

NEW HORIZONS



WORLD
OUT OF HOME
ORGANIZATION

Tom Goddard

President of World Out of Home Organization



WELCOME TO HONG KONG







THE BRONZE BUDDHA: LANTAU ISLAND HONG KONG



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New Members Since June 2023





225+ members in over 125 Countries



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UK



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blowUP media
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JCDecaux
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oOh!media
AUSTRALIA



Sean Reilly
Lamar Advertising
UNITED STATES



Martin Corke
Clear Channel
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Kai-Marcus Thäsler
FAW
GERMANY



Staying Focused on Key Growth Drivers



Everything starts with a drink!



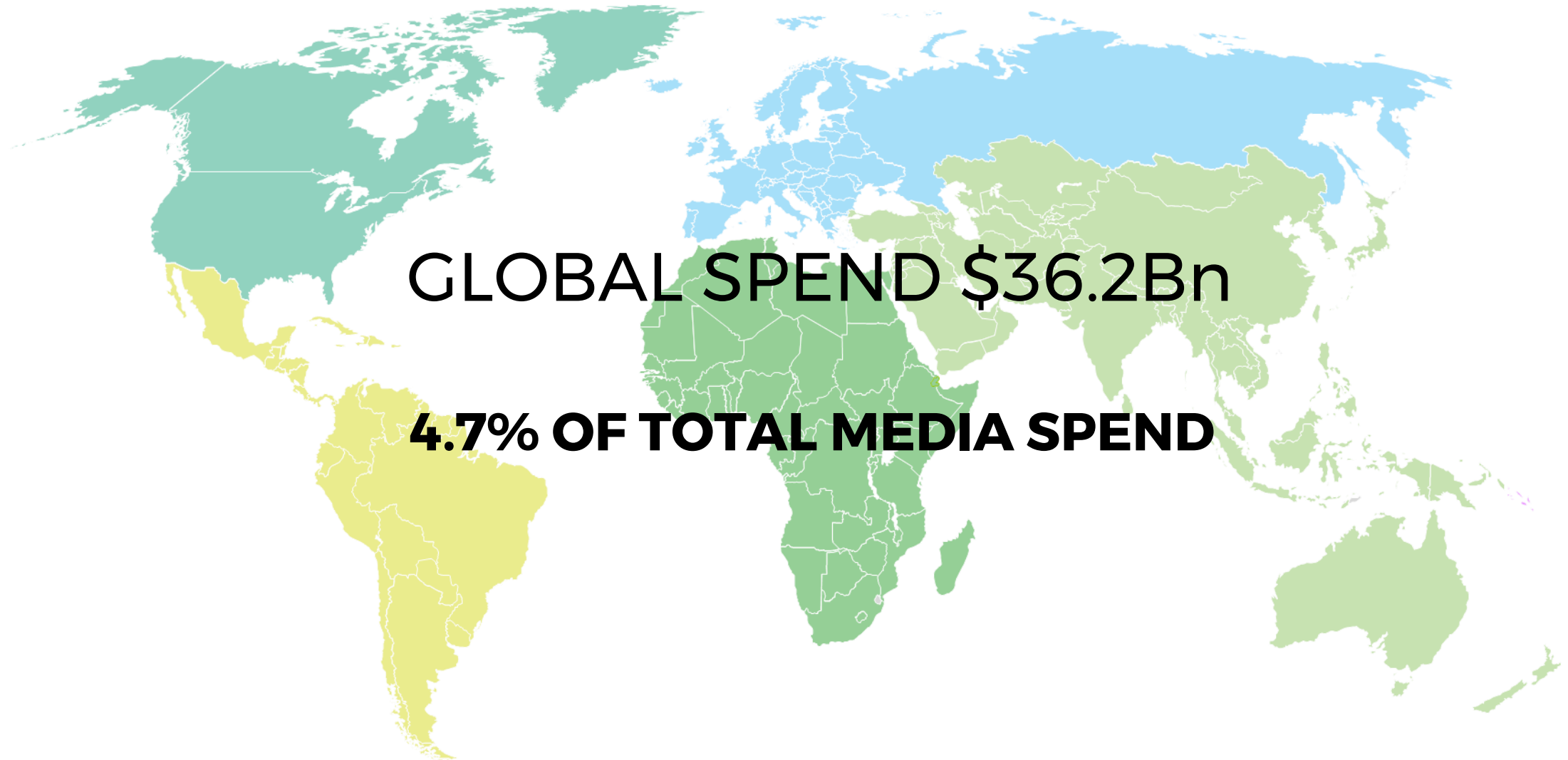
WOO GLOBAL EXPENDITURE SURVEY

THANK YOU FOR CONTRIBUTING



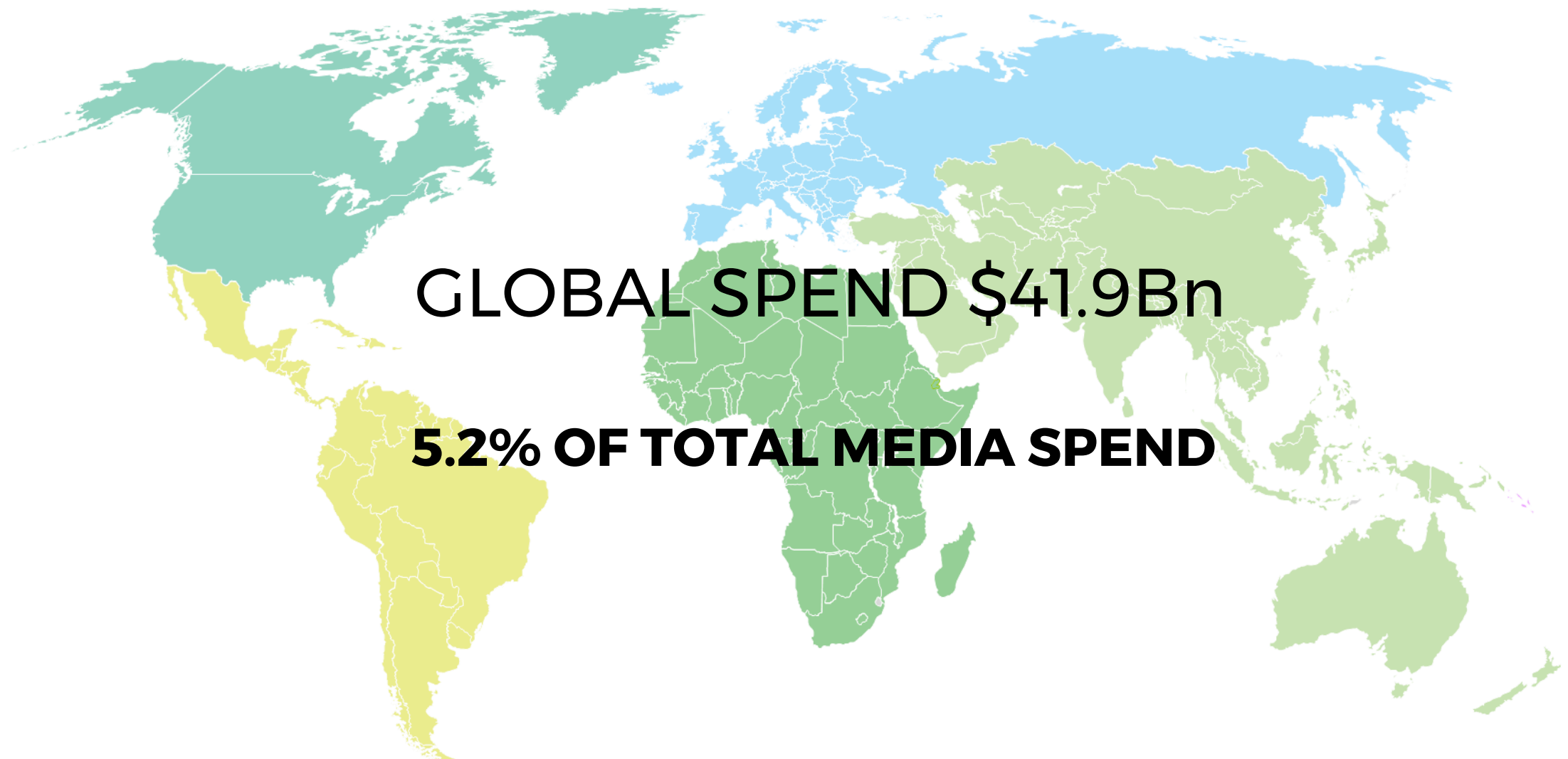


GLOBAL OOH SPEND AND % OF TOTAL ADEX FOR 2022



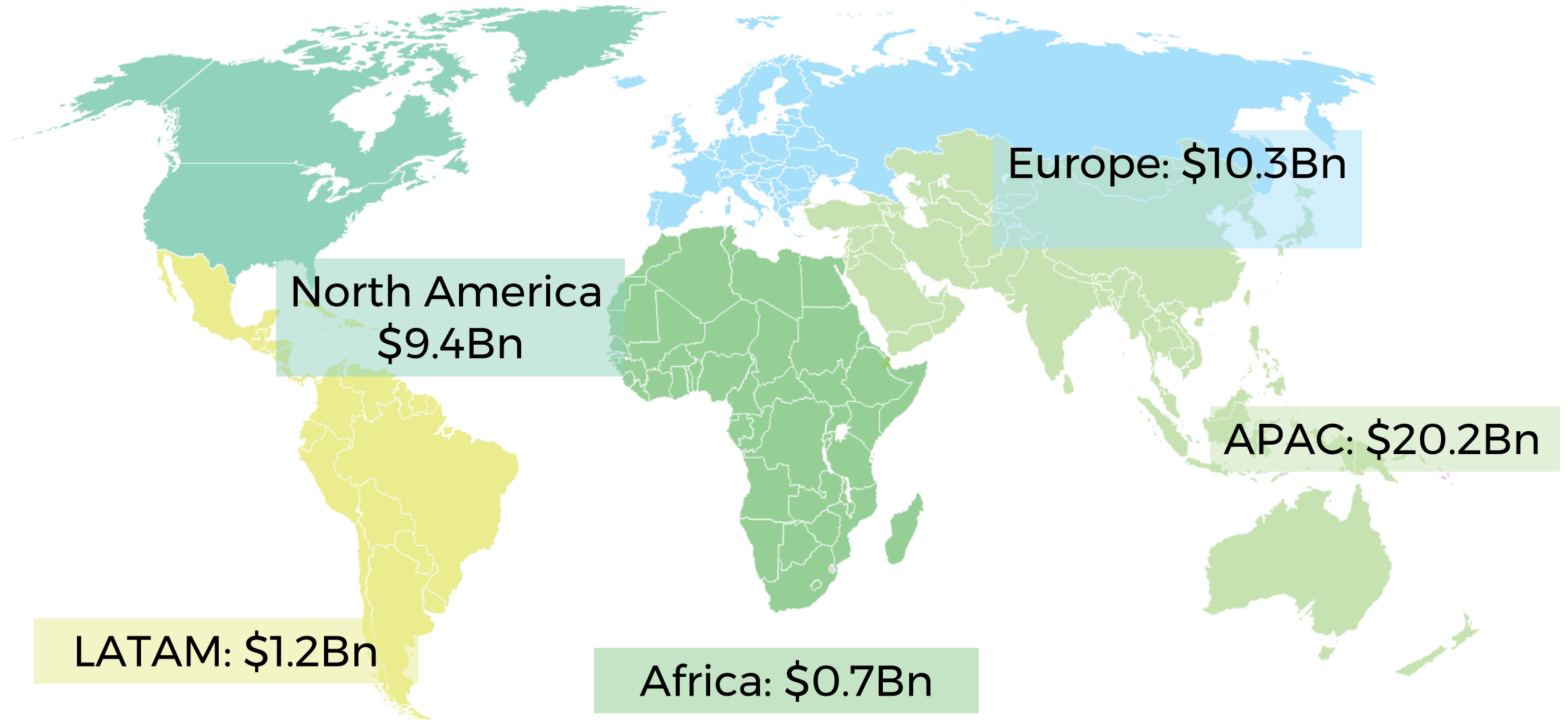


GLOBAL OOH SPEND AND % OF TOTAL ADEX FOR 2023



