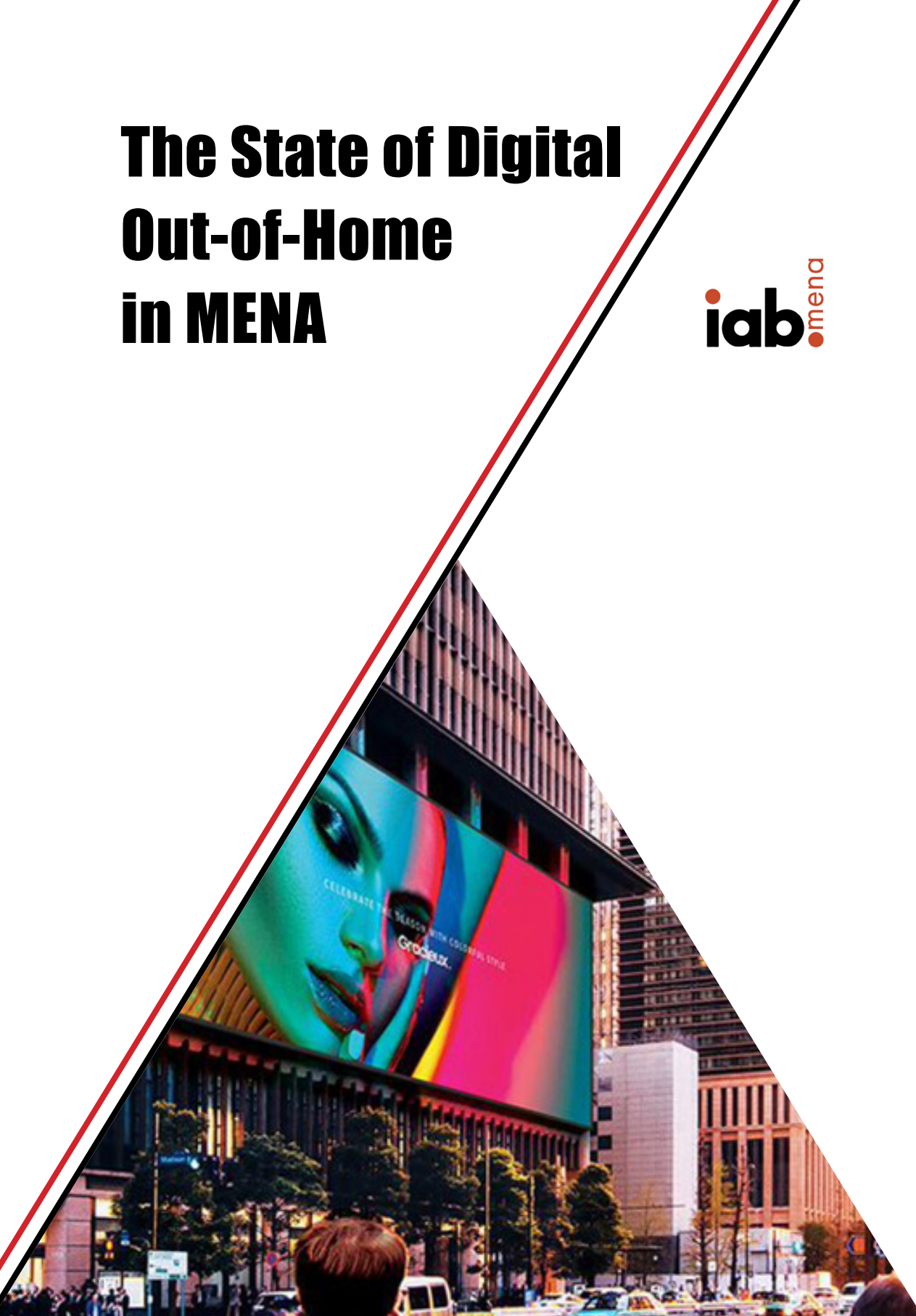


The State of Digital Out-of-Home in MENA

iab●mena



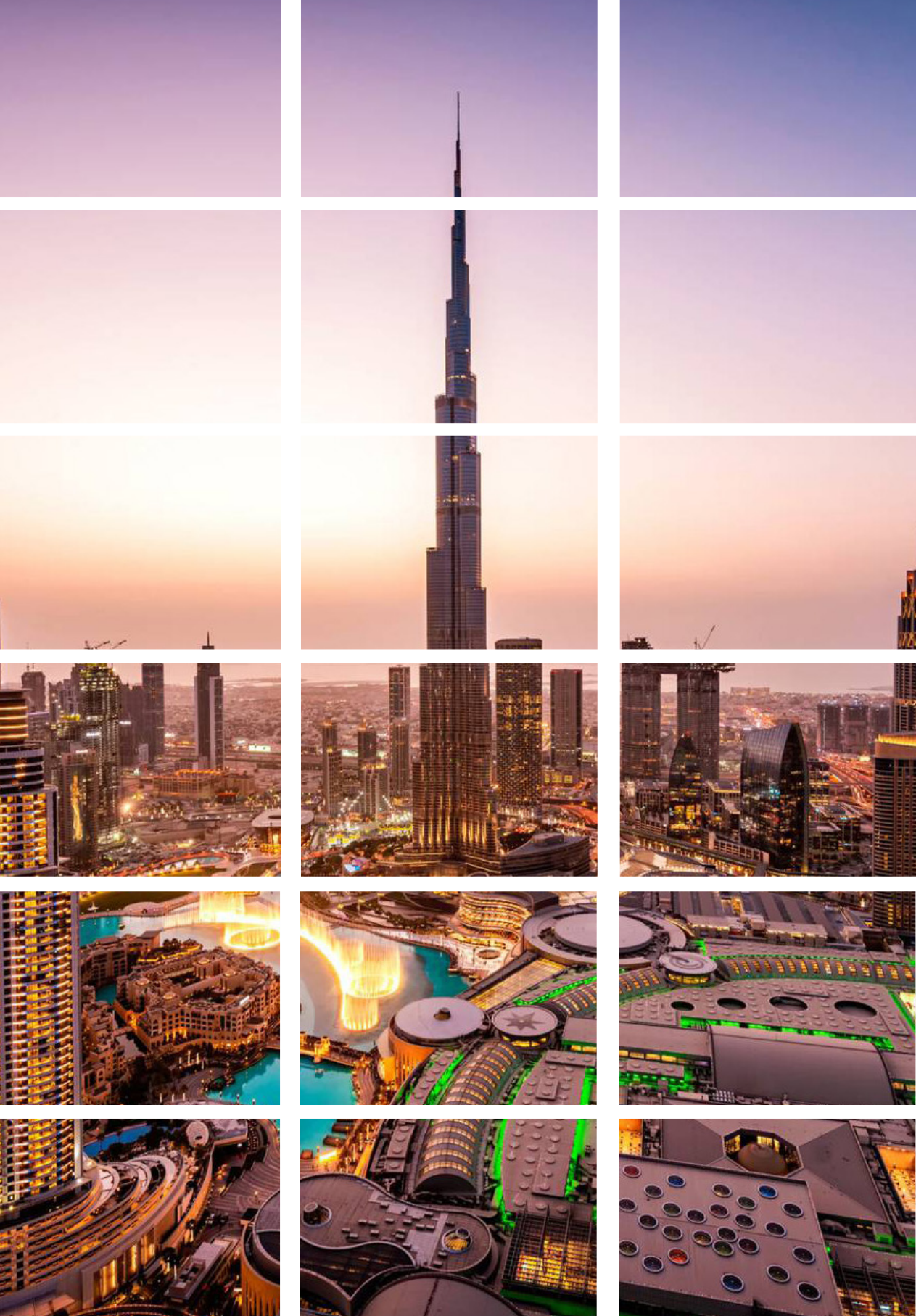


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01

FOREWARD

“ Digital out-of-home (DOOH) is a rapidly evolving communication platform that has revolutionised the way advertisers interact with consumers. DOOH offers an array of dynamic and interactive content delivery options that enable brands to create impactful and engaging campaigns that capture the attention of their target audience. DOOH has been gaining significant traction globally, as it allows for seamless integration with other digital platforms – such as social media and mobile devices – to provide a holistic brand experience. As a result, advertisers are investing more in DOOH, and it is becoming an increasingly critical channel in their media mix.

