



VIEW
2 FILL

Q1/
2023

A REPORT BY UNILED SOFTWARE

DOOH - THE STATE OF PLAY

UK - Q1 2023

UNI LED

INTRODUCTION

Welcome to our UK DOOH - The State of Play report for the first quarter of 2023.

UniLED Software has been providing content delivery and third-party verification services for digital out-of-home campaigns since 2017 for agencies and brands across the UK, Europe & USA.

This report is based on the insights captured through the UK campaigns that were independently verified through our UniLIVE platform*.

The report aims to give an overview of the UK digital out-of-home market during the first quarter of 2023.

*Based on UK campaigns verified through UniLIVE in Q1 2023



GLOSSARY

In Schedule

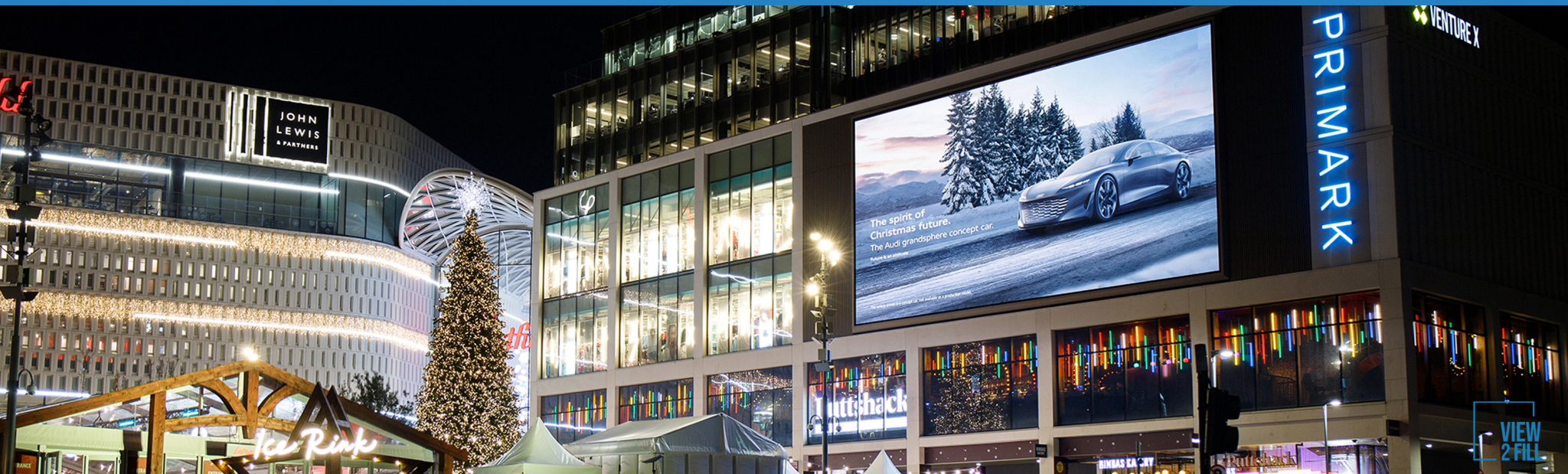
= Plays or Impacts on booked frames running during the booked times

