



OUTFRONT Media

Autonomous Database Panel
Oracle Global Leaders Program

September 2, 2020

OUTFRONT /
WE GET YOU AMERICA

PRESENTER BIO

DEREK HAYDEN
SVP, DATA STRATEGY & ANALYTICS

- / 17 YEARS AT OUTFRONT
- / 21 YEARS ORACLE TECHNOLOGIES
- / 6 YEARS LEADING OUTFRONT ANALYTICS
- / ENTHUSIASTIC KARAOKE SINGER



AGENDA

- // Company Overview
- // Media Modernization in OOH
- // OUTFRONT Analytics Platform
- // ADW Use Cases

510^K

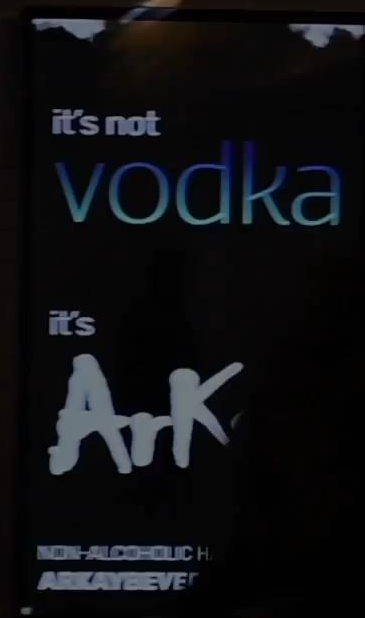
Displays
markets

16.6^B

Weekly Impressions

70⁺

U.S.