In the MENA region, DOOH is becoming more prevalent, with countries such as the UAE and Saudi Arabia leading the way. The region’s fast-growing digital infrastructure, coupled with its young and tech-savvy population, makes it an ideal market for DOOH. Furthermore, DOOH presents an opportunity to bridge the gap between online and offline advertising, enabling advertisers to create more immersive and personalised experiences for their audiences. As DOOH adoption continues to grow across the MENA region, it is essential to understand the best practices and the current landscape of the industry. This white paper, published by IAB MENA, provides an in-depth analysis of the DOOH market in the MENA region, highlighting global best practices and exploring the DOOH landscape in the UAE and Saudi Arabia. ”

Mohamad Itani

IAB MENA Vice Chair; Chair of Ecosystem and Channel Development Committee; Head of Agency Development, Amazon Ads














02

TASK FORCE

IAB MENA task forces consist of subject matter experts from within its membership and are designed to execute specific initiatives. They are the primary opportunity for members to drive real progress in the industry.

For this DOOH white paper, the task force consisted of 18 individuals from 12 member companies. These companies cover all aspects of the DOOH ecosystem – from agencies and out-of-home (OOH) suppliers to technology enablers and measurement companies.

The task force met regularly between November 2022 and March 2023, bringing together this first DOOH white paper for the MENA region.

With thanks to all the companies involved.

03

LANDSCAPE



The UAE has prioritised digital transformation as part of its wider economic development and diversification. Until 2020, static formats dominated the OOH scene. Only in the past few years has the UAE witnessed a tremendous shift towards digital within outdoor.

Large-scale investment in the DOOH sector has led to the creation of a dynamic OOH landscape. Malls are now dominated by digital screens and digital assets prevail on public transport. Those screens are an intrinsic part of a consumer's drive to work, their trips to the supermarket, and metro rides. Anywhere and everywhere they go, they are engaged by attractive formats that grab their attention.

For a video presentation of the UAE's outdoor landscape, click [here](#).



04

VALUE PROPOSITION

In today's world, where people are exposed to a large number of digital ads every day, DOOH is a valuable tool for brands looking to cut through the noise. At its core, DOOH offers scale at a localised level. It also offers eye-catching creative opportunities, a non-disruptive user experience, and a means to extend the reach and impact of other channels.

The success of any advertising channel, however, depends on its ability to provide benefits to all parties involved. This is where DOOH really shines, as it allows for the targeting of specific audiences using proprietary artificial intelligence (AI) platforms. These platforms collect data on users' attention, customer demographics, and vendors' customer information. By leveraging this data, DOOH can deliver ads to the right people at the right time, increasing the chances of success for both advertiser and publisher.



DEMAND SIDE

Brand awareness: Targeting specific audiences and tailoring messages can increase the visibility and reach of a brand. Brand favourability and awareness are measured by third party providers such as mFour and Placed. Both track the impact of DOOH campaigns, enabling brands to optimise their DOOH campaigns.

Complementary: DOOH ads offer a unique opportunity to reach customers both online and offline. Research has shown that consumers who see OOH ads are 63% more likely to take an online action related to the brand.

Exposure: DOOH buying can be used to supplement direct buys and provide additional exposure through non-guaranteed inventory without long-term budget commitments. This allows advertisers to access a wide array of venue types at scale, helping to further their OOH reach and frequency.

Flexibility: By using a demand-side platform (DSP), buyers can quickly set up DOOH

campaigns. Platform-based buying solutions also provide flighting and budget flexibility. This allows buyers to adjust their campaigns on the fly, making mid-campaign optimisations and changes as needed.

High impact, high visibility: DOOH is effective at capturing the attention of consumers, with 62% noticing digital billboards. In comparison, the click-through rate for search ads has declined by about 40% since 2017.

Privacy: People expect companies to protect and respect their privacy across all platforms. DOOH is a valuable tool for brands looking to meet these expectations. By utilising DOOH, brands do not collect or use personal data.

Targeted messaging: DOOH ads allow brands to target specific audiences and tailor their messaging, using real-time data such as location, time of day, and weather.

Trustworthiness: Research has shown that 58% of people believe in OOH messaging. This puts DOOH on par with trusted media such as TV.

SUPPLY SIDE

Audience insights: By connecting digital devices, brands can gather data about user behaviour, preferences, and demographics. They can then use this information to tailor their messaging and targeting.

Efficiency: The production process for traditional OOH involves high costs for a one-time-use. In contrast, advertising material for DOOH can be easily adjusted to a screen's format. The creative can also be transferred electronically and contributes to DOOH's overall convenience and efficiency.

Flexibility: By utilising various DOOH locations and screens, publishers can strategise and plan campaigns with higher reach and greater flexibility.

Inventory: DOOH offers the flexibility to display more than one advertiser at any given time. This means DOOH provides a much wider range of inventory options, allowing publishers to accommodate multiple clients and campaigns.