Out of Schedule

= Plays or impacts on booked frames running outside of booked times

Unbooked

= Plays or impacts on a frame that was not in the original booked plan



THE APPETITE FOR VERIFICATION IS GROWING WITH AN ALMOST TWO-FOLD INCREASE IN THE NUMBER OF CAMPAIGNS BEING VERIFIED

+89%

INCREASE IN VERIFICATION COMPARED WITH Q1 '22

Q1/
2023

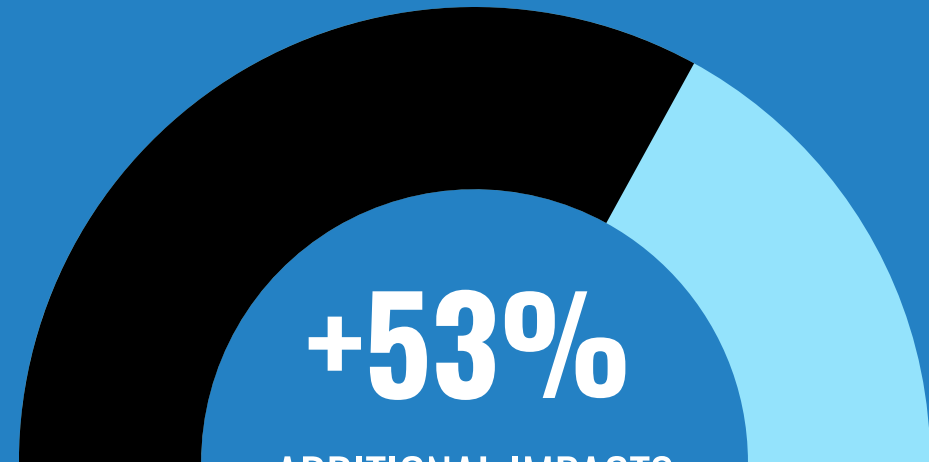


SAMSUNG

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7.6BN

IMPACTS WERE
VERIFIED
IN Q1 2023



ADDITIONAL IMPACTS
RECEIVED VS TARGET



UNITED



THE AVERAGE CAMPAIGN SAW A HEALTHY OVERALL PERFORMANCE VS TARGET

129%

AVERAGE CAMPAIGN DELIVERY AGAINST
BOOKING TARGETS

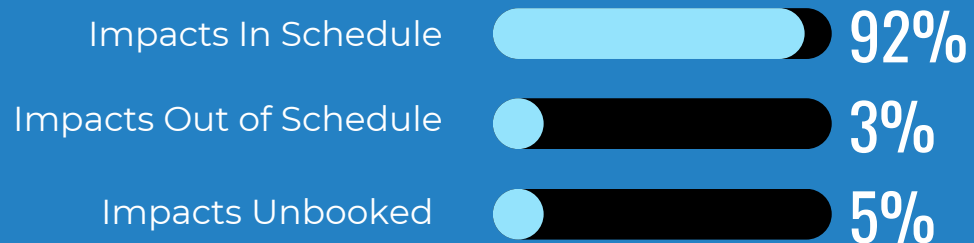
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2023

