Special Edition: Key to Programmatic Growth
Presenter

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ACTIVATION AND
ADVERTISING SOLUTIONS

comscore
DOOH begins to take a prominent role

As a result of spending more time on outdoor pursuits, consumers are noticing OOH ads 45% more than pre-pandemic levels.

By 2026, the DOOH market is expected to grow 10.35% & reach a market size of $33.37b.

67% of media buyers say flexible buying options are a major reason for considering programmatic DOOH.

OAAA, July 2021; VistarMedia, August 2021
Agenda

CROSS-PLATFORM TARGETING REFRESHER

SOLUTIONS FOR A COOKIELESS WORLD

DOOH APPLICATION

Q&A
Cross-platform Programmatic Targeting
Comscore’s massive datasets provide the requisite scale needed to power programmatic buys.

- **177M** desktop screens
- **234M** mobile phones & tablets
- **41M** over-the-top devices
- **177M** digital panelists
- **2nd largest web crawler**
- **75M** TV screens
- **115M** VOD screens
- **43,000** movie theatre screens in North America
- **155,000** movie theatre screens globally

All numbers are U.S. only, except where noted.

**global coverage

1.7tn Unique actions monthly

12M Connected TVs

All numbers are U.S. only, except where noted.
Activation audiences now and for the future

Build audience targets based on:

- **DEMOGRAPHICS**
  - Age
  - Gender

- **TV VIEWING**
  - Networks
  - Live Events
  - Ad Exposure

- **PERSONAS**
  - Sports Fans
  - Political Views
  - Cord Cutters

- **OTT CONSUMPTION**
  - Select Providers
  - Consumption Intensity
  - Gaming Intensity

AUDIENCE TARGET

Female, 18 – 24
Watches Monday Night Football
Saw a “Ford 150” advertisement
Netflix Viewer

Activate targets on:

- **DESKTOP**
- **MOBILE**
- **CONNECTED TV**
- **WALLED GARDEN**
Next Gen **Contextual Targeting for a cookieless world**

Build contextual targets based on:

- **BRAND SAFETY**
  - Brand Safety Filters
  - Brand Suitability filters

- **CONTEXTUAL RELEVANCE**
  - IAB Categories & Sub-Categories
  - Custom Keywords and Phrases

- **PREDICTIVE AUDIENCES**
  - TV viewers
  - OTT behaviors
  - Personas

- **COOKIE-FREE DEMOS**
  - Age/Gender
  - Legal Drinking Age (LDA)

Activate targets on:

- **DISPLAY**
  - Based on content of the page

- **VIDEO**
  - Based on audio AND visual content of the video

- **CONNECTED TV**
  - Based on audio AND visual content of the video

- **PODCASTS**
  - Based on audio content of the podcast

**CONTEXTUAL TARGET**

Male, 21+
Loves cooking content
Safe from High Risk COVID-19 Content
## Reach valuable, sought-after audience personas

### SPORTS FANS
- Football (American)
- Baseball
- Basketball
- Stock Car Racing Fans
- Women's Soccer Fans
- Combat Sports Fans
- Cycling Fans
- Extreme Sports Fan
- Golf Fans
- Pro Volleyball
- Olympics Enthusiast
- eSports Fans
- Fantasy Sports
- Online Gambling

### SEASONAL
- Awards Show Fans
- Back To School Shoppers
- Holiday Online Shopper
  - All
  - Moms
  - Dads
  - Households with Kids
- Holiday TV –
  - Cartoons and Kids Specials
  - Classics
  - Music Specials
- Fall Premiere Watcher
  - Broadcast Networks
  - Premium Networks

### POLITICAL
- Conservatives
- Liberals
- Moderates

### OTT
- Cord Cutters
- Fortnite Player
- Premium Rentals
- Premium Paid Subscription
- Ad Supported Free
- Ad Supported Paid
- Streaming DVR Paid
- Premium Sports Paid
- Freelium Sports Ad Supported
- Internet Radio Listeners

### SELECT
- Young Moms
- Online Grocery Shoppers
- Mortgage Re-financers
- Early Adopters
  - Home Tech
  - Gamers
- Multi-cultural
  - Spanish Language TV Watchers
  - Hispanic
  - Black/African American
  - Asian American
- Pet Owners

### LIFE STAGES
- New Home
- New Baby
- New Car
- College
- Retirement
Programmatic Audience Targeting in a Cookieless World
The quest for the perfect solution continues..

- **Substitute Identifiers**: Potentially lack scale
- **IP Address**: Short-lived, not privacy-centric
- **Context**: Next gen solutions required
Revolutionizing cookie-free audience targeting

Natural language processing, machine learning and AI connect high-value 1st party audiences to privacy-friendly contextual signals

700+ PREDICTIVE AUDIENCES
Predictive Audience: How it Works

Football Watchers

What Football Watchers Consume Digitally

AI Contextual Engine Analysis

Topical Category | Index
--- | ---
Adventure Travel | 190
All-in-one Gas Grills | 212
College Football | 280
Emerging Technology | 175
Fantasy Sports | 275
Fine Dining Restaurants | 113
Healthy Eating Habits | 130
Luxury Performance SUVS | 167
Men’s Fashion Business | 139
Museums and Galleries | 90
Outdoor Activities/Games | 148
Personal Finance Investing | 170
Prime Day Shopping | 182
Ice Hockey | 165
TV Drama Series | 125

Inventory flagged as Football Watchers and ad served
- Travel::Adventure Travel
- Food and Drink::Barbecues and Grilling
- Sports::American Football
- Technology and Computing::Consumer Electronics
- Sports::Fantasy Sports
- Automotive::Auto Body Styles::SUV
- Personal Finance::Investing

Target on desktop, mobile and CTV
Programmatic DOOH
Activate audiences
Improve targeting by integrating demographics and cross-platform behaviors with or without cookies

Activate content
Improve page, video, podcast, OOH and CTV targeting using robust brand protection and contextual relevance filters
Programmatic DOOH – Audience Targeting

AUDIENCE ACTIVATION

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<tr>
<th>TRUSTED DEMOGRAPHICS*</th>
<th>TV VIEWING INSIGHTS</th>
<th>OTT &amp; GAMING CONSUMPTION</th>
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<td>• Age</td>
<td>• 100+ TV Networks</td>
<td>• OTT Providers</td>
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OTT & GAMING CONSUMPTION

• OTT Providers
• OTT & SVOD Consumption Intensity
• Gaming Intensity
Contextual Options – Making sure an ad appears in the right place

Contextual Categories

- IAB Category
  - News
  - International news
  - Sports
  - Brand Safety/Content Rating
  - Negative news

- Predictive Audiences
  - Netflix Watcher
  - Baseball Fan
How to engage moving forward

Select Comscore segment you want to reach

Reach out to Comscore

Determine best pipes to deliver campaign
Thank you!