Targeting dynamics: DOOH allows for better insights related to target demographics. It also provides a more thorough and nuanced perspective of target audiences than standard OOH.

Technology: DOOH utilises technologies to create impactful and interactive ads. These technologies allow the unification of digital campaigns across various platforms.





05

BEST PRACTICES

The best practices showcased in this paper have been chosen based on the primary characteristics that make DOOH outstanding. The case studies portray ideal practices and are an inspiration to marketers for ideation, audience profiling, and planning. Some of the characteristics considered when shortlisting were:

- 1) Use of technology and creative formats
- 2) Cross platform implementation
- 3) Audience profiling
- 4) Programmatic distribution

The case studies are accompanied by measurable results that provide proof of the success of each.

For a video presentation of some of the best practices featured in this white paper, click [here](#).

All-New Nissan Qashqai Launch

Campaign concept: Nissan's challenger spirit led to Europe's first bespoke 3D anamorphic experience. Created on London's Southbank with a simple and powerful proposition, the All-New Nissan Qashqai powers you through the beautiful storm called life. The All-New Qashqai can be seen boxed inside a 3D cube sculpture, standing strong as it faces the storm. Then the Qashqai dramatically appears to smash through the giant 3D anamorphic cube, revealing the new and improved vehicle. Audiences had the opportunity to scan via their phones and continue the experiences on their devices with augmented reality.

1) USE OF TECHNOLOGY AND CREATIVE FORMATS



Results:

- ✓ 33,000 people walked past the installation
- ✓ 40 million people viewed the content online (paid)
- ✓ 10% point increase in views to website



2) CROSS PLATFORM IMPLEMENTATION

#SendingLove

Campaign concept: #SendingLove was a global initiative to promote messages of love and raise money for the global Covid-19 Solidarity Response Fund. User-generated messages of love and unity were displayed on digital OOH screens in 38 countries, with social media amplification ensuring the messages were seen by millions at home.

Reach:

- ✓ 68 media owners worldwide
- ✓ 178 cities worldwide



McDonald's

Campaign concept: This campaign was built based on audience requirements. McDonald's targeted light and infrequent visitors to its restaurants and used an intelligent audience targeting platform to plan and measure. Custom audience segments were created to produce accurate predictions of how these people behave, and how to best target them on their everyday journeys.

Results:

- ✓ 30% on-target audience impacts delivered vs 'value seekers'
- ✓ 50% increase in footfall
- ✓ 4.5 x more visitors generated by campaign

3) AUDIENCE PROFILING

4) PROGRAMMATIC DISTRIBUTION

ASOS

Campaign concept: With DOOH ads in Display & Video 360, brands can combine the emotional power and captivating formats of traditional OOH with the efficiency of other digital channels. ASOS used Display & Video 360 to quickly select digital billboards with the map UI and arrange relevant programmatic guaranteed deals with leading publishers in the UK and the US. This streamlined approach allowed the brand to lean on a central platform to buy, implement and measure their campaign.

Results:

- ✓ Hundreds of digital billboards were booked
- ✓ 22 million viewed impressions across the two countries





06

MEASUREMENT

With an increase in digital screens, OOH is becoming more automated and ultimately programmatic. This new ecosystem has spurred the introduction of multiple AdTech layers, including ad verification, audience targeting, and attribution. This in turn requires an upgraded and dynamic measurement system.

Media measurement provides advantages to all stakeholders in the OOH and DOOH ecosystem. These benefits include:

- ◆ The ability to create optimised, cost-effective campaigns based on the use of media and audience exposure figures
- ◆ Proof that a DOOH campaign was effective
- ◆ The opportunity for media owners to optimise DOOH strategies, strategically add new inventory, and fairly value existing DOOH assets

A reliable and accurate media measurement system is essential and – alongside independent verification – will play a significant role in attracting more investment and growing the DOOH ecosystem. In Australia, OOH advertising expenditure grew from 500 million AUD to 900 million AUD in six years.¹ This increase was mostly driven by a steady growth in supply and advances in audience measurement.

HOW IT WORKS

Media measurement should seek to adopt a syndicated approach across static OOH, DOOH, transit media, and place-based media. It should avoid customisation. This will drive growth of the ecosystem at a faster pace and requires collaboration between stakeholders. A unified methodology should be applicable to all assets across all ad formats and placements, using a transparent and privacy-compliant system.

