

Экосистема DOOH 2026



AUDIENCE

Outdoor operators



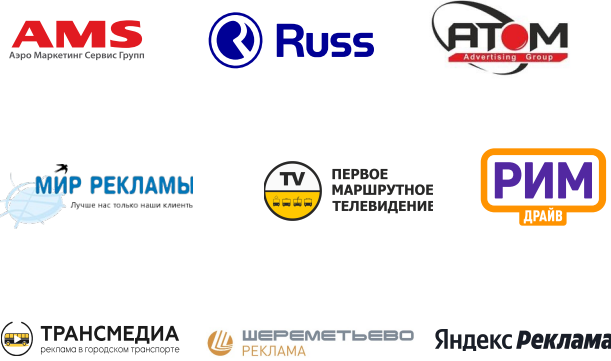
Indoor operators



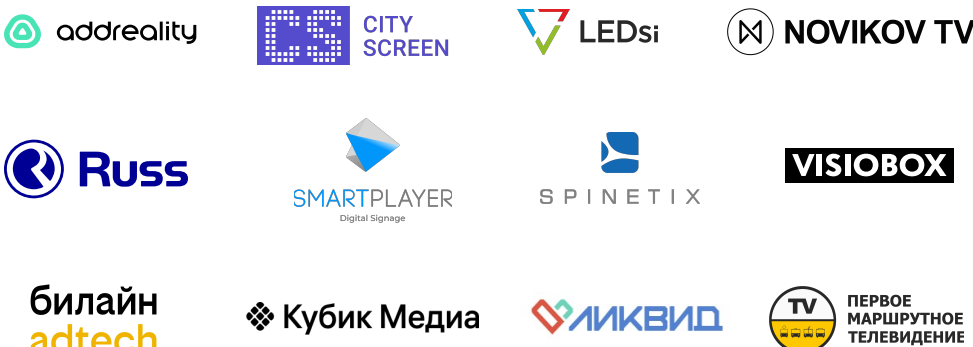
ADVERTISERS SPEND

AUDIENCE ACTIONS

Transport / Transit Operators



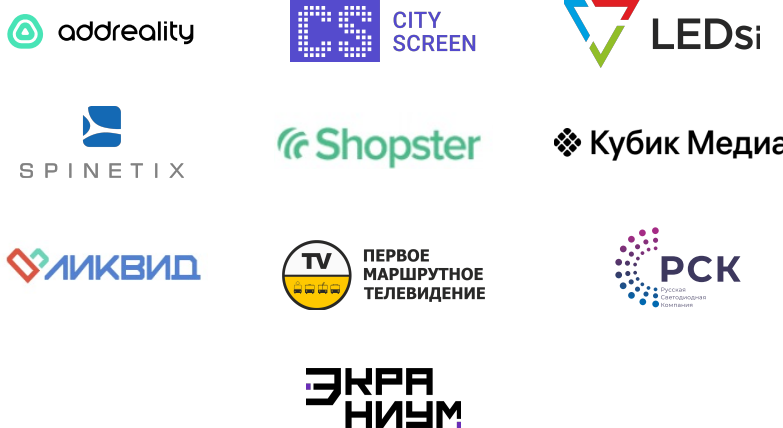
Content management systems (CMS)



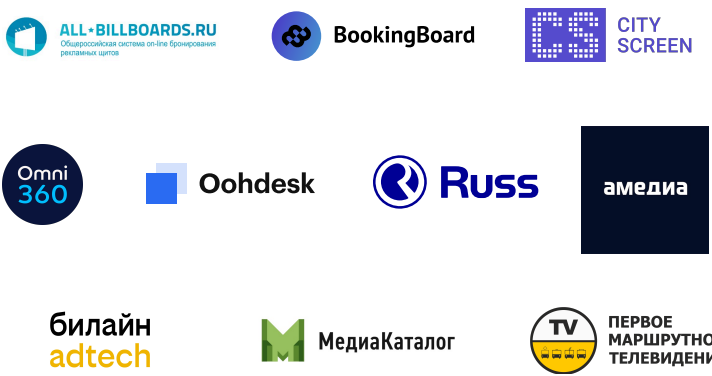
Supply side platforms (SSP)



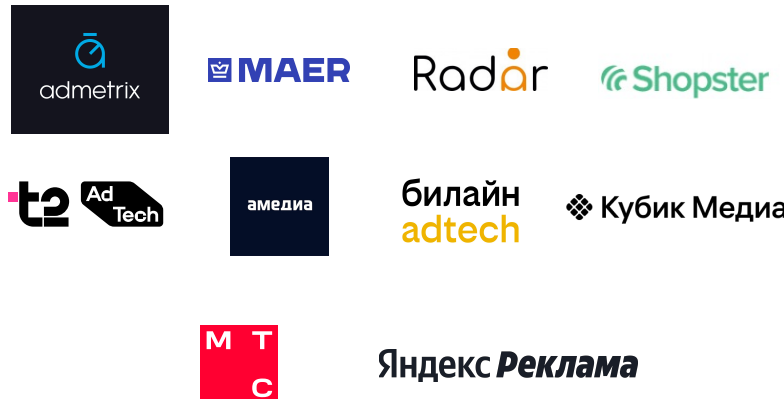
Hardware providers



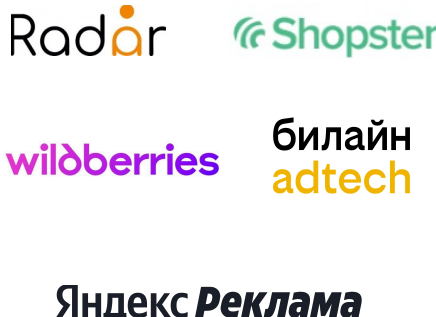
OOH Trading desks



Research / Audit / Data providers



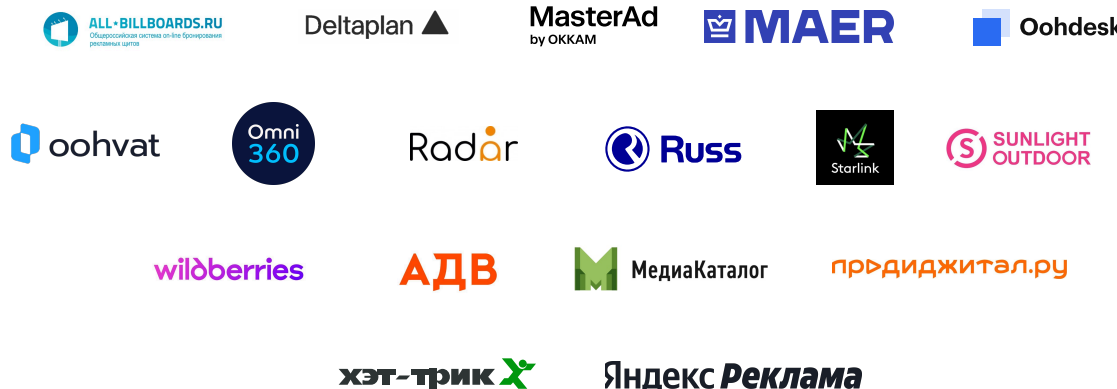
Data management platforms (DMP)



Media agencies



Demand side platforms (DSP)



ADVERTISERS