THE ACCURACY OF DELIVERY REMAINS HIGH

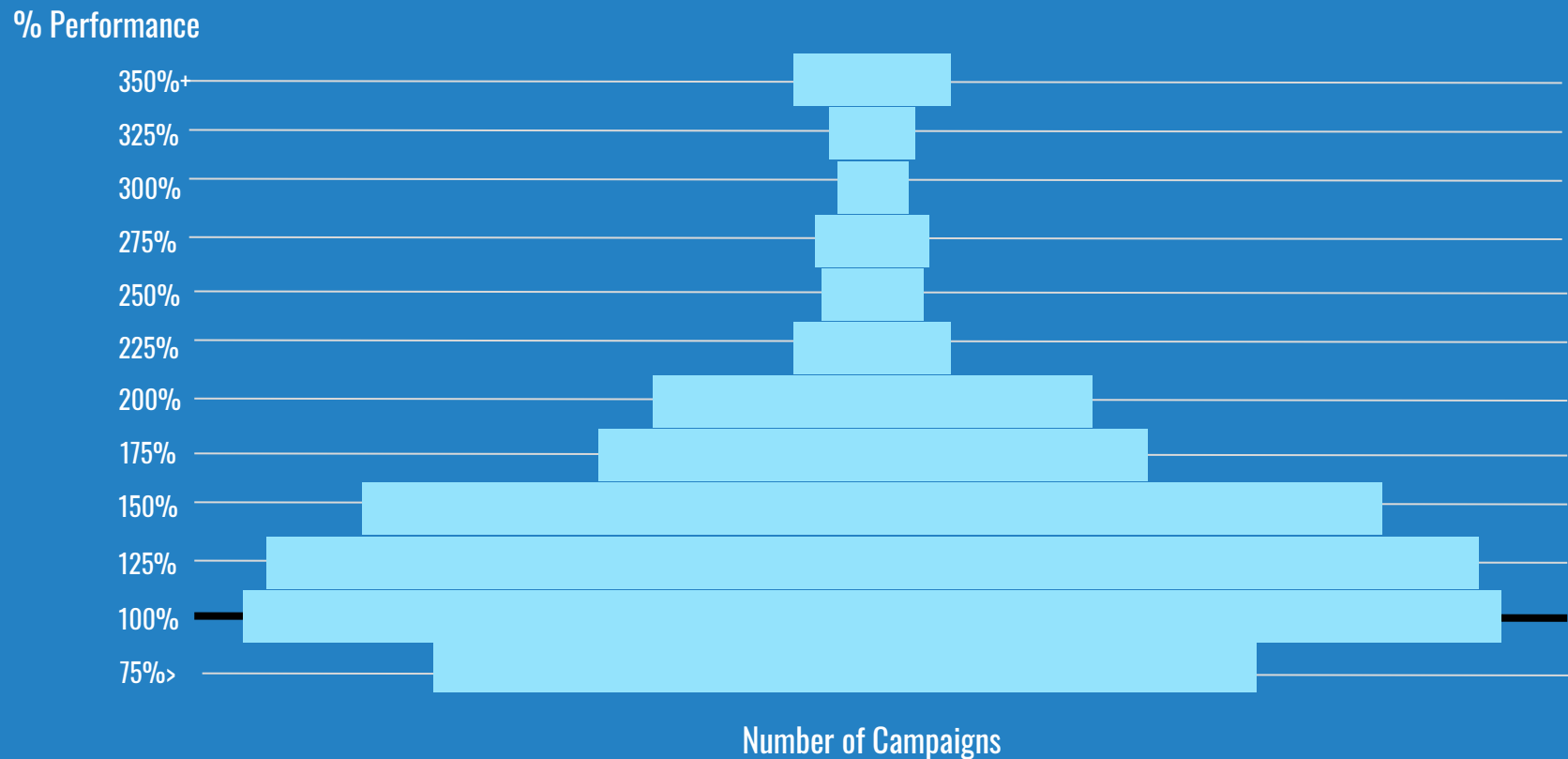
92% OF ALL IMPACTS RECEIVED WERE ON THE RIGHT
FRAME AT THE BOOKED TIME*

TOTAL IMPACTS*
Q1 2023



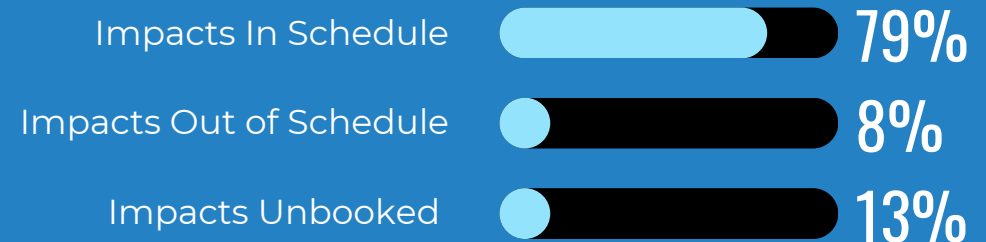
* Includes any additional impacts received over target

THE MAJORITY OF CAMPAIGNS MET OR EXCEEDED PERFORMANCE TARGETS, BUT NOT ALL...



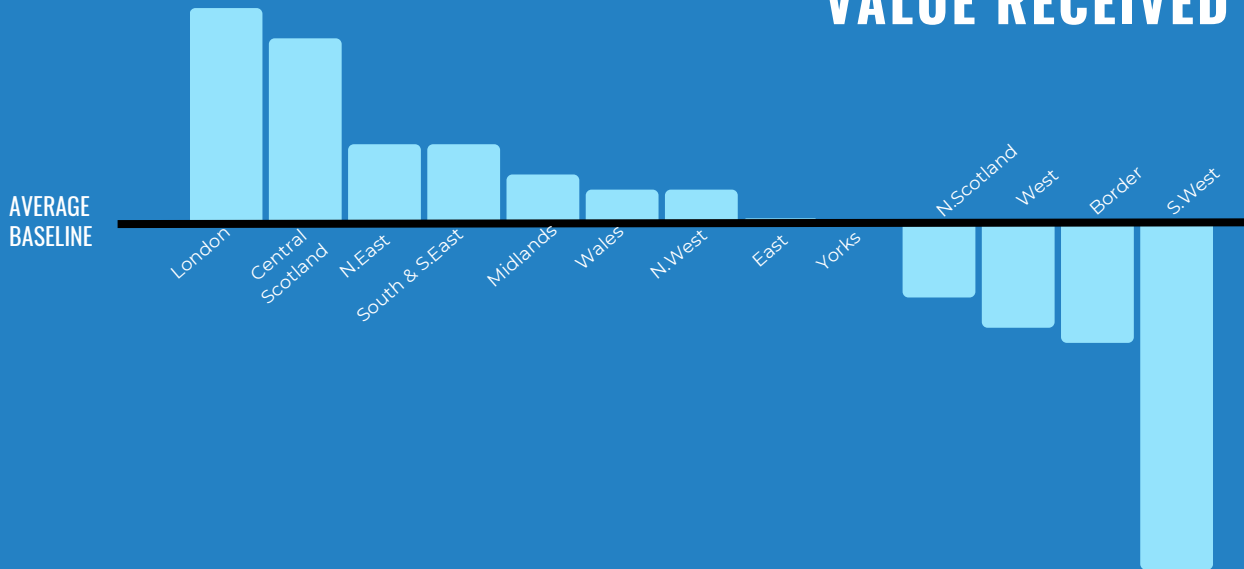
WHILST MOST CAMPAIGNS RECEIVED AN ELEMENT OF ADDITIONAL VALUE NOT ALL THIS VALUE WAS DELIVERED ON BOOKED FRAMES