DOOH measurement should:

- ◆ Capture passbys and frequency and quantify the variation of these figures in terms of the variation of DOOH settings – namely ad rotation length, loop duration, ad unit length/duration, and position in sequence.
- ◆ Report data for a single screen and for a group of screens combined. It should

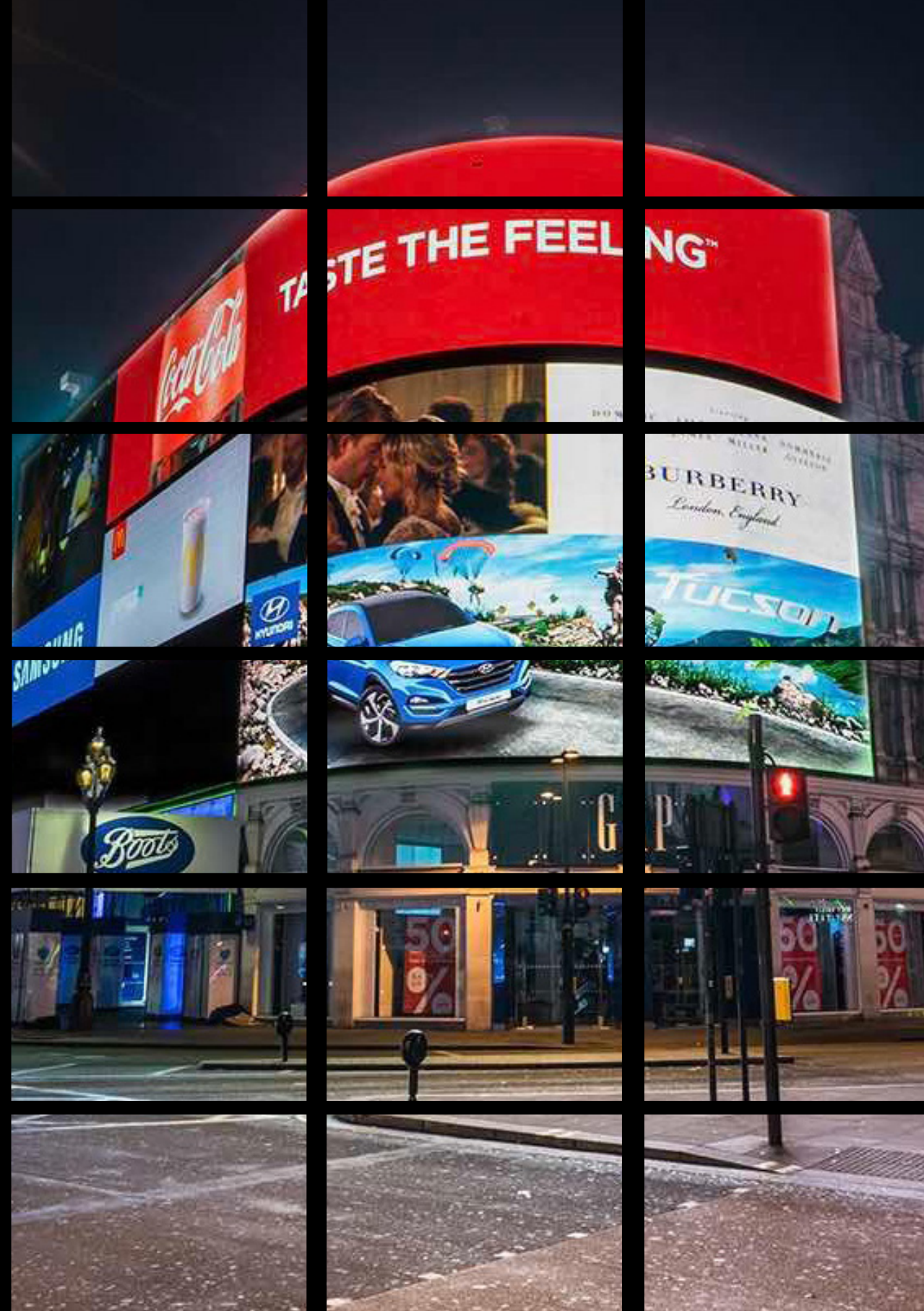
also provide pre-campaign assessment (essential for planning and programmatic DOOH) and post-campaign level data for actual flight dates.

- ◆ Offer a consistent definition of impressions that brings DOOH closer to digital media and provides the basis for impression multipliers on programmatic DOOH.
- ◆ Support interoperability, including the integration of sensor data, IOT data, and first party data in order to remain future relevant.

