STATE OF THE NATION
Programmatic DOOH 2024

VIOOH

UK market highlights

In partnership with mtm

UK market highlights

EXECUTIVE SUMMARY

- **UK advertisers have strongly embraced programmatic DOOH (prDOOH)**, with 29% of campaigns in the past 18 months utilising this technology. This adoption rate is projected to **grow to 36% in the next 18 months**
- The role of **programmatic-only buys** has significantly increased year-over-year in the UK, with **47% of marketers now exclusively using this method** (+18 percentage points YoY)
- UK advertisers demonstrate a **stronger focus on audience-centric buying** for prDOOH compared to other markets
- Investment in programmatic DOOH (prDOOH) in the UK is set for substantial growth, with UK marketers predicting a **29% average increase in spending over the next 18 months**
- UK marketers **prioritise performance-based metrics when assessing campaign success**, specifically sales uplift, impact on website traffic and increased performance when combined with other digital channels

INTRODUCTION

VIOOH partnered with international research and strategy agency, MTM, to survey 1,200 advertisers and agencies across five key global markets — the US, UK, Australia, Germany, France, and an additional guest market, Brazil — to gain insights into the current state of prDOOH advertising.

Participants in this research have already purchased prDOOH in the past 12 months or are digital buyers open to purchasing it.

This report focuses on findings specific to the UK market.

STATE OF THE NATION
Programmatic DOOH 2024

WHAT IS THE CURRENT STATE OF prDOOH IN THE UK?

VIOOH has highlighted the UK as a well-established prDOOH market in previous State of the Nation reports. Accordingly, the UK has demonstrated strong adoption of programmatic DOOH. On average, 29% of campaigns in the past 18 months has bought / placed prDOOH, and growth will continue[1], with a predicted 36% of campaigns in the next 18 months including prDOOH[2].

To further underline the UK as an established market, both the UK (29%) and the US (29%) exhibit a high proportion of advertisers with past investment in prDOOH (as opposed to new-to-category advertisers).

Marketers in the UK are increasingly embracing programmatic buying for DOOH, recognising its efficiency and targeting capabilities.

Programmatic-only buys have seen a substantial year-over-year increase, accounting for 47% of DOOH campaigns in the past 12 months, a rise of 18 percentage points[3].

Interestingly, the proportion of marketers using a combination of programmatic and direct buys (38%) is notably lower than those relying exclusively on either method. While direct-only buys remain a significant part of the landscape (45%), the increase in programmatic-only campaigns indicates a growing preference for this automated and data-driven approach to DOOH advertising in the UK[4].

36%

OF MEDIA PLANS IN THE UK

WILL INCLUDE prDOOH IN THE NEXT 18 MONTHS

IN THE PAST 12 MONTHS, HOW HAVE YOUR DIGITAL OUT-OF-HOME CAMPAIGNS TYPICALLY BEEN BOUGHT?

USUALLY / ALWAYS

47%

Campaigns through programmatic buys only

45%

Campaigns through direct buys only

38%

Campaigns with a mix of direct and programmatic buys

Source: B11 Base size: all respondents who buy DOOH or prDOOH UK (174). Please note verticals do not equal 100% due to buying methods rated separately on a 5-pt scale from "Never" to 'Always' allowing for overlap of "Usually/Always' responses.

1 C10: Think of the campaigns you've worked on in the past 18 months, for what proportion have you placed, planned, or bought programmatic digital out-of-home advertising?
2 C11: Think of the campaigns you'll be working on in the next 18 months, for what proportion do you think you will place, plan, or buy programmatic digital out-of-home advertising?
3 & 4 B11: In the past 12 months, how have your digital out-of-home campaigns typically been bought?

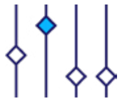
While programmatic guaranteed deals, which offer assured inventory at a fixed price, remain the preferred method (65%, +3ppt YoY) among respondents who have purchased prDOOH in the past 12 months, there has been a significant 18 percentage point year-over-year increase in marketers utilising non-guaranteed deals, now accounting for 40% of transactions[5].

By opting for non-guaranteed deals, marketers can access a wider range of inventory options and adjust their bids based on current market conditions, ultimately maximising their reach and impact.

