

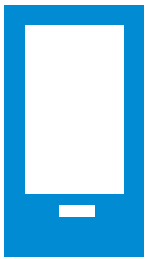
Clear Channel Switzerland

Programmatic DOOH Guide

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Programmatic at its best

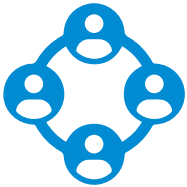
Keyfacts



>580 screens in Switzerland



>16 million contacts per week



Top environments (street, convenience shops,
shopping malls, airports)



Granular targeting by time, location, target audience
and occasion



Fixed-price deals and private & open auctions

1. How to get started with Programmatic DOOH

1.1) Briefing

Send the campaign briefing to pdooh@clearchannelch.atlassian.net or your direct contact at Clear Channel Switzerland with the following details:

Client: _____
Agency: _____
Campaign name: _____
Duration: _____
Segment/channel: _____
Geotargeting: _____
Time targeting: _____
Impressions: _____
Budget: _____

1.2) Availability check and Deal-IDs

After Clear Channel Switzerland has checked the availability, an offer based on your campaign briefing, including impressions, Cost per Thousand (CPM) and further information, will be sent to you within one working day. In urgent cases, this information can also be provided earlier. Once the offer has been accepted, Clear Channel Switzerland will provide individual or several Deal IDs.

1.3) Setting up the campaign on the DSP-page

Set up the campaign with the deal ID on the DSP side*

Deal Types:

- Insertion order/programmatic guaranteed (guaranteed volume with fixed rate):
No targeting via DSP; targeting by agreement with Clear Channel
- Preferred deal (non-guaranteed volume with fixed rate): Targeting via DSP possible
- Private auction (non-guaranteed volume with floor CPM/1st price):
Pre-selected buyers (invitation only); targeting via DSP possible
- Open auction (non-guaranteed volume with floor CPM/1st price): Open to all buyers, targeting via DSP possible

*Clear Channel Switzerland uses the supply-side platforms (SSP) BroadSign Reach and SSP1. All the relevant DSPs are connected via the interface. Connection and testing dependent on the relevant SSP.

1.4) Technical requirements and uploading of creatives

The advertising medium must fulfill these criteria:

Resolution:	080 x 1920 px (only portrait 9:16)
Spot length:	10sec or 15sec (without sound)
Animation:	10sec = still or moving picture; 15sec = still picture
File format:	MP4 (preferred for both still images and video), JPG, PNG

The creatives must be uploaded to the DSP. The advertising medium will usually be uploaded within **2 hours**.






1.5) Live

The campaign is live. Depending on your deal type you can actively access and view your campaign performance.

The reporting is available in the DSP.

2. What are the booking options and advantages of Programmatic DOOH?

2.1) Your channels for Programmatic DOOH

Channel	Street	Digital Convenience Network (DCN)	Shopping Mall/ POS	Airport Basel	SWISS Lounges Airport Zürich
					
Contacts per week*	>9.2 Mio.	>3.2 Mio.	>2.9 Mio.	>300 Tsd.	>100 Tsd.
Number of screens*	187	234	91	7	33
Surroundings	Highly frequented pedestrian zones & roads & crossroads	Aussenbereich hochfrequentierter Tankstellen und Innenstadtshops	Inside highly frequented Malls	Check-in & baggage area	First, Senator and Business lounge in terminals A + E
Coverage	Schweizweit	Schweizweit	Schweizweit	Airport Basel	SWISS lounges Zurich Airport
Medium format	Hochformat	Hochformat	Hochformat	Hochformat	Portrait
Smallest booking unit	1 Screen	1 Screen	1 Mall	1 Screen	All SWISS lounges
Shortest booking period	1 Playout	1 Playout	1 Playout	1 Playout	1 playout

* We are currently expanding our inventory, so the number of screens and views may vary.

