



PROGRAMMATIC DOOH AVAILABILITIES IN THE UAE

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iab•mena

UAE PDOOH CAPABILITIES

INTRODUCTION & DEFINITIONS

Introduction

DOOH is growing rapidly across the MENA region, while programmatically enabled screens (pDOOH) are increasingly available to advertisers.

This ready-reckoner, created by the IAB MENA DOOH Taskforce compares the programmatic capabilities of 6 media owners operating programmatic digital out of home inventory in the UAE, covering deal types, targeting and measurement options available in-market.

The selection for inclusion is based on the knowledge of the task force on which media owners have live programmatic inventory available within UAE and does not constitute a recommendation of support, nor was payment made for inclusion.

This information and more is available as an interactive and searchable dashboard on [IAB MENA website](#).

Definitions

DOOH

Digital out-of-home screens sold via direct, non-programmatic deals.

pDOOH

The subset of DOOH screens tradable programmatically (Open, PG, PMP Floor and/or PMP Fixed).

Open

Auction-based programmatic buying, open to any buyer connected to the exchange.

PG (Programmatic Guaranteed)

A reserved deal at a fixed price and guaranteed volume, transacted programmatically.

PMP Floor

An invite-only private marketplace auction with a minimum (floor) price.

PMP Fixed

An invite-only private marketplace deal at a fixed, non-auction price.

Other pDOOH Resources

ECOSCAPE

PDOOH GUIDE

USE CASES

CAPABILITIES
(interactive)

Disclaimer

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BUYING, TARGETING AND MEASUREMENT

	Elevision	JCDecaux	Hills	Hypermedia	MMG	PHI
Programmatic Screens	2533	572	2	1674	289	10
Deal Types						
Open	●					
PG	●	●	●	●	●	●
PMP Floor	●	●	●	●	●	●
PMP Fixed	●	●	●	●	●	●
Targeting						
Geo	●	●	●	●	●	●
Audience	●		●	●	●	●
Emotion				●		
Flights		●				
Duty Free Sales		●				
Dynamic / Trigger based						●
Measurement						
Seen	●	●		●	●	
Dwell Time	●		●	●	●	
Demographics	●		●	●	●	
Lifestyle	●		●	●		
Sales		●		●		
Reach, Freq, Impression			●			
Daily Pass-by's						●
Other		●			●	

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DEMAND & SUPPLY PARTNERS

	Elevation	JCDecaux	Hills	Hypermedia	MMG	PHI
DSP's						
Adform		●				
Displayce	●	●			●	
DV360	●	●	●		●	
Hawk		●	●	●	●	●
Lemma						
Moving Walls	●	●				
Perion	●	●	●		●	
Place Exchange		●				
Stackadapt	●	●	●		●	●
The Neuron	●	●	●	●	●	●
The Trade Desk	●	●	●	●	●	●
Vistar					●	
SSP's						
Aioo				●		
Broadsign	●				●	●
LMX						●
Moving Walls					●	
Perion	●		●		●	
Place Exchange	●		●		●	●
Reach			●			
VIOOH	●	●			●	
Vistar		●			●	

THANKS TO THE TASKFORCE



IAB MENA Taskforces include subject matter experts from our membership to drive and execute specific initiatives and tasks. They are the primary collaboration and networking opportunity for members to drive real insight and collective progress across our industry.

The DOOH Taskforce focuses particularly on the pDOOH ecosystem from supply, planning, activation & measurement by engaging with the relevant stakeholders to tackle challenges and opportunities.

Thanks to the following companies who actively contributed to collating this information:

ELEVISION

JCDecaux Middle East

 **TheNeuron**

 **SEVENTH DECIMAL**
Mining Mobility

MMG^x
MULTIPLY MEDIA GROUP

 **StackAdapt**

TALON_

WcROUP
HYPERMEDIA | DXTA

WPP Media

About IAB MENA

The Interactive Advertising Bureau (IAB MENA) is the regional voice and thought leader of the region's interactive marketing and advertising industry, committed to building a sustainable future for digital advertising in the region. Our Vision is 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 members number around 85 companies that represent the full spectrum of the MENA digital advertising industry.