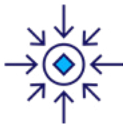
In the UK, awareness of the advantages of prDOOH is widespread, and recognition of its future potential is growing. A substantial 90% of marketers agree that prDOOH offers the most innovative advertising opportunities, a 9 percentage point increase year-over-year, surpassing social media (83%) and display (81%)[6].

Furthermore, UK marketers highly value prDOOH's ability to deliver high-quality viewability (61% compared to 58% globally)[7]. This likely stems from the top-tier placement of digital screens in busy areas and the clear visibility offered by digital displays. These factors contribute to prDOOH's growing appeal as a powerful and premium advertising medium in the UK market.

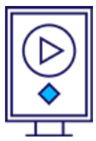
UK marketers recognise distinct advantages of prDOOH compared to other out-of-home buying methods, citing three key benefits, two of which differ from those identified globally[8]:



Strong flexibility
prDOOH offers significant flexibility, with minimal lead times. Advertisers can launch campaigns at short notice, adjusting or pausing them at any time. They can also dynamically optimise placements based on real-time campaign performance (63% prDOOH vs. 62% DOOH vs. 48% OOH).



Sustainable and eco-efficient reach
prDOOH is only activated when a relevant audience is present or predefined trigger criteria are met, maximising efficiency compared to DOOH and traditional OOH (61% prDOOH vs. 55% DOOH vs. 49% OOH).



High-quality viewability
With the premium placement of high-quality digital screens in high-traffic areas, prDOOH offers marketers exceptional viewability (61% prDOOH vs. 53% DOOH vs. 49% OOH).

5 B10: Of the following methods, which are your most preferred way(s) to buy programmatic advertising?
6 B6: Which of these media are developing the most innovative opportunities for advertisers?
7 & 8 B1: We will now show you a list of attributes and media types. Please choose any of the media you feel deliver against these attributes.

PLEASE CHOOSE ANY OF THE MEDIA YOU FEEL DELIVER AGAINST THESE ATTRIBUTES

prDOOH DELIVERS AGAINST...

UK

Flexibility / efficiency to display when the right conditions are met — 63%

Sustainable / eco-efficient reach (i.e. low carbon footprint per impression) — 61%

Ensuring high-quality viewability — 61%

Global

Providing dynamic creative opportunities — 63%

Sustainable / eco-efficient reach — 62%

Flexibility / efficiency to display when the right conditions are met — 61%

Source: B1 Base size: UK (200)

Notably, sustainability is also a major consideration for UK advertisers when planning and buying media, with 59% ranking it among their top five factors (compared to 52% globally)[9]. This highlights the growing importance of environmentally conscious advertising practices in the UK market and the perceived advantages of prDOOH in this regard.

> ***By its very nature, prDOOH is sustainable. Instead of having an ad up for 24 hours, we're only buying the hours that are relevant to the campaign and will drive results. There's no wastage in that sense.***
>
> ALEX GRIEVES
> COMMERCIAL DIRECTOR, ADVANCED DOOH, GROUPM, UK

90%

OF MARKETERS IN THE UK THINK

prDOOH OFFERS THE MOST INNOVATIVE ADVERTISING OPPORTUNITIES

OF ALL MEDIA CHANNELS

9 B8: How important are the following factors in your media planning and buying decisions? Please select top five considerations and rank them in priority order (e.g. the most important factor first).

WHAT ARE THE KEY prDOOH TRENDS IN THE UK?

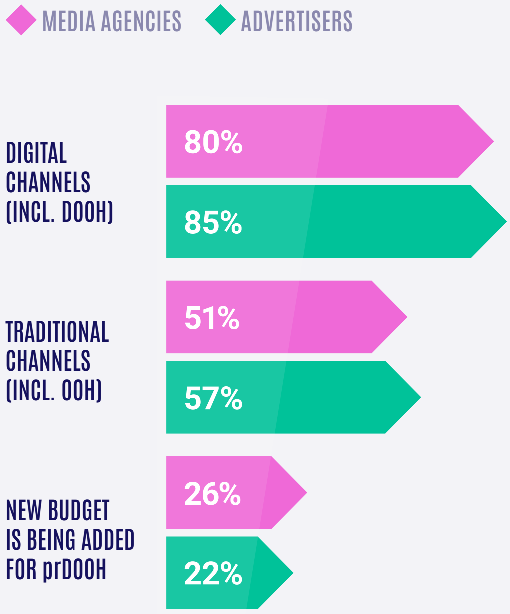
1 THE UK IS SEEING SHIFTS IN BUDGETS AND WHO'S PLANNING prDOOH CAMPAIGNS

This surging demand for prDOOH is reshaping budget allocations. UK marketers are moving budgets towards prDOOH from digital channels, including DOOH (82%, +6ppt YoY), in line with the global average (83%), a trend which is more pronounced for advertisers (85%) compared to agencies (80%)[10].