ADDITIONAL IMPACTS Q1 2023



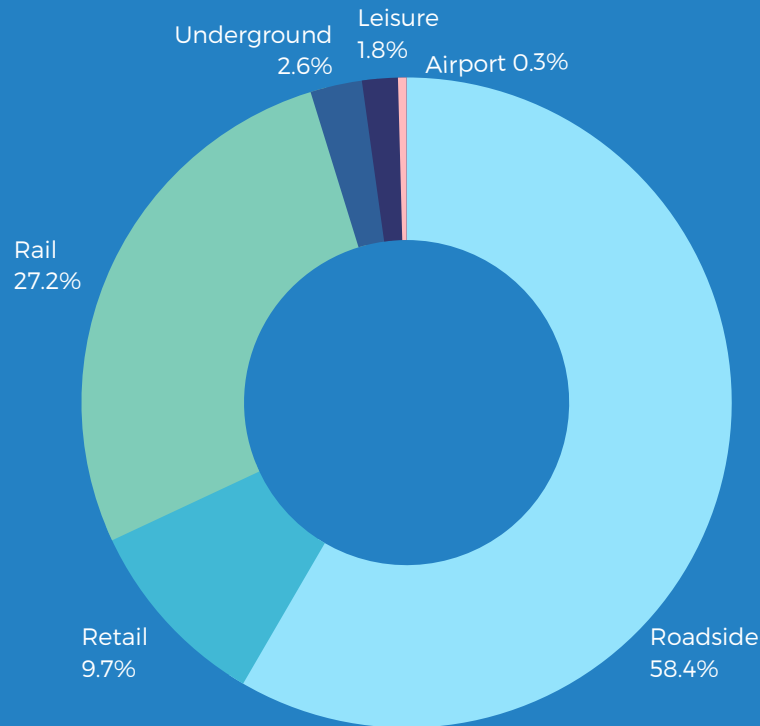
THE PROLIFERATION OF DIGITAL FRAMES IN LONDON CONTRIBUTES TO IT RECEIVING THE HIGHEST ABOVE-AVERAGE ADDITIONAL VALUE