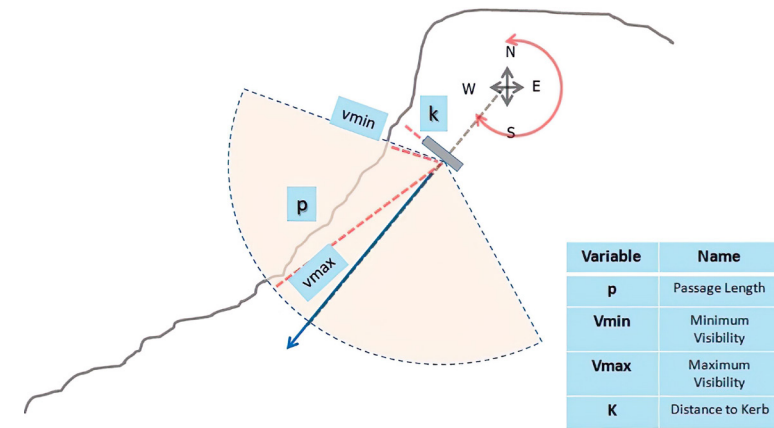
Understanding audience duration in front of a screen – as well as advert duration – is critical to calculating the overall opportunity to see (OTS). Each exposure can then be visibility adjusted to understand the total delivery of impacts from that screen. Those impacts can then be shared amongst advertisers. All approaches require an understanding of the relative value of a DOOH screen across both hours and days.

SYSTEMS OF MEASUREMENT

Multiple systems of measurement have been introduced over the years. In the GCC, there are two available research methodologies. The first was introduced by Ipsos in the UAE in 2012 (followed by Kuwait and Lebanon). The second was introduced by Seventh Decimal in Saudi Arabia in 2020. Called Streach, it was also introduced in the UAE and Bahrain in 2021.



¹ From a speech by Charmaine Moldrich, CEO of the Outdoor Media Association – World Out of Home Organization APAC Forum, October 2022



IPSOS METHODOLOGY

In order to produce an industry standard, the core principle of Ipsos' solution requires a clear statement of the geographic area and population being surveyed. It also requires an accurate list of the type, position and visibility of all the display panels being measured; a survey of the individual's behaviour; an estimate of the number of people in the target universe passing every panel; an adjustment of the gross numbers to correct the likelihood that a panel will be seen; and movement data at roadside level not derived from the survey data.

In the UAE, Ipsos provides full outdoor measurement that includes:

- ◆ Inventory mapping system (IMS)
- ◆ Visibility adjusted contact (VAC)
- ◆ Traffic intensity model (TIM), including travel habits survey (THS) and mobility data
- ◆ Delivery system: planning tool

The IMS is a web-enabled, in-house solution that is updated weekly, used for ad verification, and updated when new formats

are placed. This includes meticulously gathering all pertinent information about each site. The primary goal of any IMS is to provide frame data input for audience modelling processes, which are then used to calculate reach and frequency.

For every face on the digital map, Ipsos builds an angle of visibility for which the calculation of the VAC involves a number of phases. These include the calculation of the cone of visibility using globally applied rules, and working out which links are within the cone and within the line of sight of the panel.

The visibility adjusted accumulation must be calculated separately for each face based on the duration of the approach for which the ad is visible. This is based on the following variables: frame size; illumination; maximum visibility distance; angle of panel to road; distortion; setback from road kerb; traffic speed; construction height; and number of traffic lanes to determine the realistic opportunity to see (ROTS). The ability to account for these variations has been built into the Ipsos delivery system.

Producing an estimate of the number of opportunities to contact in a given period

of time involves calculating the number of cars passing within the visible range of a panel and travelling in a direction such that the display on the panel can be seen. The raw figure of cars passing the panel must be adjusted to remove those who cannot see it. The graph (above) explains what factors are considered when calculating the angle of visibility.

The Vmax has the best chance of being seen, given that the passenger is moving towards the panel. Unlike the Vmin, the likelihood of a passenger seeing the panel is determined by the distance and direction from the panel.

K represents the distance between the panel and the kerb, aimed at cars and pedestrians, and how visible the panel is to them.

Understanding the increased visibility or attractiveness of a screen can only be addressed through new visibility research. This involves giving subjects appropriate prompt material to simulate the passage past a digital screen from different modes of transport and recording the attractiveness of a screen in direct comparison with a static frame, especially at the point of transition from one. The VAC for digital faces should be

adjusted according to the duration of each ad and the share of time that is bought for a particular spot.