Year-over-year growth in new dedicated prDOOH budgets is also substantial (24%, a jump of 9 percentage points). This signifies a clear acknowledgement of the increasing value that prDOOH offers within the UK advertising market. Interestingly, it is agencies (26%) rather than advertisers (22%) who are primarily driving the creation of these new, dedicated prDOOH budgets. This suggests that agencies are recognising the potential of prDOOH and are actively pushing the channel to their clients.

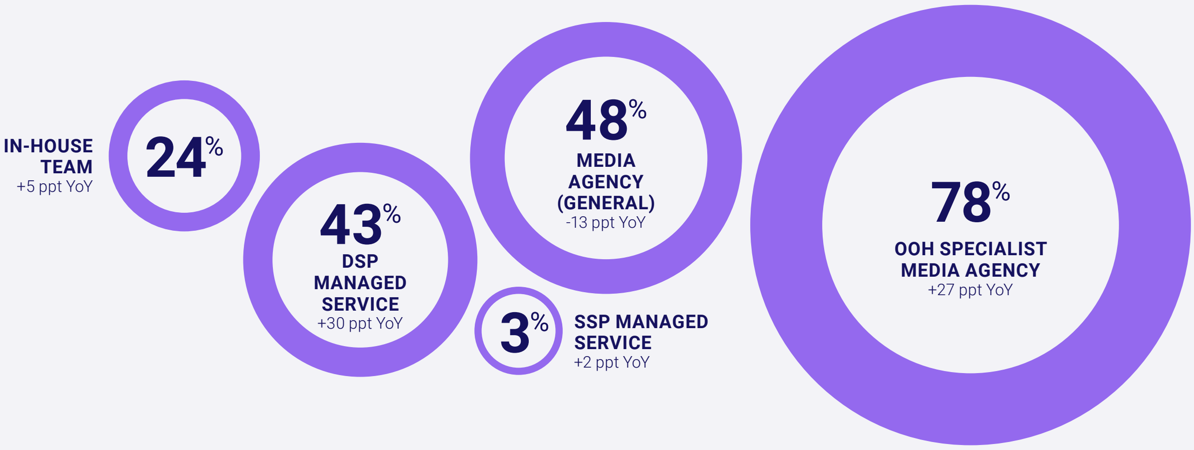
Additionally, UK marketers are increasingly diversifying their approach to planning and buying prDOOH campaigns. While OOH specialist media agencies remain a key resource, utilised by 78% of marketers (+27ppt YoY), the role of demand-side platforms (DSPs) has grown substantially[11]. Now, 43% of marketers leverage DSPs for prDOOH, a notable 30 percentage point increase year-over-year. This aligns with a broader global trend towards greater DSP adoption in the prDOOH space.

IF BUDGET IS GOING TO BE INCREASED FOR PROGRAMMATIC DIGITAL OUT-OF-HOME, WHERE IS THIS BUDGET BEING MOVED FROM?



Source: C5 Base size: Media agency (99), Advertiser (100).
Digital channels include DOOH and other digital channels. Traditional channels include OOH and other traditional channels.

WHO HAS TYPICALLY BEEN RESPONSIBLE FOR PLANNING AND BUYING PROGRAMMATIC DIGITAL OUT-OF-HOME IN THE LAST 12 MONTHS?



Source: C1. Base size: all advertisers who place prDOOH UK (58).

10 C5: If budget is going to be increased for programmatic digital out-of-home, where is this budget being moved from?
11 C1: Who has typically been responsible for planning and buying programmatic digital out-of-home in the last 12 months?

2 UK MARKETERS TAKE AN AUDIENCE-CENTRIC APPROACH TO PURCHASING prDOOH

In the UK, advertisers prioritise an audience-centric approach when investing in prDOOH. A remarkable 91% of UK advertisers surveyed expressed a preference for prDOOH solutions that prioritise reaching their target audience over specific media owners or locations. This trend is notably more pronounced in the UK (91%) than in other global markets (83%), underscoring a distinct focus on reaching the right people[12].