AVERAGE ADDITIONAL VALUE RECEIVED

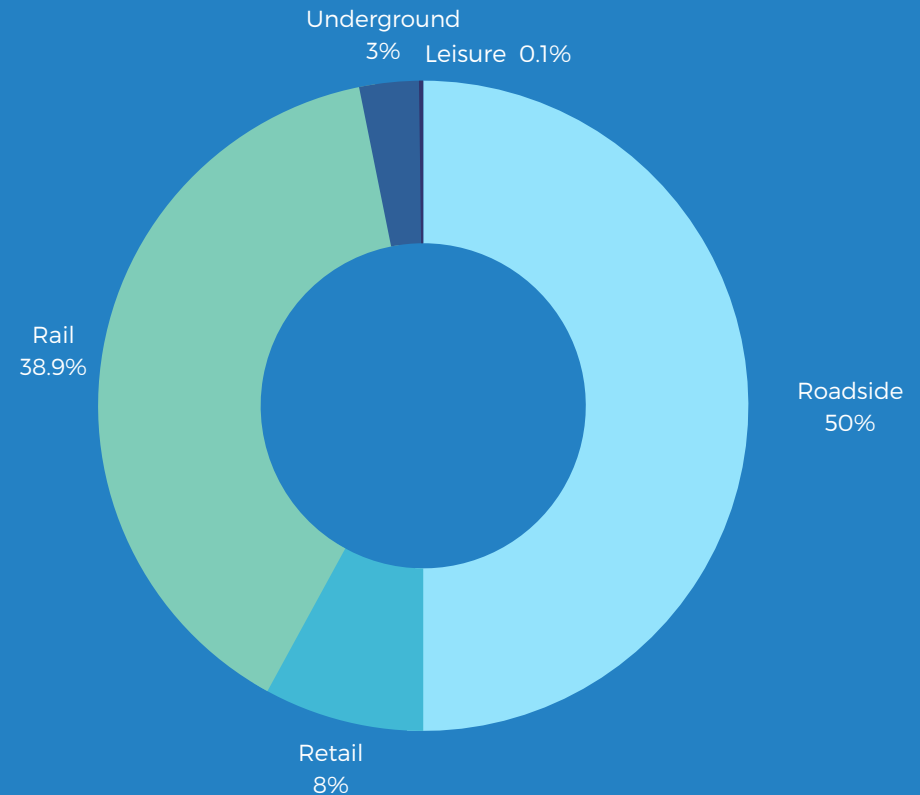


BOOKINGS SHIFT FROM RAIL TO ROADSIDE AS COMMUTER PATTERNS CONTINUE TO ALTER

Q1 2023

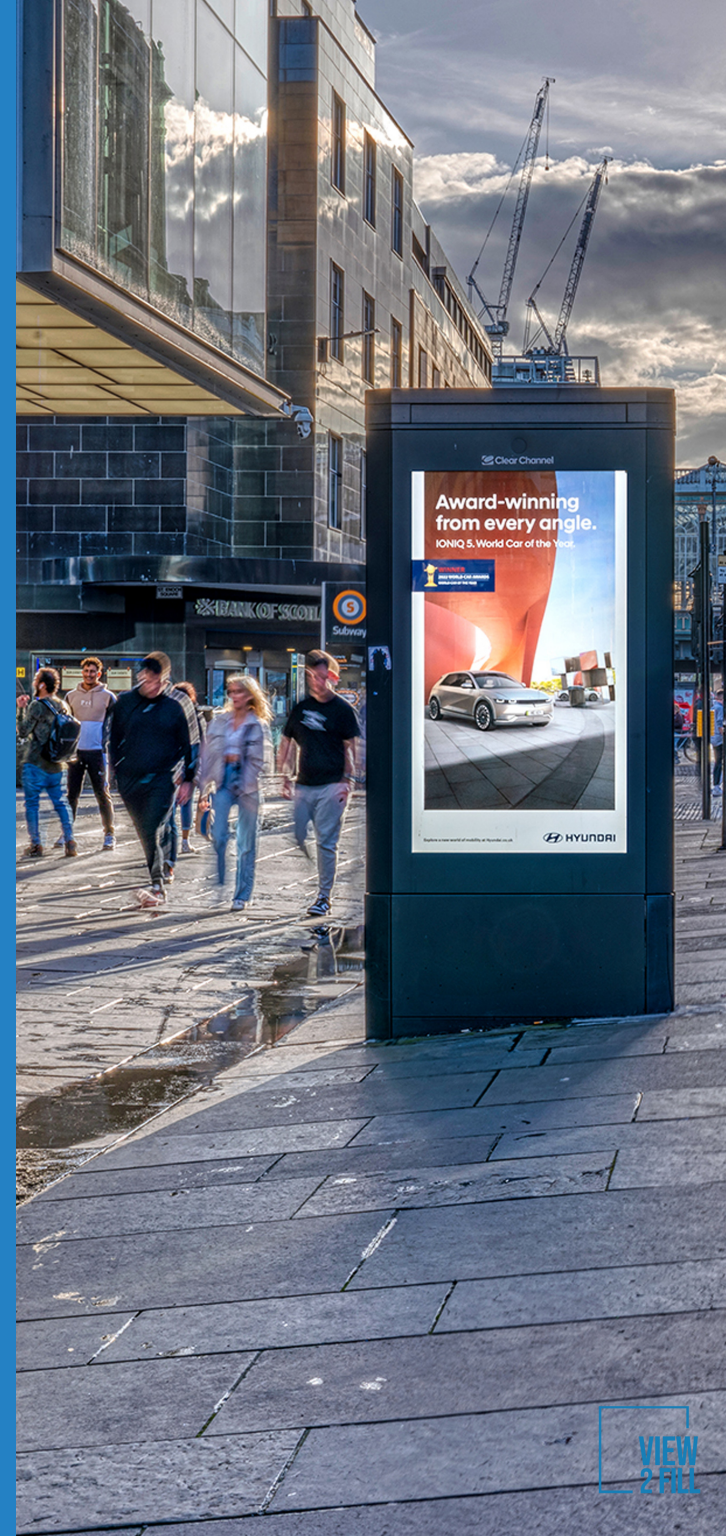
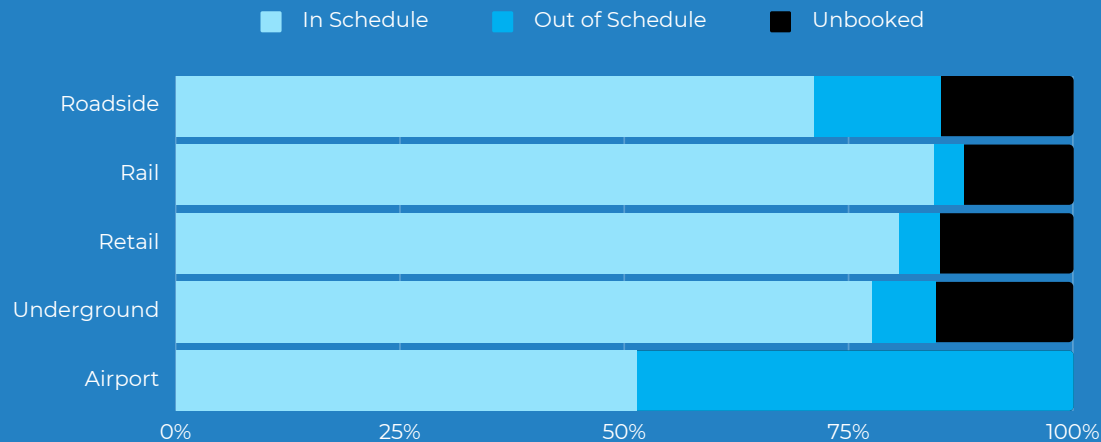