MODERN MARKETING ANALYTICS NEED

- / CHANGING MEDIA LANDSCAPE
- / OUTFRONT AS A MEDIA PARTNER
- / TECHNOLOGY AND DATA INVESTMENT



THEMES FOR TRANSFORMATION



Data Analytics

Collection | Comparison | Transparency



Mobile

Priming Source | Feedback Loop/Data | Location Inventory



Automation

Self-Serve | Facilitated | Programmatic



Measurement

Planning | Evaluation | Feedback + Results vs. Plan | ROI

A PLATFORM FOR GROWTH

AUDIENCE SELLING

WORKFLOWS & EFFICIENCIES

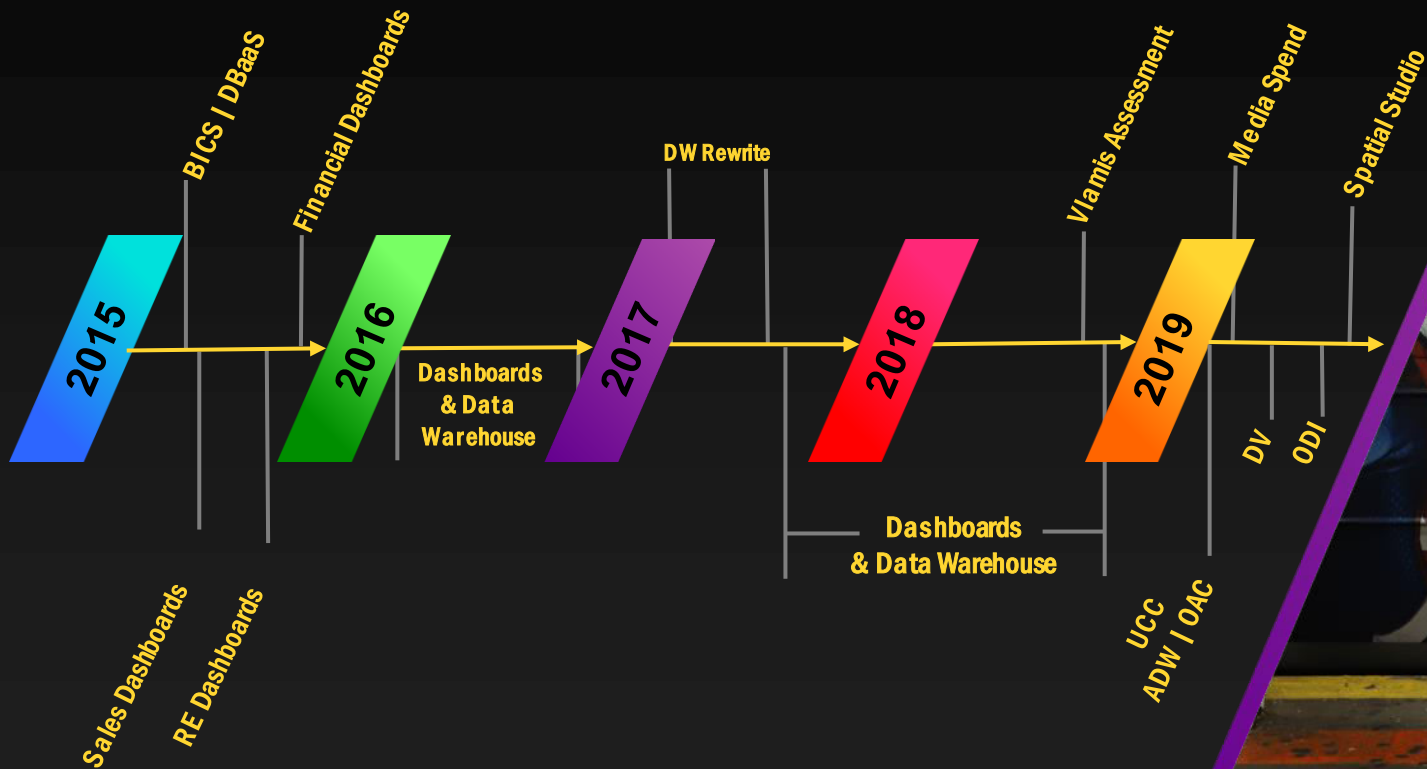
PARTICIPATING IN THE DIGITAL MARKETPLACE

INCREASE APERTURE OF DEMAND

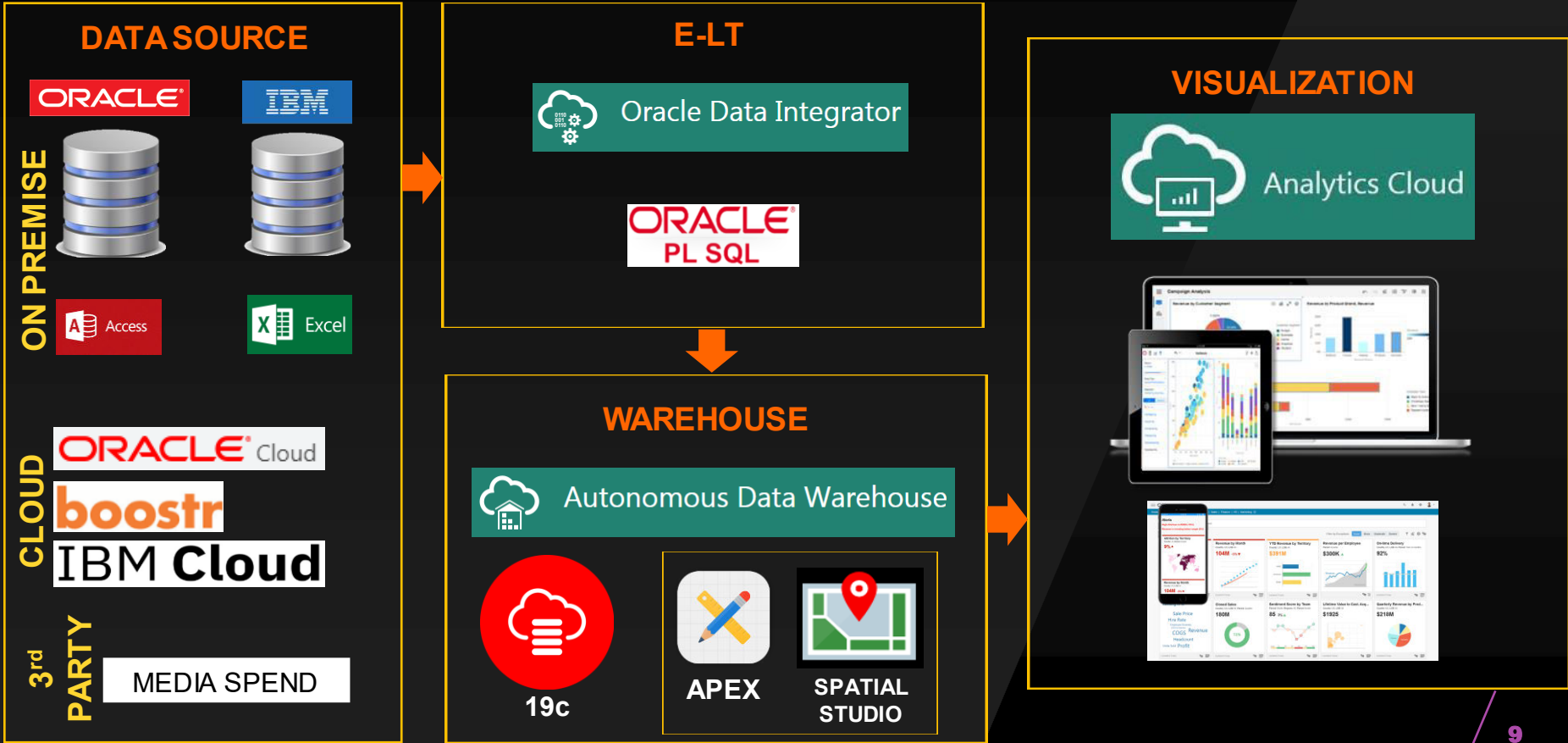
UPWARD PRESSURE ON PRICING

CAMPAIGN ROI METRICS

ANALYTICS MILESTONES



CLOUD ANALYTICS ARCHITECTURE



WHY ADW?