2.2) Targeting-options

Targeting products					
Audience	Channel	Location	Time	Packages	
E15+	Street	National	Month	Geofence	
	Convenience	Language region	Week	Geo Audience	
	Shopping centre	Canton	Day		
	Basel Airport	Agglomeration	Hour		
	SWISS lounges Zurich Airport	Municipality			
		City			
		Post code			
		Screen			

2.3) Individual packages

Your USP: Single screen selection*

Whether planning is done through Geofencing, Geo Audience, surroundings, POI, geographic features etc.: Clear Channel Switzerland lets you book single screens, so you are not tied to a fixed network. Design your own package based on your requirements and desires. The advertisement is then only displayed on the screens you selected,** therefore waste coverage is reduced to a minimum.



*Option to select one/several screens for the segments/channels 'street', 'convenience' and 'Basel Airport'. 'Shopping centre' and 'SWISS lounges Zurich Airport' can only be booked as a network (smallest unit: 1 shopping centre or all SWISS lounges)

**It is not possible to guarantee transmission on every screen selected

2.4) Dynamic creative & position targeting

Dynamic creative – always the right creative for the right situation

- Creatives can be delivered dynamically based on set parameters e.g. weather data*
- Changes in creatives are broadcast in near real-time**
- Event-driven creative delivery ensures you always reach your target audience in the right situation



Position targeting – make your campaign the talk of the town

- A specific creative can be allocated to each individual screen on our channels***
- This generates a diverse array of creatives, making position targeting ideal for storytelling
- Short-notice changes in creatives are possible at all times
- Use the flexibility to adjust your campaign to the environment at hand



*Requirement: an HTML file must be supplied/created

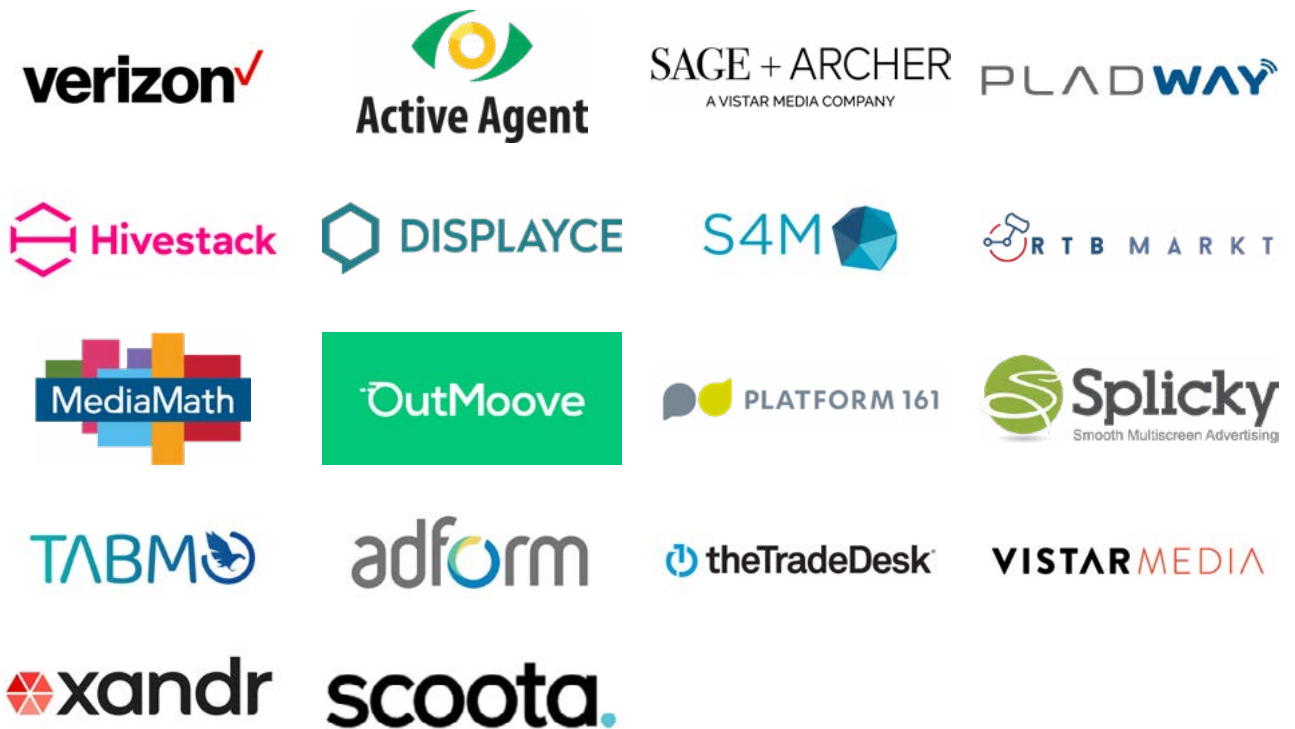
**In the event of a change in creative, there may be a delay of up to 20 minutes before the advertising is delivered

