

Digital Out-of-Home Ecosystem

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AUDIENCE

ADVERTISERS SPEND

AUDIENCE ACTIONS

OUTDOOR OPERATORS

INDOOR OPERATORS

TRANSPORT/TRANSIT OPERATORS

LOCATION OWNERS

CONTENT MANAGEMENT SYSTEMS (CMS)

SUPPLY SIDE PLATFORMS (SSP)

HARDWARE PROVIDERS

OOH TRADING DESKS

RESEARCH / AUDIT / DATA PROVIDERS

DATA MANAGEMENT PLATFORMS (DMP)

MEDIA AGENCIES

DEMAND SIDE PLATFORMS (DSP)

ADVERTISERS