Further reinforcing this emphasis on audience data, our survey revealed that UK advertisers primarily seek "more audience data" (42%) to enhance their understanding and investment in prDOOH. This factor emerged as a top-three priority for UK advertisers, while it did not feature among the top priorities for any other market[13].

Integrating first and third-party data is also a higher priority for UK marketers compared to other regions. 66% of UK advertisers acknowledged the importance of using such data across digital channels when determining their investment in prDOOH, contrasting with 59% globally[14]. By leveraging first-party data for prDOOH targeting, advertisers can ensure precise audience reach and campaign effectiveness.

We try to have an audience-first approach. We have a persona in mind and we think, is there any audience that would be tapped into those sort of traits for that kind of persona? When we do not have that capability, then we can tap into other kinds of targeting, like contextual, geotargeting, or demographics.

RODRIGO VALIM DE OLIVEIRA
SENIOR PROGRAMMATIC MANAGER, IHG HOTELS & RESORTS, UK

12 D6: Thinking about how you expect to place, plan, or buy programmatic digital out-of-home advertising in the next 18 months, how likely are you to consider solutions that prioritise reaching your target audience in relevant environments even if you can't choose the specific media owner and/or the exact location of the ad display isn't guaranteed?
13 C8: Which of the following would you like to see in order to give programmatic digital out-of-home campaigns more value and make you invest more?
14 C13: How important are the following in determining your investment in programmatic digital out-of-home?

3 UK MARKETERS RELY ON PERFORMANCE-BASED METRICS TO DEMONSTRATE THE EFFECTIVENESS OF prDOOH

While recognising the dual benefits of programmatic DOOH (prDOOH) for both brand building and performance marketing, UK marketers prioritise performance-based metrics when assessing campaign effectiveness. Specifically, sales uplift (53%), impact on website traffic (44%), and increased performance when integrated with other digital channels (42%) are the top three metrics used to evaluate prDOOH campaigns[13].

This emphasis on tangible, performance-oriented metrics is shared by Australia and the US, which also prioritise sales uplift and website traffic impact, likely due to the prevalence of e-commerce and a data-driven marketing culture in these markets.

For UK advertisers, performance metrics are essential not only for evaluating the success of prDOOH campaigns but also for informing future planning, buying, and execution strategies. In the UK, return on investment (ROI) is a key driver in prDOOH investment decisions (67%), along with brand effectiveness (67%) and cost efficiency (67%)[14]. This underscores the importance of demonstrating tangible results and value for money when utilising prDOOH in the UK market.

If we could have a better understanding about ... how one channel can contribute to another in terms of awareness uplift or a conversion, that would help.

RODRIGO VALIM DE OLIVEIRA
SENIOR PROGRAMMATIC MANAGER, IHG HOTELS & RESORTS, UK

We aim to understand our clients' objectives from a broader perspective, considering the overall campaign purpose and business goals, not just the channel-specific targets. Clients typically seek to increase brand or product awareness, or drive sales. Ultimately, most brands aim to sell more products or gain market share.

ALEX GRIEVES
COMMERCIAL DIRECTOR, ADVANCED DOOH, GROUPM

HOW IMPORTANT ARE THE FOLLOWING IN DETERMINING YOUR INVESTMENT IN PROGRAMMATIC DIGITAL OUT-OF-HOME?

QUITE / VERY IMPORTANT

67% Brand effectiveness

67% Return on investment (ROI)

67% Good value / cost efficient

Source: C13 Base size: UK (200)

13 D5: How do you see measurement/attribution in programmatic digital out-of-home being measured?
14 C13: How important are the following in determining your investment in programmatic digital out-of-home?

WHAT IS THE FUTURE OUTLOOK FOR prDOOH IN THE UK?

WHICH, OUT OF THE FOLLOWING, WOULD HELP YOU LEARN MORE ABOUT PROGRAMMATIC DIGITAL OUT-OF-HOME ADVERTISING?

51% Training on benefits of programmatic in DOOH

51% Best practices for using data for activation of prDOOH campaigns

49% Training on digital OOH

WHICH OF THE FOLLOWING WOULD YOU LIKE TO SEE IN ORDER TO GIVE PROGRAMMATIC DIGITAL OUT-OF-HOME CAMPAIGNS MORE VALUE AND MAKE YOU INVEST MORE?