** We are happy to allocate creatives in the SSP for you, free of charge and in line with your requirements

2.5) Deal types

Deal types	Deal ID	Fixed TKP	Floor TKP/ 1st Price	Guaranteed Volume	Non-guaranteed Volume	SSPs used		DSP necessary?
						Broadsign Reach	SSP1	
Insertion Order	X	✓	X	✓	X	X	✓	X
Programmatic Guaranteed	✓	✓	X	✓	X	X	✓	✓
Preferred Deal	✓	✓	X	X	✓	✓	✓	✓
Private Auction	✓	X	✓	X	✓	✓	✓	✓
Open Auction	X	X	✓	X	✓	✓	✓	✓




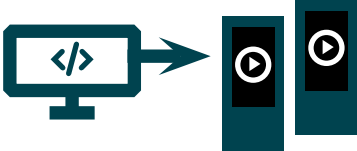

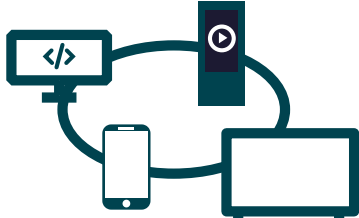
2.6) Connected to all relevant DSPs*



*Connection and testing dependent on the relevant SSP (Broadsign reach, SSP1)

2.7) The perks of programmatic

Your brand message at the right time, in the right place, to the right target audience.

		
<p>1. Audience – set the view rate for your target audience</p>	<p>2. Data-based payout for targeted campaign management</p>	<p>3. Flexible planning through granular screen and time units</p>
		
<p>4. Automated access to campaign performance and optimisation</p>	<p>5. Campaign measurability and proof of performance</p>	<p>6. Omnichannel campaigns</p>

3. How are performance values and CMPs calculated?

3.1) Overview of performance values

The foundation for calculating the performance of a campaign is the reach research by SPR+. The research is based on analysis of streets and stations. The transport atlas, the Wegmodell, mobility data and SPR+ expert data are used to calculate the performance of a campaign. The Audience Factor (Eye Tracking) and Digital Attraction Multiplier are also used to calculate the advertisement contacts for DOOH, .

Performance values are statistical data and are based on an average week and projected to a year using a statistical calculation. The calculated values show the average likelihood of contact with the advertising medium irrespective of the hourly, daily, weekly and monthly frequency.

3.2) «Impressions» in DOOH

Online and DOOH are very different yet complementary media channels.