- / SERVICE MANAGED BY ORACLE
- / IN DATABASE ANALYTICS & MACHINE LEARNING ALGORITHMS
- / SCALE ON DEMAND
- / ECONOMICAL





ADW USE CASES

MEDIA SPEND
HURRICANE MODELS
COVID-19 IMPACTS

MEDIA SPEND

ANALYZE MEDIA SPEND DATA BY DMA

HIGHLY MANUAL EXERCISE

LIMITED BY EXCEL DATA LIMITS

Click the "+" above column Q to see details

OOH %	Region OOH %	# of Advertisers	Average Spend \$
0.0%	1.1%	337	\$ 8,817
1.0%	7.4%	56	\$ 125,334
3.6%	6.3%	47	\$ 13,664
1.3%	9.6%	20	\$ 196,570
4.1%	7.7%	141	\$ 12,988
12.4%	19.5%	7	\$ 344,500
10.0%	21.6%	77	\$ 8,360
1.9%	14.4%	68	\$ 22,453
7.3%	12.2%	84	\$ 16,469
3.6%	10.1%	62	\$ 41,953
2.8%	16.2%	10	\$ 138,190
16.4%	16.8%	38	\$ 90,800
1.4%	5.9%	7	\$ 274,257
0.0%	8.9%	66	\$ 62
5.0%	5.7%	95	\$ 21,509
0.0%	10.0%	12	\$ 20,650