The TIM is a combination of traffic counts, sets of attributes for each kind of road, and a modelling process to create these estimates for outdoor environments along routes where people pass in view of an OOH panel. Other components of the system include a representative THS, which is used to get a picture of the types of people represented in these numbers (e.g. gender, age, area of residence, nationality etc) and to understand how individuals travel between different points. Third party mobility data comes as a layer, where each street link delivers the number of people inside cars travelling in all legal directions and this is based on all relevant external data sources on flows like open or paid data.

The combined solutions end in the inventory delivery system (IDS), a planning tool that delivers pre/post campaign performance, campaign optimisation, reporting impressions, impact, reach, reach percentage, GRP, and frequency, among total population or a specific target audience in the country.

SEVENTH DECIMAL METHODOLOGY

Streach provides exposure and audience metrics for OOH, DOOH, and transit media. It is a web-based system available for advertisers and media owners for pre-campaign forecast and post-campaign analysis through the following modules:

- ◆ *Explorer*: An extensive database of audited and up-to-date OOH inventory
- ◆ *Simulator*: For pre-campaign assessment and projected campaign results
- ◆ *Measurement*: For post-campaign media measurement

Seventh Decimal's methodology through Streach is centred around measuring observed, temporal audience exposure through a representative high-volume mobility dataset. It encompasses the results and findings of over four years of local field work, research, testing and development in the OOH media space.

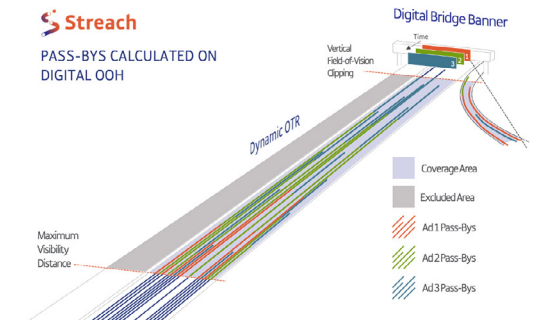
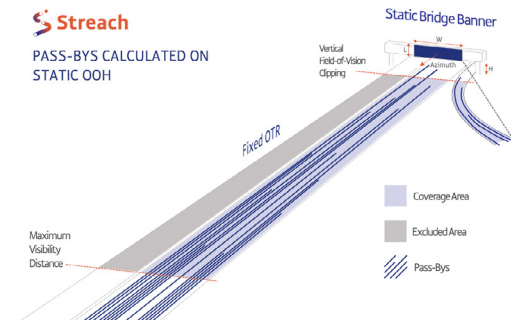
The methodology includes an accurate digital representation of OOH coverage areas, an always-on mobility dataset with origin/destination analysis correlated with the city population, and an extrapolation algorithm that considers seasonality of both in-market and out-market populations.

Streach was designed to support:

- ◆ A dynamic measurement system that can provide daily updated metrics for both static and DOOH on face-level, network-level and aggregated campaign-level
- ◆ Metrics that are comparable with other media within the omnichannel mix
- ◆ An increased temporal granularity and a contemporised delivery of data to reflect the changes in traffic circulation and market seasonality (particularly important in cosmopolitan cities)
- ◆ Detailed multi-level aggregated datasets (face-level, ad format-level, network-level) that enable more granular and accurate marketing mix models or multi-touch attribution models
- ◆ Forecasted impressions that could be used for impression multipliers on programmatic platforms, and actual post-campaign audience impressions

Streach measures reach, reach percentage, frequency, passbys and impressions. Impressions are defined as Opportunities to Read (OTR). OTR is a quantification of the number of opportunities to read an ad unit offered to a passer-by while in the coverage area of an OOH face.

Streach impressions/OTR serve to fill a gap



globally for a metric that falls between 'oversimplified' passbys (circulation) and subjective qualitative indicators such as Likelihood To See (LTS).

While static OOH impressions are measured based on passbys recorded on the face-level, DOOH impressions are measured based on passbys recorded on a spot or ad-play level. Streach adopts a deterministic approach to synchronise the individual passbys from the representative universe with the exact time (in seconds) that a specific ad was in rotation on a screen.

A passby is logged when an individual from the population universe enters and exits the OOH coverage area. In DOOH, a passby is logged when an individual from the population universe enters the coverage area within the duration of an ad play (Figure 1).