Online

- 1 to 1
- Largely standardised advertising formats
- User behaviour based on live data
- Unlimited inventory
- Small screens
- Private environment
- Context: content



DOOH

- 1 to many
- Large range of different advertising formats
- User behaviour is forecasted
- Limited inventory
- Large screens
- Public environment
- Context: real world

4. How much does programmatic DOOH cost and what are the conditions?

4.1) Programmatic-Preisliste & Buchungsinformationen 2023

Segment / Channel		Street	Digital Convenience Network (DCN)	Shopping Mall / POS	Airport Basel	SWISS lounges Zurich Airport
Insertion order/programmatic guaranteed (guaranteed volume with fixed rate)						
RoC		21.0	19.0	11.0	11.0	23.0
RoN		16.0*				
Preferred deal (non-guaranteed volume with fixed rate)						
RoC		23.0	21.0	13.0	13.0	25.0
RoN		18.0*				
Targeting						
Geotargeting	Language area, canton, city	+5%				
	Single screen	+25%		x	+25%	x
Time targeting	Day	+30%				
	Hour	+75%				

*Without premium street inventory

All prices are stated in CHF and based on one-week display periods.

All prices in CHF based on weekly occupancy.

*Ø CMP can vary depending on category mix, frequency of occupancy and number of screens.

**See targeting options limitation by Geo Targeting

4.2) Targeting options

Targeting	Kriterium	Beschreibung
Target audience	E15+*	Target audience payout is on the basis of E15+
Geotargeting	National	Choice of all screens in each geographical zone in each segment/channel
	Language region	
	Canton	
	Agglomeration	
	Municipality	
	Post code	
	Single screen	Shopping centre & SWISS lounges Zurich Airport only can be booked online (1 shopping centre/all SWISS lounges)
Time targeting	Tag	Auswahl einzelner/ mehrerer Tage und Wochen möglich
	Stunde	Zeit-Targeting auf Stundenbasis nach Playouts (z.B. 1 Payout 17-18 Uhr); Auswahl mehrerer Stunden möglich (z.B. 9-10 Uhr + 19-20 Uhr)
Packages	Geofence	Targeting nach vordefinierten Geo-Clustern, wie u.a. «Zürich City Center», «Zürich City Extended»
	Geo Audience	Geographisch abgeleitete Zielgruppen, wie u.a. «Shoppers», «Commuters», «Youngsters»

*E15+ = adults over 15

4.3) General information about Programmatic DOOH

Invoicing basis	CMP based on advertising medium contacts E15+
Basis for performance value calculation	Street: Basis is the reach calculated by SPR+
	Convenience: Basis for the calculation of the presumed contacts is the till frequency and the average person contact
	Mall: Basis for the calculation of the presumed contacts is the visitor frequency
	Airport: Basis for the calculation of the presumed contacts is the visitor frequency
Insertion order/ programmatic guaranteed (guaranteed volume with fixed rate)	Impressions / contacts can only be guaranteed based on availability and depending on the time and location limitations. A linear display as well as occupancy of every screen can not be guaranteed (... number of screens >1)
Preferred deal (non-guaranteed volume with fixed rate)	Impressions / contacts can generally not be guaranteed and can only be displayed based on occupancy. A linear display as well as occupancy of every screen can not be guaranteed.
SSP	Broadsign reach, SSP1
DSP	All relevant DSPs connected
	Connection and testing dependent on the relevant SSP
Segment/channel	Street: portrait screens in highly frequented pedestrian zones, roads and crossroads. 10sec/15sec animated or still.
	Convenience: portrait screens on the outside of highly frequented service stations; 10sec/15sec animated or still.
	Mall: portrait screens in highly frequented malls; 10s animated
	Basel Airport: portrait screens at check-in and baggage reclaim; 10s animated/static
	SWISS lounges Zurich Airport: portrait screens in SWISS lounges in terminal A & E; 20s animated/static
Advertising medium	The general exclusion criteria for advertising in public apply.
	Advertisement production according to the technical information.
Targeting surcharge	Surcharge according to the price list. Surcharge for Fix Price Deals / Preferred Deals of +10% is added to the base price and the individual targeting surcharges.

Technical data

Production/ specification	You can download the technical data here: Link to technical data online
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5. How to design an ideal advertisement and are the accepted formats?

