

# PIKASSO PROGRAM MATIC MEDIA KIT

A manual for programmatic  
booking for DOOH

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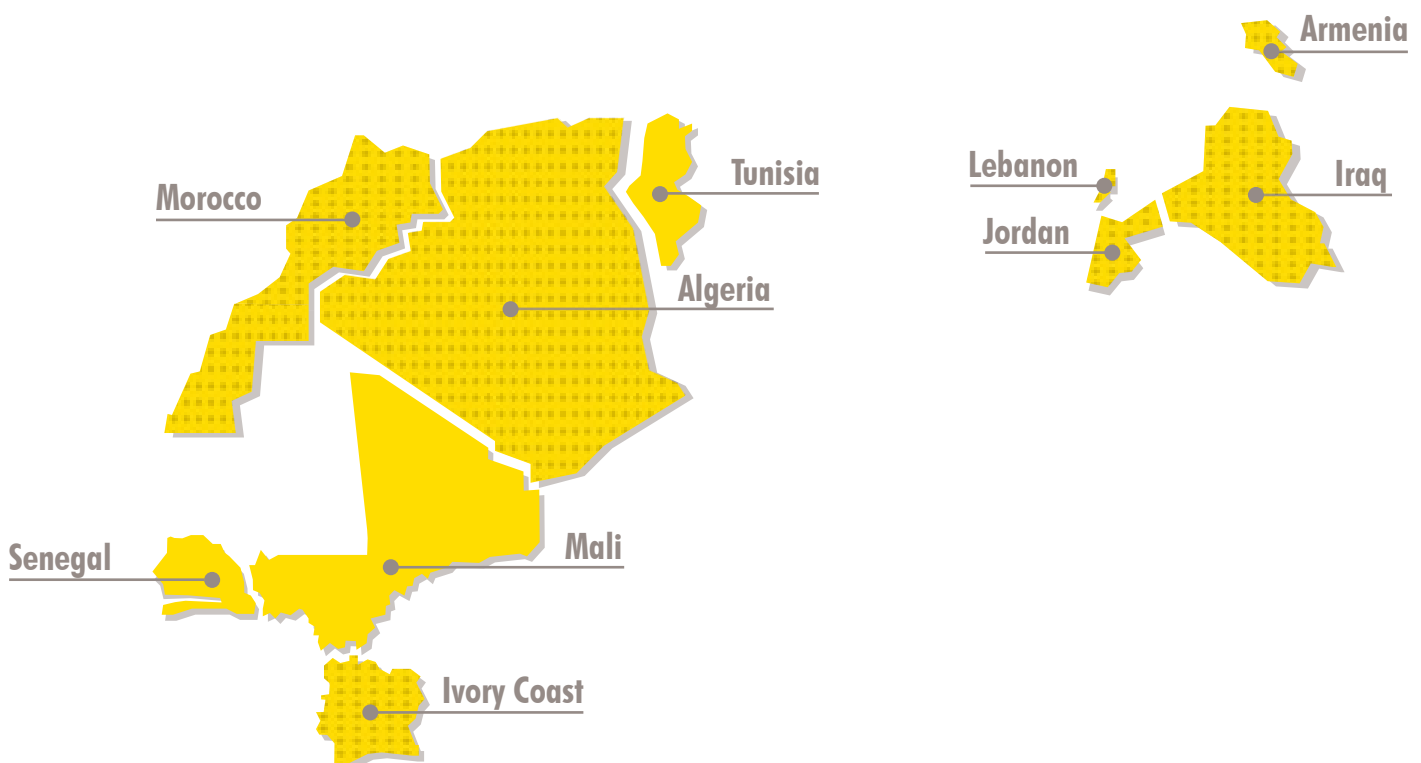
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# 01

## GENERAL INFORMATION ON PIKASSO

# 1. A PIKASSO DOOH FOOTPRINT

- » Picasso is a **leading DOOH operator** in the Levant, North and West Africa, as well as in the Caucasus, that has placed all its DOOH Inventory to be traded Programmatically.
- » The Digital Inventory of Picasso is available on **Broadsign Reach SSP & Pladway SSP**.
- » Picasso Inventory is **sold either per network or per unit** for Large Format Digital screens.
- » **Pikasso Inventory** includes:
  - › **RoadSide Digital Billboards & Large Format Screens in:**
    - Greater Beirut
    - Algiers
  - › **LCD Totems & Large Screens** in the most popular **Malls** of:
    - Lebanon
    - Algeria
    - Armenia
    - Jordan
    - Morocco
    - Iraq
    - Ivory Coast
  - › Large Format screens in Najaf International Airport, Iraq.



# 1. B AUDIENCE MEASUREMENT

To unlock the full potential of programmatic buying we have selected some of the most reputable OOH Audience Measurement Specialists in order to make sure the platforms provide the most accurate figures and data.