The ad unit length also impacts OTR and exposure time on DOOH within the coverage area. Streach supports a dynamic OTR for DOOH measurement that quantifies the opportunities to read an ad, and this is

reflected in the calculation of impressions. Impressions measured for an eight-second ad are different from impressions measured for a 10,15 or 20-second ad etc. Within the same hour, on the same digital screen, impressions can vary significantly between two ads with different durations. OTR provides a more accurate measure of ad-level impressions compared with averaged hourly impressions or share of voice (SOR) calculations.

Finally, a higher ad unit length usually translates to a higher OTR value, but a tradeoff should be done between impressions and reach/frequency by media suppliers to deliver impactful DOOH campaigns.

As a future roadmap, in addition to the quantitative metrics, reliable qualitative metrics are being developed in an attempt to highlight the visual attractiveness of DOOH. This is a global effort to understand the increased value of DOOH and is highlighted in the World OOH Audience Measurement Guidelines.



07

CONCLUSION

Data-driven and programmatic trading of DOOH is relatively new in the MENA region, with the first programmatic DOOH campaign taking place in 2020. Since then, the DOOH inventory available to be traded programmatically has increased year-on-year.

Today, the MENA region has over 1,766 screens in more than five markets. These are available to access programmatically via demand side platforms (DSPs) and are bought on a cost per thousand (CPM) basis.

The expansion of the MENA region's programmatic inventory has been driven by:

- ◆ An increase in the digitisation of screens
- ◆ Advertiser demand for a more efficient buying model
- ◆ The launch of more OOH products
- ◆ An increase in programmatic DOOH investments globally

Despite these advances, the region must improve if it is to reach global standards of data-driven strategies, targeting, and programmatic trading. Many of the targeting capabilities available globally are still in their early stages of implementation regionally, or are lacking completely.

THE WAY AHEAD

There is a responsibility on both the demand and supply side of the industry to ensure that DOOH in the MENA region embraces more automation, data-driven strategies, and verified, insightful measurement.

On the demand side, advertisers and agencies play a pivotal role in ensuring continuous demand for programmatic OOH inventory, both from media owners and for DOOH integrations from DSPs.

On the supply side, the adoption of programmatic OOH is inevitable, with international advertisers requesting that global standards be implemented in the MENA region. However, the pace of

programmatic DOOH adoption is dependent on the speed and agility of media owners to transport and provide the market with a bigger share of programmatic inventory. Only when this is achieved will advertisers in the region be able to leverage the data-driven capabilities adopted globally.

NEXT STEPS

With DOOH media being traded increasingly through automated or programmatic platforms, it is important to treat these platforms as third party users of the data. Guidance should therefore be offered to ensure that metrics supplied by these platforms are consistent with the published data. This becomes increasingly important as sales side platforms (SSP) are required to apply an impression multiplier to DOOH opportunities. A single ad purchased in an online environment will be served to a single device, and potentially reach a single member of the audience, whereas a single ad served on an DOOH frame is likely to reach multiple members of the audience simultaneously. This needs to be reflected in the data provided by SSPs to advertisers.

To maintain credibility as a currency, it is important that both the buyers' DSP and the sellers' SSP are using the same metrics. And where those metrics are adapted, that the method of adaptation is both agreed and transparent to all parties. Where DOOH metrics are provided at a level of granularity that can be used directly in automation – single frame, single hour, single spot – there should be no disagreement in the audience delivery.

ABOUT IAB MENA

Established in May 2019, the Interactive Advertising Bureau (IAB MENA) is the regional voice and thought leader for the interactive marketing and advertising industry. It is committed to building a sustainable future for digital advertising in the region.

Our members number in excess of 80 companies, representing the full spectrum of the MENA digital advertising industry. They include advertisers, agencies, measurement companies, publishers, research companies, sales houses, and technology platforms.

OUR VISION

To be the catalyst for growing the MENA digital advertising economy by nurturing the community, accelerating knowledge sharing, and establishing accountability standards that cultivate trust and credibility.

OUR MISSION

Positively influence corporate leaders and policymakers to value diversity and inclusion as a key currency for the growth of the digital economy through awareness initiatives and the enabling of thought-starting conversations between our

members and partners.

Collaborate with the industry on the development of unbiased digital learning and development programs to expand the market's understanding of how digital best practices drive their business success.

Become the authority in setting up the standards of measurement, research & attribution for the industry for the benefit of industry growth, trust and sustainability.

Inspire innovation and partnerships to support the development of a world-class, contemporary ecosystem of marketing solutions and services in MENA.

For more information: www.iabmena.com