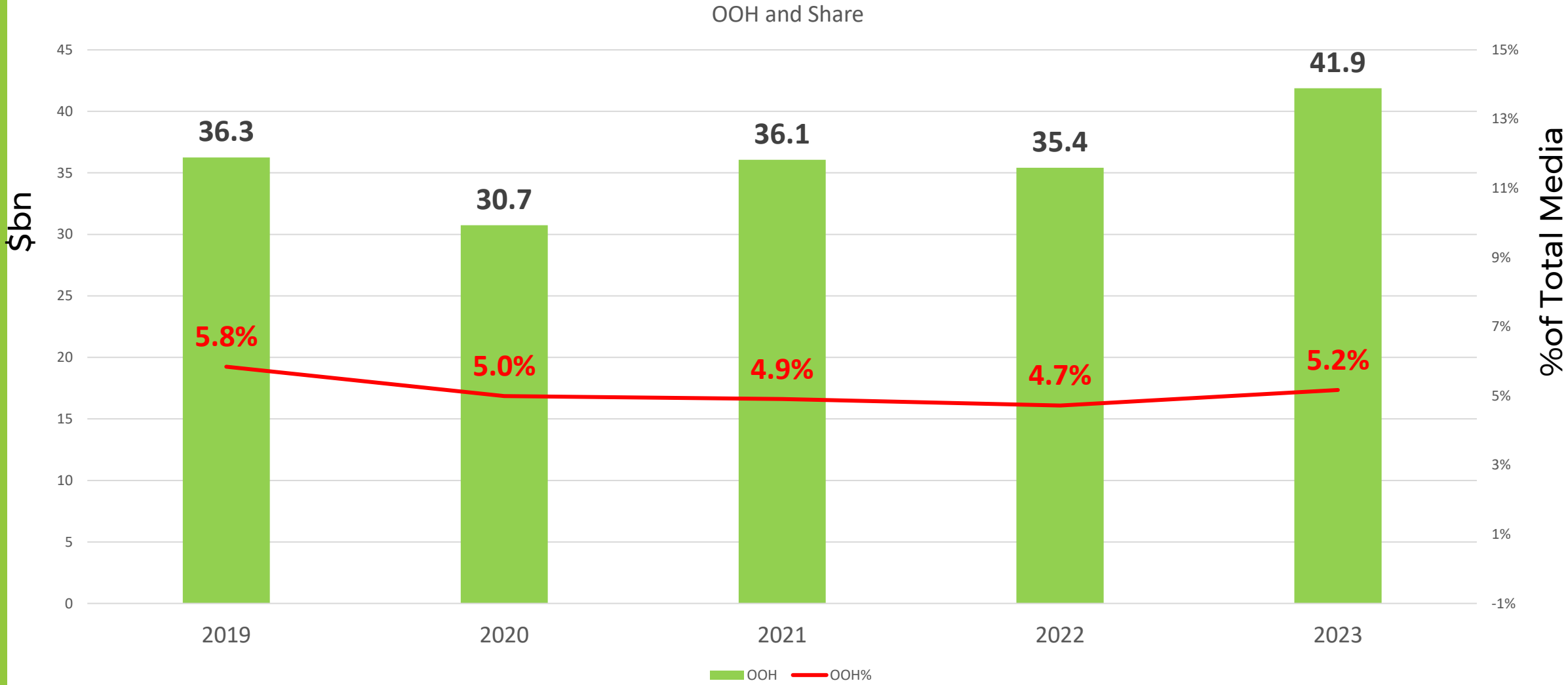


OOH SPEND BY REGION FOR 2023



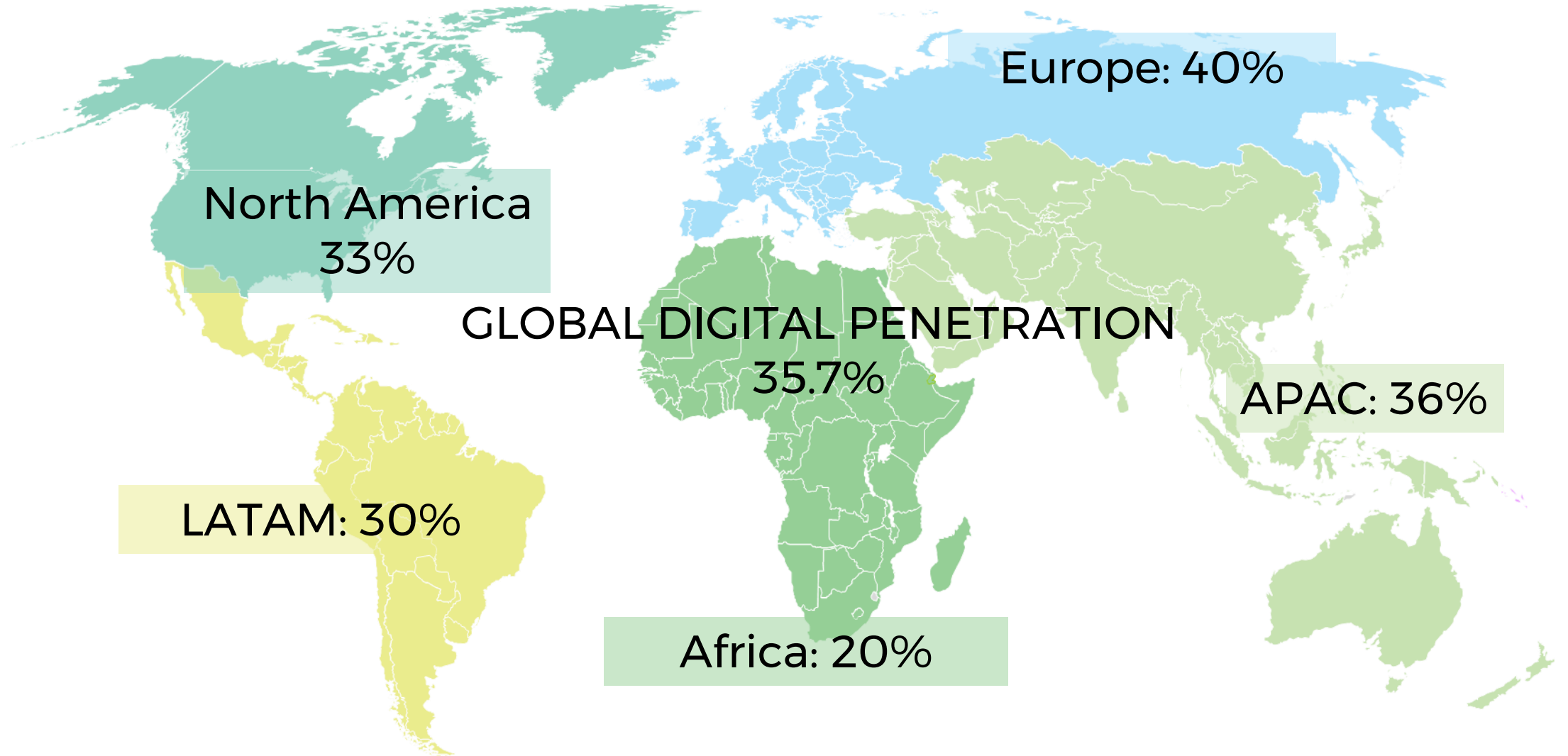


GLOBAL OOH Volume and % Share of Total Media



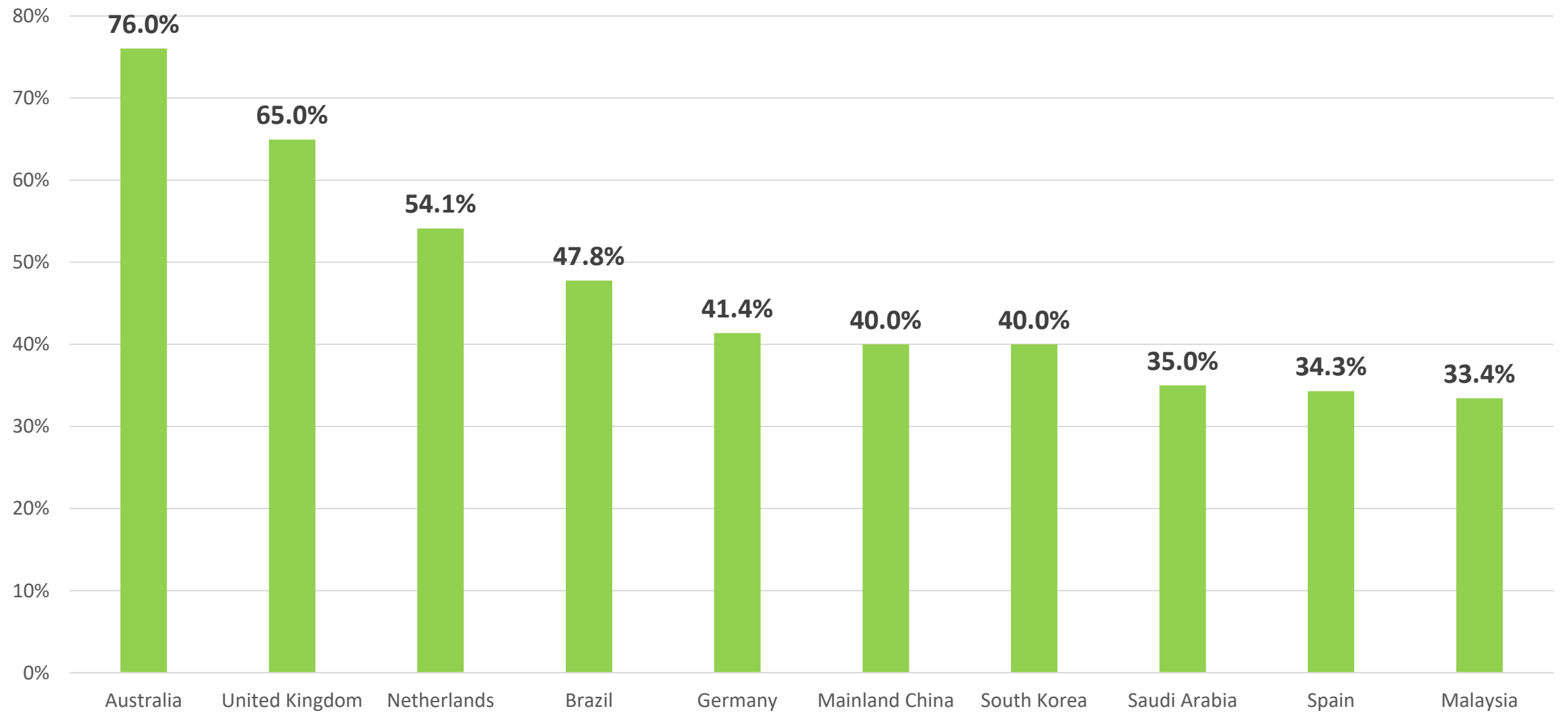


DOOH as % of Total OOH -2023





TOP 10 GLOBAL DIGITAL MARKETS - DIGITAL AS A % OF OOH





The Pace of Growth is accelerating

Hot Activity Areas



Media Owner Consolidation

Buy side Media agencies

Measurement and Data

Sustainability – The Clock is Ticking

ADTech

The Explosion of Retail Media

The Rise of the Machines – AI in OOH



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Media Owner Consolidation





BUY SIDE MEDIA AGENCIES



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GLOBAL OOH AUDIENCE MEASUREMENT GUIDELINES

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Measure the World – Initiatives



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Audience Measurement & Data Suppliers

- Ipsos
- All Unite
- Motionworks
- Cuende
- Seventh Decimal
- Moving Walls
- Quividi
- AdMobilize
- Mobilytics
- PSE
- Blue Zoo
- All Unite
- ReLU AI



SUSTAINABILITY

The Clock is Ticking!