Worksheet_Category #1 | Worksheet_Category #2 | Worksheet

RAPID DEPLOYMENT

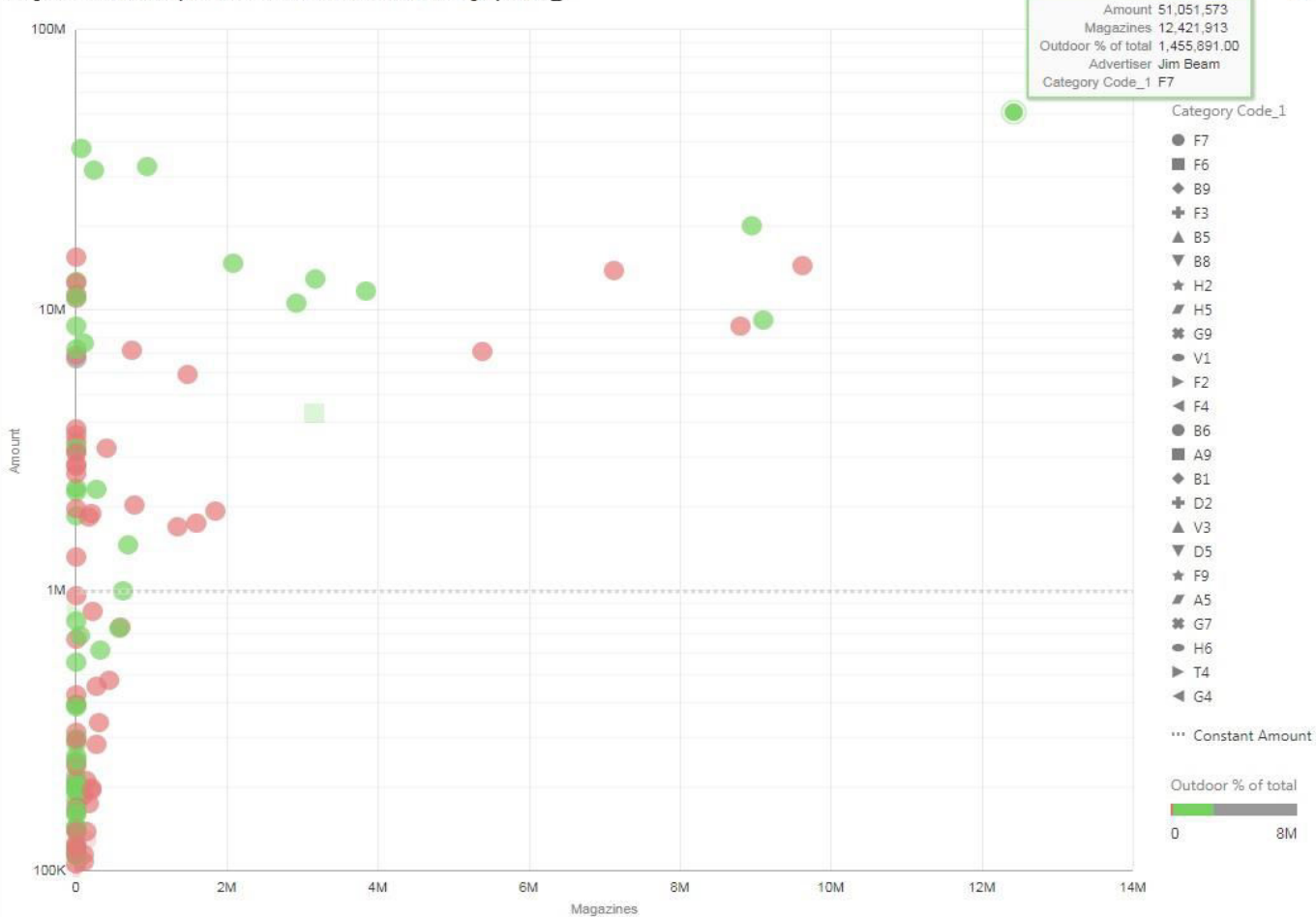
- / UCC CONVERSION EFFECTIVE 1/1/2019
- / ACTIVATE SERVICES 1/2/2019 ~ 15 MIN
- / CREATE ADW AND OAC ENVIRONMENT ~30 MIN

RAPID DELIVERY

- / 1/7/2019 – PROJECT KICKOFF
- / 1/8/2019 – 20 MILLION+ ROWS DATA
- / 1/9/2019 – FIRST PROTOTYPE IN OAC
- / 2/11/2019 – PILOT RELEASE

- Advertiser
- Advertiser
 - Goslings
 - Grand Marnier
 - Grey Goose
 - Hangar One
 - Havana Club
 - Heaven Hill
 - Heavens Door
 - Hendricks
 - Hennessy
 - Henry's Hard Soda
 - Heritage Distilling Co
 - Herradura
 - Hornitos
 - Jack Daniels
 - Jagermeister
 - Jameson
 - Jeffersons
 - Jim Beam**
 - Jinro Soju Fine Korean Alcohol
 - Johnnie Walker
 - Jose Cuervo
 - Kahlua
 - Keel
 - Ketel One
 - Knob Creek
 - Kraken
 - Larceny Bourbon
 - Licor 43
 - Loch Lomond
 - Lunazul

