

PRESS RELEASE

Anniversary campaign celebrates 30 years of Public Video

Cologne, 21 February 2024 Public Video celebrates its 30th birthday! In the anniversary campaign “Whatever moves us”, which kicks off today on Ströer’s digital media carriers in public spaces, marketing managers from Deutsche Telekom, Commerzbank, Warner Brothers, C&A, Otto and many other companies congratulate Ströer and highlight how digital exterior advertising can be used intelligently and in a variety of ways to achieve marketing goals. The creative concept comes from the Hamburg agency Feinbrand.

On February 15th, 1994, two large screens were put into operation for the first time under the name Infoscreen in the Odeonsplatz underground station in Munich. At the same time, this was the starting signal for digital exterior advertising in Germany. 30 years later, Public Video has all the advantages of online advertising, including data-supported targeting (e.g. event targeting, trigger targeting, behavioural audience targeting), and offers a cross-media extension to TV, audio and mobile devices. Ströer has played an active role in driving this turnaround, and in recent months developments that have been on the horizon for several years have become abundantly clear: digital exterior advertising is becoming the driver of an entire genre and is consistently demonstrating its strengths. As a result, new customer groups that have not previously booked Public Video are constantly becoming aware of digital out-of-home. Around half of all national advertisers book Public Video at Ströer programmatically – i.e. automatically – and the proportion of new customers is increasing inversely.

“Even at a very early stage, we proceeded on the premise that what can become digital will eventually become digital. We started digitising exterior advertising at an early stage and were also able to transfer the online logic to exterior advertising. Public Video has created a world of unlimited advertising opportunities in public spaces for advertisers, because we have now completely digitised everything from management and control to programme planning, booking and playout and have

based it on the logic of online marketing. The lead times for a Public Video campaign are also comparable to those for online campaigns. Simplicity, speed and scope are clear differentiators in the media landscape”, says Christian Schmalzl, Co-CEO of Ströer.

Thanks to its placement in public spaces, Public Video disproportionately reaches mobile target groups such as decision-makers and young people, whom TV advertising, for example, no longer reaches to a sufficient extent. The medium is fully campaign-ready, as public video is available nationwide and reaches a large part of the population. Advertisers can therefore also plan digital exterior advertising without other media types and roll out their campaigns with national visibility via Public Video.

“Media usage behaviour has changed massively in recent years, driven by digitalisation. Traditional basic media such as TV and print have lost much of their reach and impact. Effectiveness and efficiency must be re-evaluated. With our media, above all with Public Video, we can continue to offer customers the coverage and impact that they have lost in other media”, says Christian Schmalzl, Co-CEO of Ströer.

Another advantage that digital exterior advertising offers advertisers in today’s world: DOOH is one of the lowest-emission media in the media mix. Ströer’s digital media carriers are powered 100 per cent by green electricity – this means that only 5 to 6 grams of CO₂ are emitted for 1,000 DOOH contacts. Exterior advertising is also a “one-to-many” medium. The values for other media are therefore many times higher. This means that, for every advertiser that weights OOH or DOOH higher in its media mix, the carbon footprint of its advertising campaign will be improved.

About Ströer

Ströer is a leading German media house and, with its "OOH plus" strategy, combines the business segments outdoor advertising/out-of-home (OOH), digital media and dialog marketing, as well as offerings from the areas of e-commerce and Data as a Service (DaaS): In its core "Out of Home" segment, the Ströer Group operates around 300,000 media carriers - from traditional billboard media and exclusive advertising rights at train stations to digital out-of-home media (DOOH). Outdoor advertising - especially DOOH - is one of the lowest-carbon media in the overall media mix in relation to the number of contacts reached. With an attractive portfolio of leading German websites and a broad selection of advertising formats, Ströer reaches more than 50 million unique users per month in the digital sector. The company has also built up a strong position in the news sector with t-online and also offers a wide range of premium content for digital natives. In the field of dialog marketing, Ströer offers innovative solution models for telephone, e-mail and chat as well as in direct sales.

The Ströer Group has around 10,000 employees at around 100 locations. In fiscal year 2022, Ströer generated revenue of EUR 1.77 billion. Ströer SE & Co. KGaA is listed on the MDAX of Deutsche Börse.

The company has always integrated sustainable thinking and action into its own business and offers responsible, sustainable communication solutions. All campaigns of advertising customers are carried out in a climate-neutral form. The goal of the company is to be completely climate-neutral by 2025. Ströer offsets unavoidable CO2 emissions directly associated with advertising measures by supporting certified climate protection projects (<https://fpm.climatepartner.com/tracking/15477-2108-1001/de>).

More about Ströer and its sustainability strategy at www.stroeer.de/en/.

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