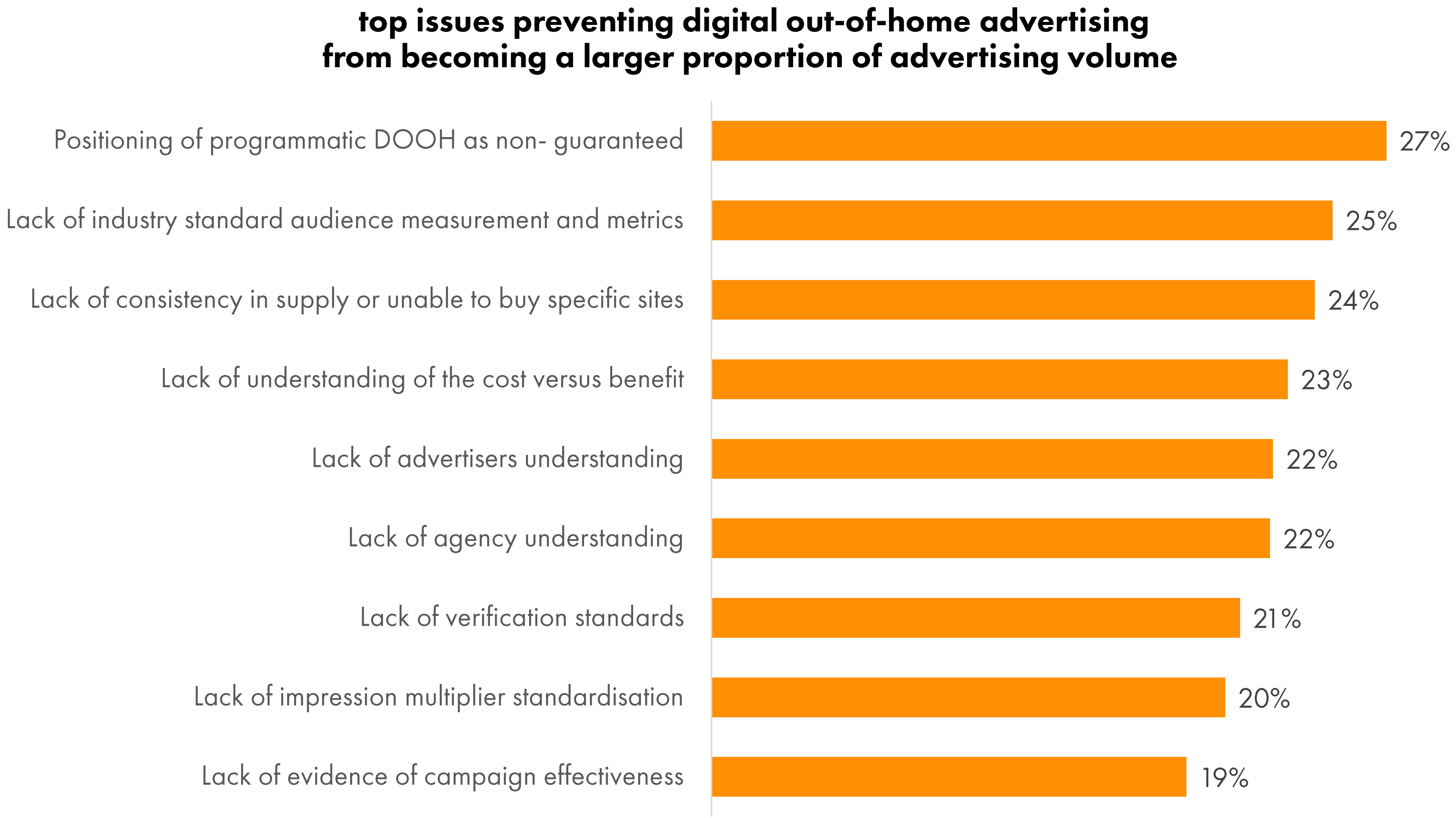
opportunities for growth.



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Source; IAB Australia Attitudes to Digital Out-of-Home Survey 2022 n=530

Q - What are the three biggest issues preventing digital out-of-home advertising from being a larger proportion of advertising volume? (Select up to 3 issues)

opportunities for growth.

Traded inventory on open exchanges is the most used programmatic buying method for DOOH, however the greater availability of non-guaranteed than guaranteed inventory is seen as a key barrier to preventing digital out-of-home advertising from being a larger proportion of advertising volume across all industry groups.

three biggest issues preventing digital out-of-home advertising from becoming a larger proportion of advertising volume

amongst brands/advertisers

Positioning of programmatic DOOH as non- guaranteed	31%
Lack of consistency in supply or unable to buy specific sites	27%
Lack of verification standards	25%

amongst agencies

Positioning of programmatic DOOH as non- guaranteed	25%
Lack of industry standard audience measurement and metrics	24%
Lack of agency understanding	23%

amongst ad tech suppliers

Lack of industry standard audience measurement and metrics	34%
Positioning of programmatic DOOH as non- guaranteed	31%
Lack of agency understanding	27%

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Source; IAB Australia Attitudes to Digital Out-of-Home Survey 2022 n=530 (agencies n=380, brands/advertisers n=73, ad tech suppliers n=77)
Q - What are the three biggest issues preventing digital out-of-home advertising from being a larger proportion of advertising volume? (Select up to 3 issues)

promoting further understanding of programmatic digital out-of-home advertising.

ways to enhance industry understanding of programmatic digital out-of-home advertising

Education and training opportunities what it is, capabilities, role, benefits etc

Simplification and **understanding of the steps in the buying process**

Case studies demonstrating usage for various objectives and the effectiveness results

Demonstration of **cost effectiveness** and sales impact

Education on methods and **ways to measure effectiveness**

Demonstration of creative potential including showing mock-ups of creative and standardising formats

Tools to provide **information on inventory availability** to plan more efficiently.

Standardised and transparent planning data including impression multiplier and unified data across all outdoor media

Source; IAB Australia Attitudes to Digital Out-of-Home Survey 2022 n=530
Q - What would be the most useful thing the industry could provide to help you further understand programmatic digital out-of-home advertising?

learn more about the dooh market.

E iabaustralia@iabaustralia.com.au
A 18-20 Cooper Street, Surry Hills2010

iabaustralia.com.au