Magazines, Amount by Advertiser, Outdoor % of total, Category Code_1



OUTFRONT/

CATEGORY 5 ANALYTICS

/ MAPPING HURRICANE RISK USING

/ ADW

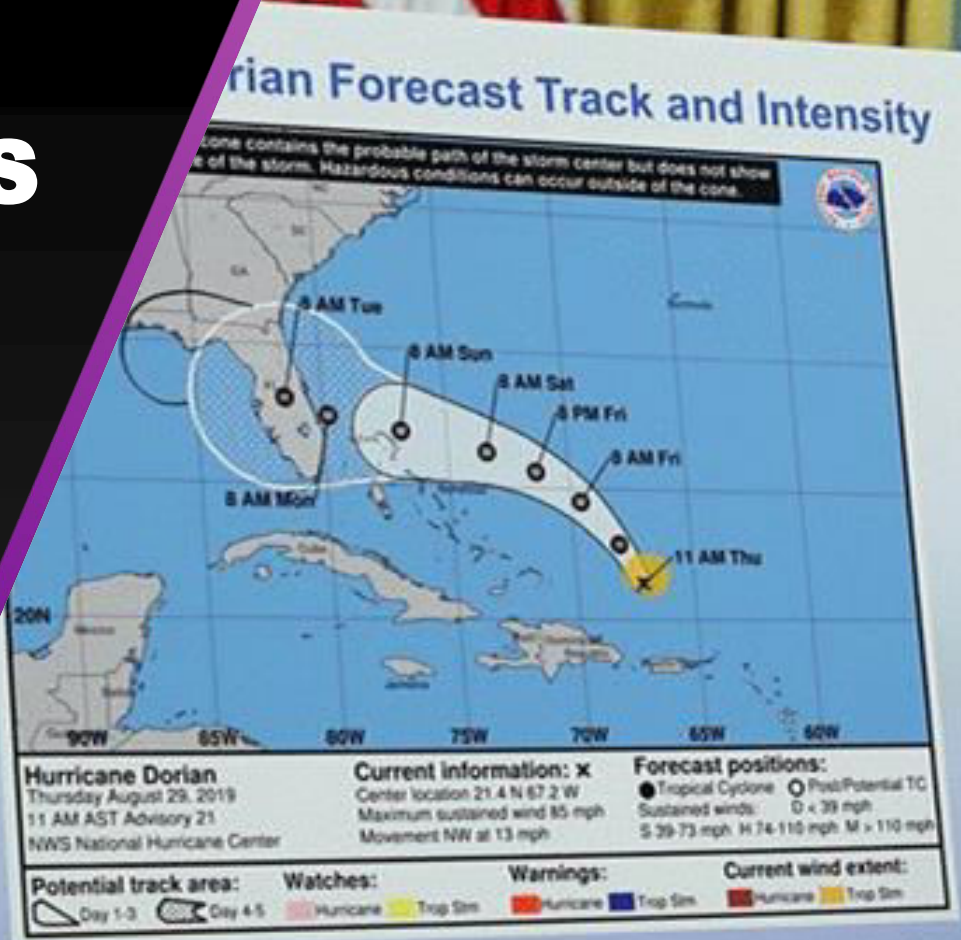
/ SPATIAL STUDIO

/ OAC



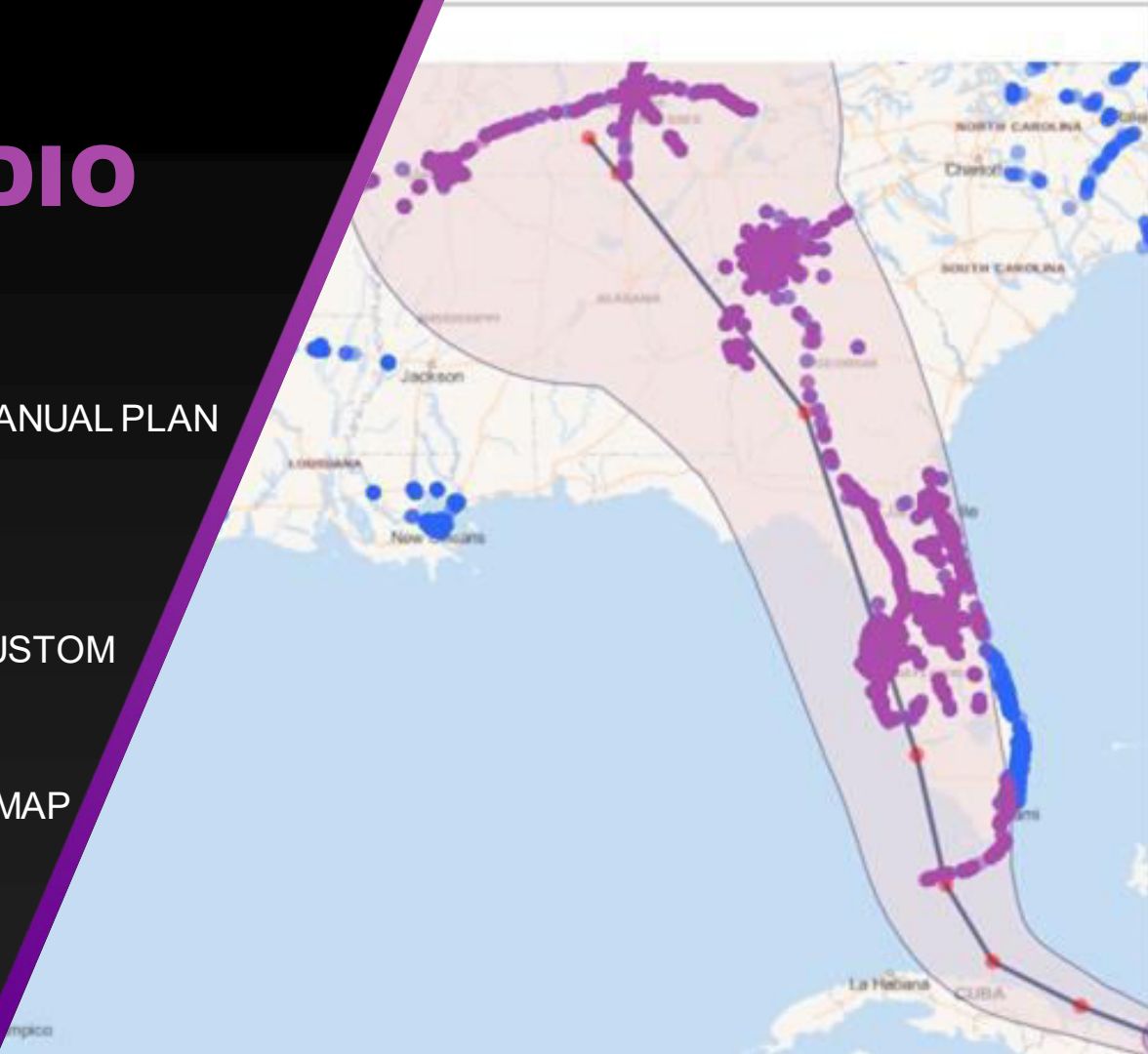
DATA CONSIDERATIONS

- / HIGHLY CURATED LOCATION DATA
- / EXCELLENT REVENUE DATA
- / LOCAL OPERATIONS KNOWLEDGE OF STRUCTURE TYPES
- / PUBLICALLY AVAILABLE DATA FOR EVENT MODELING

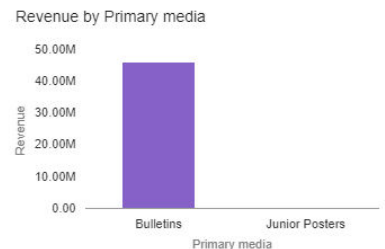
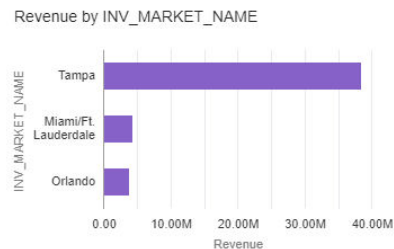


