

Экосистема DOOH 2025



AUDIENCE

OutDoor operators



InDoor operators



Transport / Transit Operators



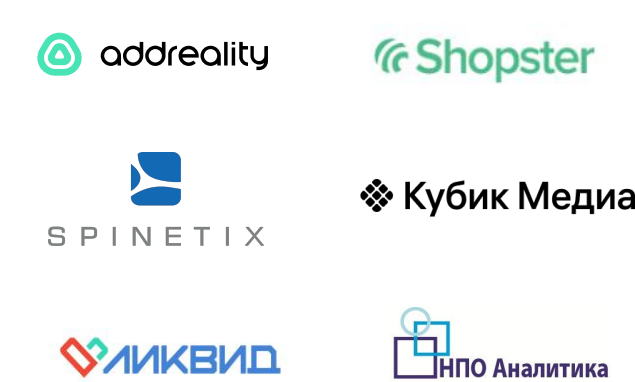
Content management systems (CMS)



Supply side platforms (SSP)



Hardware providers



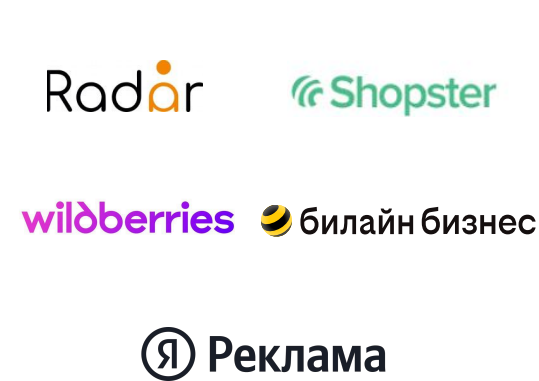
OOH Trading desks



Research / Audit / Data providers



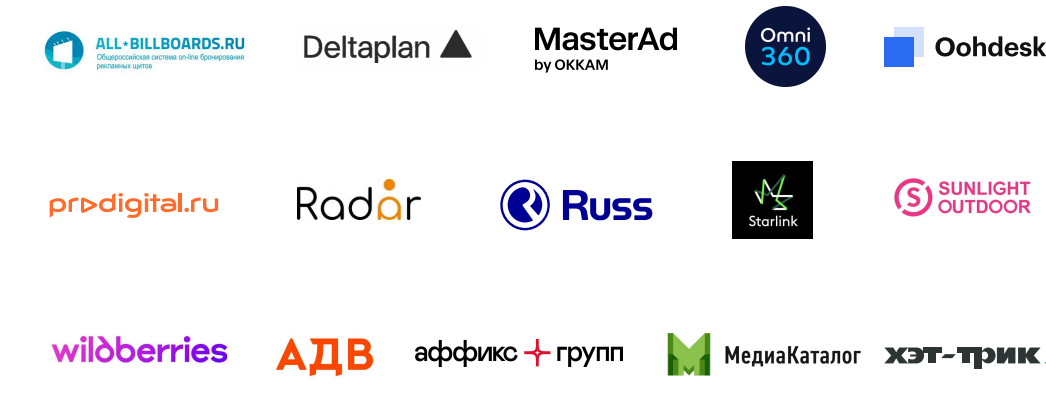
Data management platforms (DMP)



Media agencies



Demand side platforms (DSP)



ADVERTISERS

ADVERTISERS SPEND

AUDIENCE ACTIONS