5.1) Tips to design an ideal advertising subject

General

We currently have portrait screens with 1.080 x 1.920 px resolution in our portfolio. Depending on the surroundings, only 10sec (moving or still image) or 15sec (still image) subjects can be displayed on the screens.

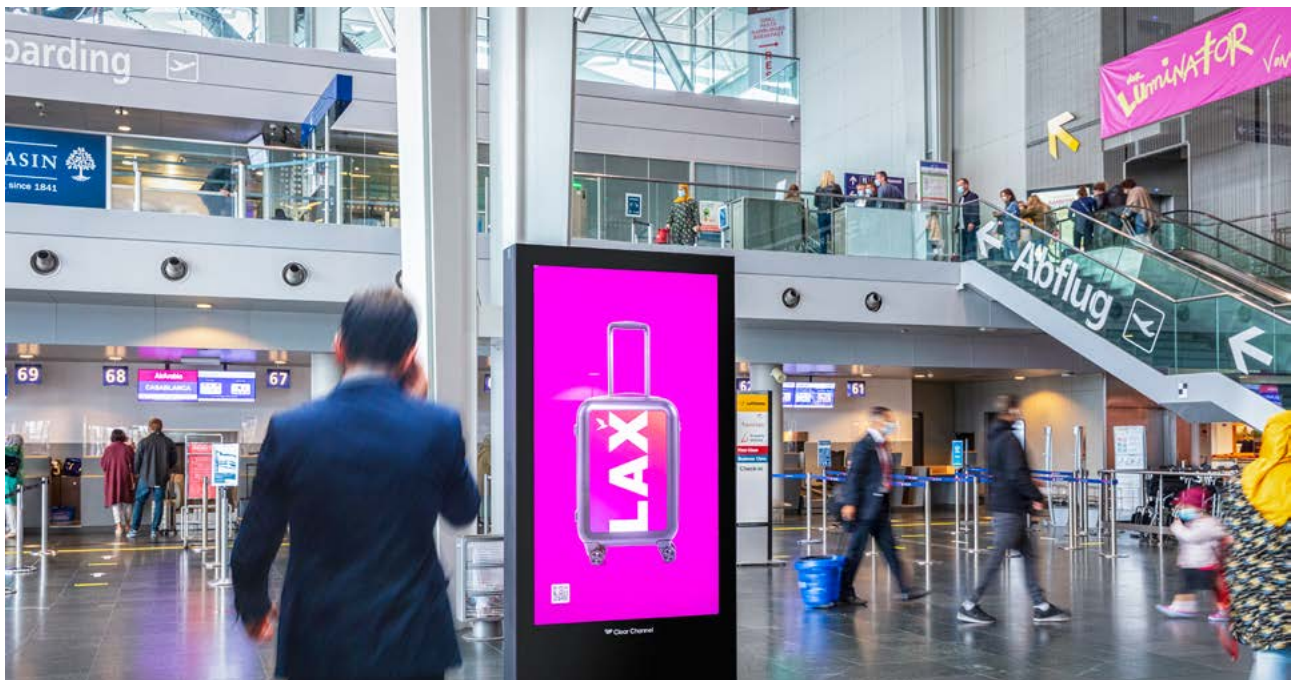
Please be aware that our screens are mainly placed in public spaces and the design of the advertisement should be tailored to fit in to this environment.

Moving image (10sec) and still image (10sec and 15sec)

- Key information (Headline, URL, Logo) as large as possible
- Limit to essential content for optimal perception
- Use clear imagery and little text (70 % image / 30 % text)
- A URL is the easiest contact information to remember

Features moving image:

- Originator information should be permanently visible
- Due to the situation in areas where people are on the go, the transitions and animations should not be too quick.



5.2) Resolution



1080 x 1920 pixels



< 1080 x 1920 pixels



5.3) Layout



Portrait 9:16



Landscape 16:9

Currently not in the portfolio