## » ROADSIDE DIGITAL BILLBOARDS & LARGE FORMATS:



**Cuende infometrics Audience Measurement** system based on a mix of satellites data, mobile data and Field Surveys (conducted by Ipsos MENA in Greater Beirut), on **Pikasso RoadSide Digital Billboards & RoadSide Large Format Screens** in **Lebanon**.



## » LCD TOTEMS IN MALL:



**100% anonymous Facial Detection Technology** that delivers real-time audience measurement on LCD Totems & provide granular campaign reports.

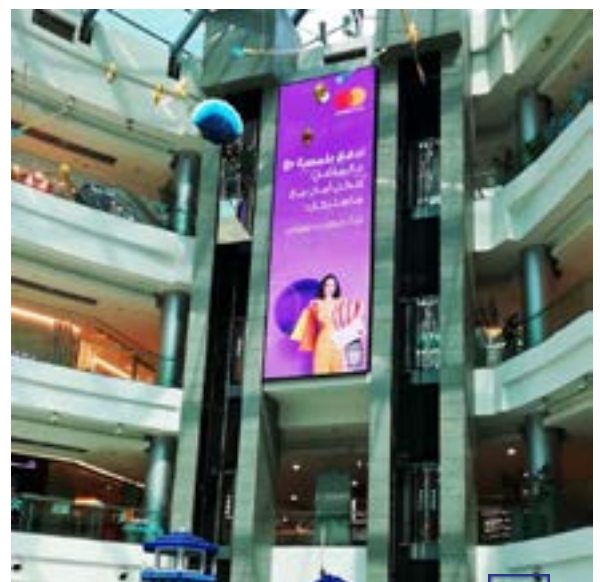


## » DIGITAL LARGE FORMATS IN MALL:



### **Crowd Analytics**

100% Anonymous with unmatched accuracy to measure high volume audience on **Large Format Digital Screens**.





# 02

## GENERAL INFORMATION ON PROGRAMMATIC

## 2. A PROGRAMMATIC DOOH WITH PIKASSO

1

**1st Provider** of Programmatic DOOH in our Markets\*

2

Only DOOH Supplier to have **Accurate Audience Measurement**

3

Covers **Most Important Malls** in our Markets

4

Offers **Prime Roadside Digital** Locations in **Beirut & Algiers**

5

DOOH Ads are **100% Fraud-Free.** We Sell Viewable Impressions

6

**Flexibility:** Possibility to Stop, Start & Adjust the Campaign

## 2. B ADVANTAGES OF PROGRAMMATIC DOOH

### 1. Greater Targeting:

Bid on the inventory, impressions and moments which are most important to you.

### 2. Greater Flexibility:

- Allows content to be edited in real time in response to the data given.
- Campaign set up & booking targeting.

### 3. Contextually Relevant Messaging:

Using automatically real-time data such as weather, traffic, news, live feeds.

### 4. Real-Time Reporting

Accessible via the Demand Side Platform (DSP).

### 5. Management of Campaigns

Run easily campaigns in multimarkets.





## 2. C DIFFERENCE BETWEEN PROGRAMMATIC DOOH VS ONLINE PROGRAMMATIC



### PROGRAMMATIC DOOH

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- » **One-to-Many Medium**  
Reaching large groups of people at the same time.
- » Covers **Offline Inventory**
- » Ensures **100% Fraud-Free Ads**
- » Uses **Private Market Place** (PMP) using a deal ID.
- » Offers more **Buying Control & Flexibility**



### ONLINE PROGRAMMATIC

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- » **One-to-One Medium**  
Ads are sent directly to individual's devices.
- » Covers **Online Inventory**
- » Cannot control **Ads Fraud**  
Ad spend loss to ad fraud was \$35Bln in 2020\*.
- » Uses **Real-Time Bidding**

\*Source : Study by ad fraud verification company Cheq and the University of Baltimore find the amount of money lost will overtake credit card fraud in 2020  
<https://www.campaignlive.com/article/digital-ad-fraud-will-hit-35-billion-year/1698761>

# 03

## FUNDAMENTALS OF PROGRAMMATIC DOOH

### 3. A PIKASSO PROGRAMMATIC DOOH INVENTORY PER COUNTRY

#### LEBANON

NETWORKS	FORMAT	SCREENS	IMPRESSIONS*	CITY
BEIRUT DIGITAL CONSTELLATION®	LED 4x3	30	10,562,924	BEIRUT
BEIRUT HIGHWAY DIGITAL NETWORK®	LED LARGE FORMAT	12	12,050,957	GREATER BEIRUT
BEIRUT ABC VERDUN CHANNEL	LCD TOTEM	17	433,620	BEIRUT
BEIRUT CITY MALL CHANNEL	LCD TOTEM	19	778,779	GREATER BEIRUT

#### JORDAN

NETWORKS	FORMAT	SCREENS	IMPRESSIONS*	CITY
AMMAN CITY MALL CHANNEL	LCD TOTEM	17	923,157	AMMAN
AMMAN ABDALI MALL CHANNEL	LCD TOTEM	20	509,720	AMMAN
AMMAN MALLS DIGITAL LARGE FORMAT SCREENS	LED LARGE FORMAT	5	2,430,000	AMMAN