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RAIL AND RETAIL OFFERED HIGHEST ACCURACY IN DELIVERY OF ADDITIONAL VALUE

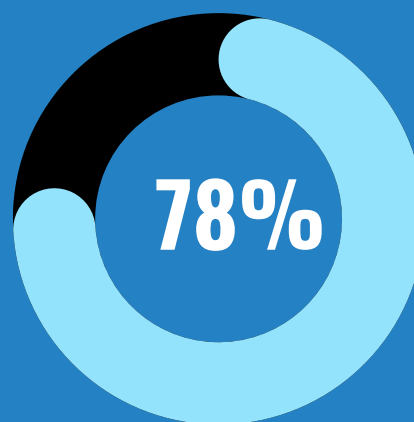
% DELIVERY SPLIT OF ADDITIONAL IMPACTS BY ENVIRONMENT



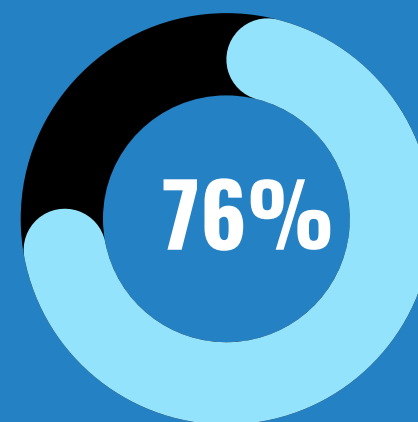
DIGITAL CAMPAIGNS CONTINUE TO MOVE AWAY FROM THE TRADITIONAL 14 DAY CAMPAIGN PERIOD

% OF CAMPAIGNS RUNNING OUTSIDE OF THE
TRADITIONAL 14 DAY BURST

Q1 '23



Q1 '22



THE RULE BOOK IS BEING THROWN OUT FOR PROGRAMMATIC CAMPAIGNS AS THEY PUSH CAMPAIGN DURATION EVEN FURTHER

AVERAGE CAMPAIGN DURATION FOR PROGRAMMATIC CAMPAIGNS

Q1 '23



Q1 '22





ABOUT UNILED SOFTWARE

UniLED Software is a leading technology provider for the digital out-of-home industry, operating across Europe and the US.

Our mission is to build trust and raise the bar for digital out-of-home advertising across the world. We do that through technology solutions that ensure the right ad is playing on the right screen, at the right time for every DOOH campaign.

Our UniLIVE platform streamlines the content delivery process and provides third-party playout verification for digital out-of-home campaigns. Enabling media owners, agencies and advertisers to more effectively manage and monitor the true performance of their digital out-of-home campaigns.

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2023

UNI LED

 UniLED Software
20 Red Lion Street
London, WC1R 4PS

 www.uniledsoftware.com

 sales@uniledsoftware.com

Photography provided by View2Fill
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