ADW SPATIAL STUDIO OAC

- / ENHANCEMENT TO ESTABLISHED MANUAL PLAN
- / NOAA DATA IMPORTED TO ADW
- / USE SPATIAL STUDIO TO CREATE CUSTOM MAP LAYERS FROM NOAA DATA
- / UTILIZE OAC TO OVERLAY CUSTOM MAP LAYERS WITH LOCATION DATA

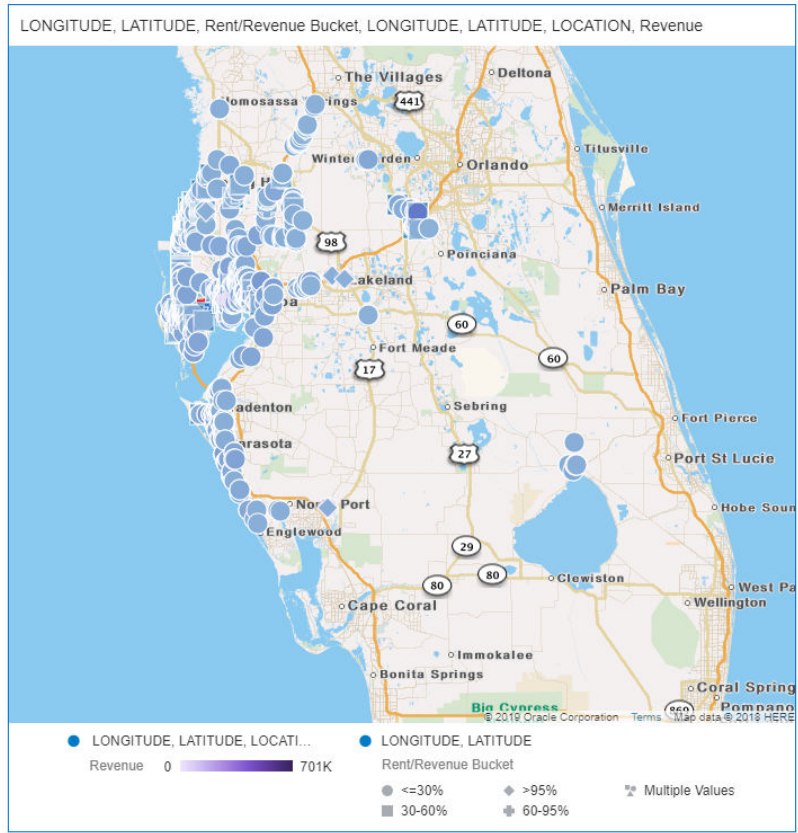


- Map
- Trellis Columns
- Trellis Rows
- IRMA Path
- Category (Location)
- Color
- Size
- Shape
- Tooltip
- Filters



Revenue, LONGITUDE, LATITUDE, Primary media, LOCATION

Revenue	LONGITUDE	LATITUDE	Primary media	LOCATION
701,465.04	-82.512	27.95239	Bulletins	I-275 400 ft E/O Lois Ave N/S
384,832.32	-82.45463	27.96118	Bulletins	I-275 & Jct I-4 W/S
384,832.32	-82.45392	27.96561	Bulletins	I-275 & Jct I-4 W/S
342,281.82	-81.59969	28.27612	Bulletins	I-4, 5.00 mi W/O US 192; N/S
317,027.44	-81.58512	28.33206	Bulletins	US 192, .20 mi E/O SR 545; S/S
317,027.44	-81.58508	28.332	Bulletins	US 192, .20 mi E/O SR 545; S/S



COVID-19 HAPPENS

/ MAJOR DISRUPTIVE EVENT

/ NEW ANALYSIS AND REPORTING
NEEDED (10 NEW DV PROJECTS)

/ ALL SORTS OF NEW DATA
GYMNASTICS REQUIRED FOR
TRENDING

/ SPATIAL STUDIO OVERLAYS



Clark St

Prince

the most searched guitar solo

See more of America's most searched moments at g.co/whatisthemost

Google

OUTFRONT

Saa Vicente Blvd

POP MUSIC
THE MOST SOUL
Jay Luchs

I AM NOT
ORAY
WITH THIS