42% More audience data (e.g. demographics)

41% Ability to buy packages (e.g. verticals, seasonal)

39%
- More cost efficiency from the market
- Ability to buy specific environments

Source: D4/C8 Base Size: UK (200)

Investment in prDOOH in the UK is poised for continued growth, with UK marketers forecasting an average 29% increase in spending over the next 18 months. This is the highest anticipated growth rate globally, tied with the US and France, and surpassing the global average of 27%[15].

Notably, this growth is expected to be fuelled primarily by additional new budget allocation (24%, a 9 percentage point increase year-over-year) rather than reallocating funds from other OOH formats[16].

Dynamic Creative Optimisation (DCO) is gaining significant traction in the UK, with 96% of marketers considering, piloting, or actively integrating it into their prDOOH campaigns.

However, wider adoption is hindered by a lack of understanding about DCO's possibilities, with more than half (51%) of advertisers expressing a need for further training[17]. As educational efforts expand and awareness grows, DCO utilisation in the UK prDOOH market is expected to rise significantly.

Similarly, marketers in the UK desire ongoing education around the benefits of prDOOH (51%) to upskill newcomers and reinforce the advantages of programmatic buying in DOOH.

15 B7: How do you think your advertising investment in the following media will change in the next 18 months?
16 C5: If the budget is going to be increased for programmatic digital out-of-home, where is this budget being moved from?
17 D8: Which of the following, if any, are preventing you from adopting Dynamic Creative Optimisation (DCO) for programmatic digital out-of-home advertising?

Audience data is another top priority for advertisers in the UK, with 42% expressing a desire for more audience data to bolster their prDOOH investments.

Many UK marketers still face challenges in effectively utilising existing audience data. This is evident in the 51% who seek guidance on best practices for data activation in prDOOH campaigns.

However, this need for support also reflects a growing industry trend towards prioritising contextual and first-party data-based targeting as the advertising landscape evolves beyond reliance on third-party cookies.

Clients and agencies are increasingly planning for the future. We are seeing them prioritise geo-targeting over third-party audience data for their programmatic campaigns, particularly as geo-targeting has become more sophisticated through automation. As Programmatic OOH has never relied on cookies, those of us in this space are not concerned by the latest news on cookie depreciation.

ALEX GRIEVES, ADVANCED DOOH, GROUPM, UK

CONCLUSION

The UK stands out as a mature and dynamic market for prDOOH, driven by a strong emphasis on audience-centric strategies, performance-based metrics, and the growing role of DSPs in planning and buying prDOOH.

While challenges remain in areas such as data activation and education, the industry's focus on innovation and adaptability positions prDOOH for continued growth and success in the UK. As the advertising landscape evolves, prDOOH's ability to deliver targeted, measurable, and eco-friendly campaigns is likely to solidify its position as a key player in the UK's media landscape.

For more insights and to explore how the UK compares within the global prDOOH landscape, access the VIOOH State of the Nation 2024 Global White paper **HERE**.

UK SAMPLE PROFILE

SIZE OF ADVERTISING BUDGET

38%
Under
£1m

24%
Between
£1m and £5m

13%
Between
£5m and £20m

18%
Between
£20m and £150m

8%
Over
£150m

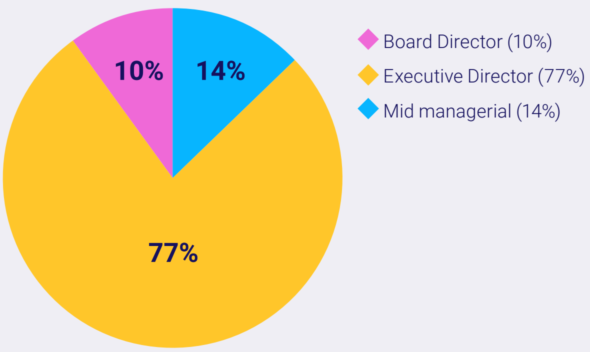
COUNTRY

N=200

SECTOR

Sector Net	Percentage
Retail, luxury, clothing, FMCG/CPG	40%
Tech, telco	13%
Food, Drink, Hospitality	11%
Automotive, transport	10%
Entertainment, gambling	10%
Finance, advertising, consulting	8%
Academic, gov, non-profit, healthcare	4%
Property, utilities	4%

MANAGERIAL RESPONSIBILITY



ORGANISATION TYPE