

# Programmatic Digital Out-Of-Home Market Size, Share & Trends Analysis Report By Programmatic Platforms (Demand-Side Platforms, Supply-Side Platforms), By Location, By End-use, By Format, By Region, And Segment Forecasts, 2024 - 2030

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## Abstracts

This report can be delivered to the clients within 8 Business Days

### Programmatic Digital Out-Of-Home Market Growth & Trends

The global programmatic digital out-of-home market size is anticipated to reach USD 6,148.8 million by 2030 and is projected to grow at a CAGR of 31.5% from 2024 to 2030, according to a new report by Grand View Research, Inc. pDOOH stands out for its ability to engage consumers in public spaces where traditional media might not be as effective. The dynamic and visually appealing nature of the DOOH advertisement captures attention and drives engagement. Moreover, the interactive features available on some digital displays provide a more immersive experience, encouraging consumer interaction and participation. This aspect is particularly valuable for brands looking to create unique and impactful advertising experiences.

Advancements in display technology have been instrumental in fueling the market growth. The development of high-resolution screens, LED technology, and interactive displays has transformed static billboards and posters into dynamic, attention-grabbing canvases capable of delivering rich multimedia content. These advancements not only enhance the visual impact of advertisements but also enable greater flexibility in content delivery, allowing advertisers to tailor messages based on factors such as time of day, location, and audience demographics.

The adoption of data-driven targeting capabilities has further propelled the market growth. By leveraging real-time data analytics and audience insights, advertisers can deliver highly personalized and contextually relevant advertisements to consumers. Whether its tailoring ads based on weather conditions, time of day, or proximity to the point of sale, data-driven targeting enables advertisers to optimize campaign performance and maximize ROI. This level of precision in targeting has enhanced the effectiveness of Programmatic Digital Out-Of-Home (pDOOH) advertising, making it a compelling option for brands looking to connect with consumers in meaningful ways.

### Programmatic Digital Out-of-home Market Report Highlights

Based on programmatic platform, the demand-side platforms (DSPs) segment led the market with the largest revenue share of 56.03% in 2023. The proliferation of digital screens and the digital transformation of urban environments have expanded the inventory available for pDOOH campaigns, driving the adoption of DSPs

Based on location, the indoor segment led the market with the largest revenue share of 72.4% in 2023. Indoor environments often provide access to detailed demographic and behavioral data, enabling precise targeting based on factors such as time of day, consumer behavior patterns, and specific location-based contexts

Based on end use, the real estate segment led the market with the largest revenue share of 15.3% in 2023. As urbanization and smart city initiatives continue to grow, the real estate segment's contribution to the market has become increasingly significant, driving its substantial share of global revenue

North America dominated the market with the largest revenue share of 35.0% in 2023. The strong presence of leading technology companies and digital advertising firms in North America drives innovation and adoption of programmatic solutions

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