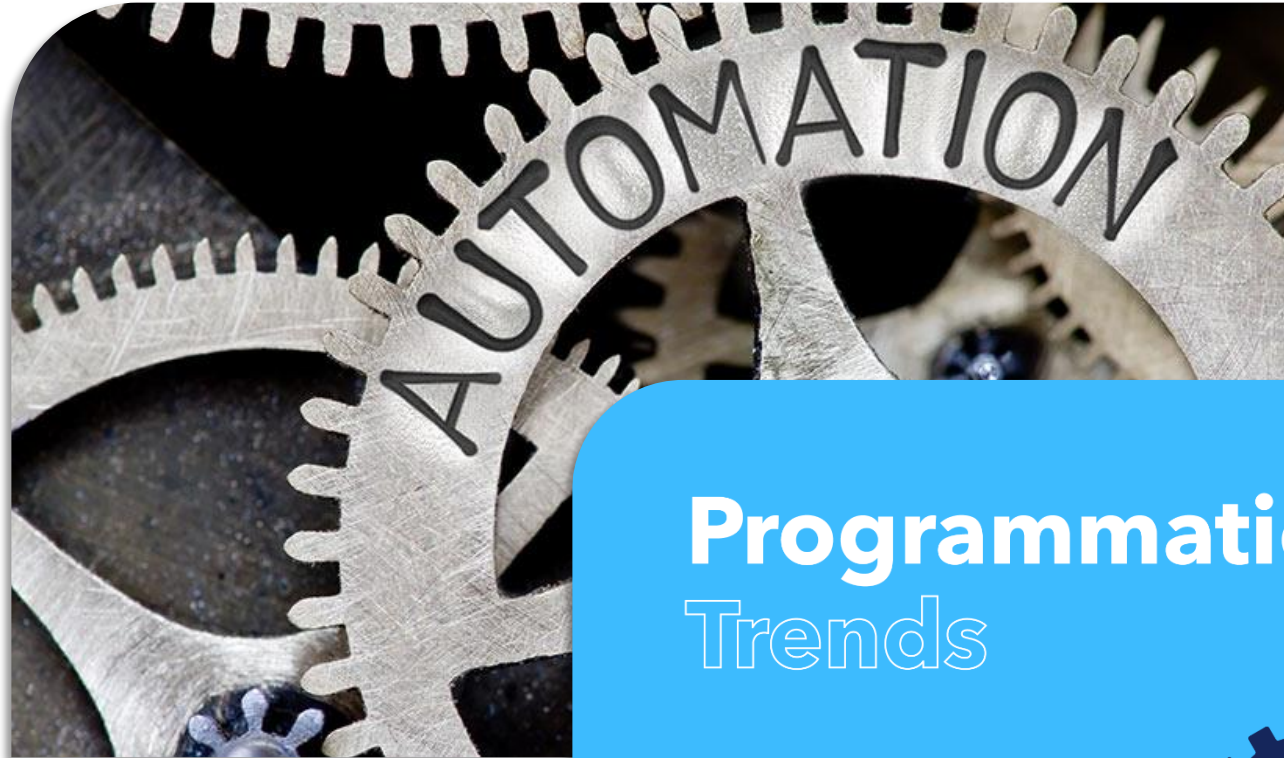
AD NET ZER



ALL FOR NONE



AUTOMATION - MAKING OOH EASIER TO BUY



Programmatic
Trends



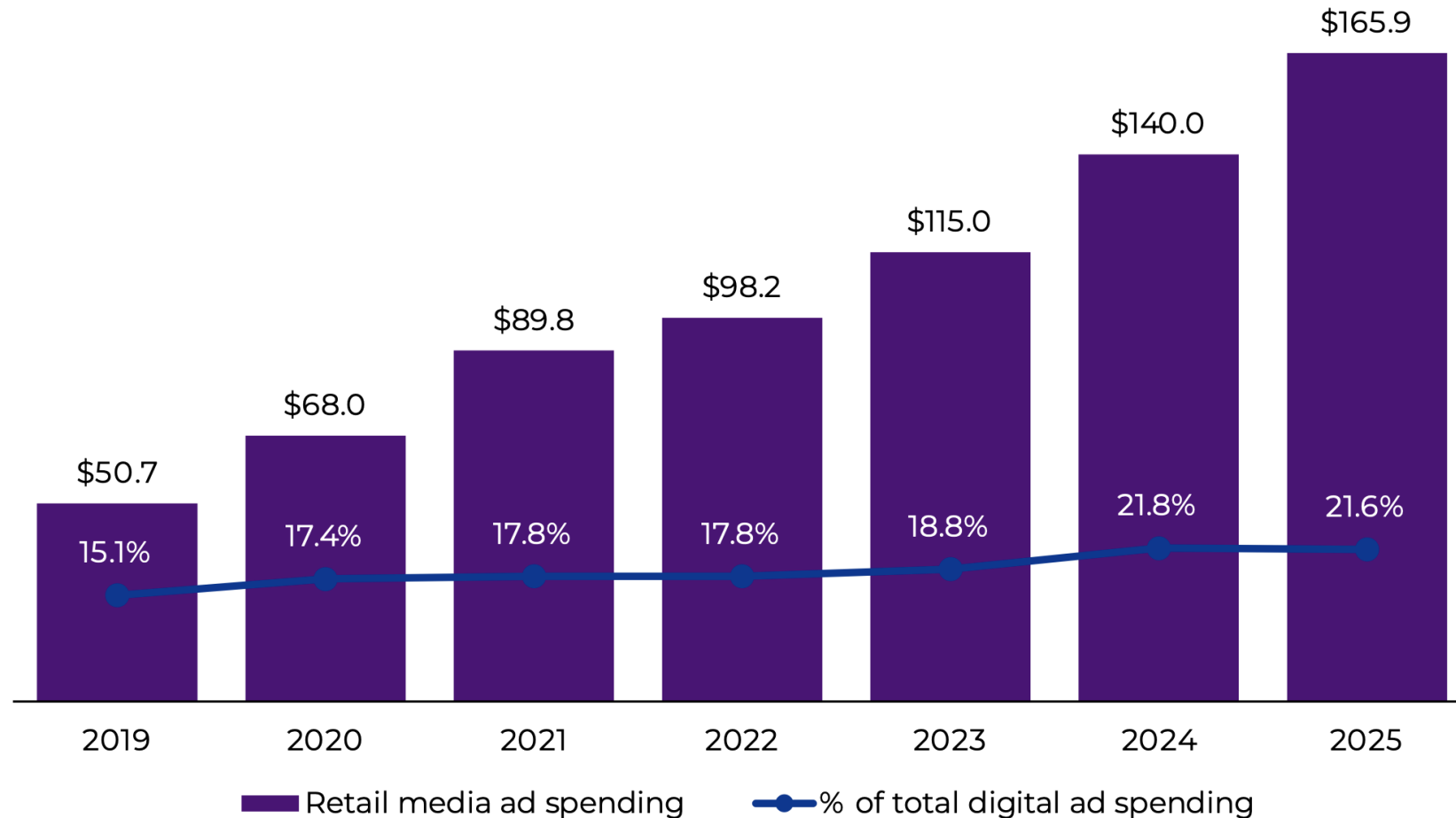


RETAIL MEDIA WILL MAKE UP ONE-FIFTH OF WORLDWIDE DIGITAL AD SPEND IN 2024

GLOBAL RETAIL MEDIA AD SPENDING

(Amounts in billions)

2019 – 2025 CAGR: 21.9%



Explosive Growth In Retail Media



Woolworths

Woolworths
Screen
Network



PROGRESS 50%



GENERATIVE AI

A rearview mirror reflecting a road with a car in the distance, overlaid with text. The mirror shows a two-lane road winding through a hilly, forested landscape under a blue sky with white clouds. A car is visible in the distance on the road. The text is centered over the mirror's reflection.

The 5% Syndrome
will soon be in the rear view mirror

THANK YOU

Tom Goddard - President



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A nighttime photograph of a cityscape, likely Hong Kong, with numerous skyscrapers illuminated. The sky is filled with a dense display of fireworks, primarily in shades of orange and yellow, with some purple and blue bursts. In the lower-left foreground, a large Ferris wheel is visible, illuminated with purple and blue lights. The overall scene is festive and celebratory.

And now we begin...

The 63rd WOO Annual Congress

Hong Kong 2024



Your Speakers & Panellists





KEYNOTE SPEAKER

Jas Cai

Media Director, Chief Expert

Huawei Consumer Business Group (CBG) MKT Procurement