#### IRAQ

NETWORKS	FORMAT	SCREENS	IMPRESSIONS*	CITY
NAJAF INTERNATIONAL AIRPORT DIGITAL SCREENS	LED LARGE FORMAT	2	115,000	NAJAF
SULAYMANIYAH MAGMA SQUARE DIGITAL SCREEN	LED LARGE FORMAT	1	50,000	SULAYMANIYAH

#### ALGERIA

NETWORKS	FORMAT	SCREENS	IMPRESSIONS*	CITY
ALGIERS BAB EZZOUAR CHANNEL	LCD TOTEM	15	816,988	ALGIERS
ALGIERS BEN AKNOUN CHANNEL	LCD TOTEM	5	102,242	ALGIERS
ORAN ES SENIA CHANNEL	LCD TOTEM	9	164,723	ORAN
ALGIERS MALLS DIGITAL LARGE FORMAT SCREENS	LED LARGE FORMAT	4	600,333	ALGIERS
ALGERIA MALLS DIGITAL LARGE FORMAT SCREENS	LED LARGE FORMAT	8	1,324,433	ALG, CONST, SET
ALGIERS DIGITAL CONSTELLATION	LED 4x3	11	COMING SOON	ALGIERS
ALGIERS GARDEN CITY CHANNEL	LCD TOTEM	16	COMING SOON	ALGIERS

\*Weekly impressions





## MOROCCO

NETWORKS	FORMAT	SCREENS	IMPRESSIONS*	CITY
CASABLANCA ANFAPLACE CHANNEL	LCD TOTEM	21	900,000	CASABLANCA
RABAT RYAD SQUARE CHANNEL	LCD TOTEM	13	600,000	RABAT
TANGIER TANGER CITY MAL CHANNEL	LCD TOTEM	17	800,000	TANGIER
MARRAKESH CARRE EDEN CHANNEL	LCD TOTEM	12	580,000	MARRAKESH
RABAT & TANGIER MALLS DIGITAL SCREENS	LED LARGE FORMAT	2	140,154	RABAT, TANG
RABAT RYAD SQUARE FOOD COURT TV CHANNEL	LED TV	6	100,000	RABAT
TANGIER TANGER CITY MALL FOOD COURT TV CHANNEL	LED TV	10	140,000	TANGIER

## IVORY COAST

NETWORKS	FORMAT	SCREENS	IMPRESSIONS*	CITY
ABIDJAN 6 MALLS CHANNEL	LCD TOTEM	15	206,655	ABIDJAN
ABIDJAN CAP SUD DIGITAL SCREENS	LED LARGE FORMAT	2	100,200	ABIDJAN

## ARMENIA

NETWORKS	FORMAT	SCREENS	IMPRESSIONS*	CITY
ROSSIA MALL CHANNEL	LCD TOTEM	2	8,211	YEREVAN

\*Weekly impressions



## 3. B DEALS OFFERING

- » **Pikasso CPM Prices** depends on the targeting and location.
- » **Once the deals are created and the campaign is live, advertisers receive reports directly from the DSP.**
- » **Programmatic DOOH sales can be conducted in two different ways:**

### 1. Private Marketplace (PMP)

Today most of the deals occurs in a **Private Marketplace (PMP)** way, Advertisers and Agencies need to contact **Pikasso** to receive a Deal ID.

### 2. Open RTB (Real-Time Bidding)

This method is live only through invitation-only auction for the moment.

Real-time Bidding (RTB) is a way of transacting media that allows an individual ad impression to be put up for bid in real-time. This is done through a programmatic on-the-spot auction, which is similar to how financial markets operate.

## PRIVATE MARKETPLACE (PMP)

Private Marketplace is a digital marketplace where advertising is bought and sold programmatically between exclusive partners. Advertisers can only access the private marketplace with an invitation, a Deal ID created by the Publisher.

# 04

## CREATIVE CONSIDERATIONS

## 4. CREATIVE CONSIDERATIONS

Pikasso offers various networks and different screen sizes with multiple creative options.

### » Creative Tips

#### 1. Use 8 to 10 seconds Videos

DOOH ads are non-skippable and non-intrusive, you want to catch the viewer's full attention with animation & subtitles.

- RoadSide Screens: 8 seconds videos.
- In Malls Screens: 10 seconds videos.

#### 2. Make Ads Contextually Relevant

Advertisers should look for sources of information that they can pass on to people as they walk, or drive by the screen.

#### 3. Animations are Preferable to Static Ads

To grab your viewers' attention advertisers should use fully animated ads in malls screens. Please note that full videos are forbidden on roadside screens, whereby regular animations are allowed.

**Some cities where the group is present require advertisers to follow some strict creative guidelines.**

The most frequent creative restrictions relies around:

 Alcohol  Politics  Religion  Gambling  Tobacco

For more information please contact us:  
**[programmatic@pikasso.com](mailto:programmatic@pikasso.com)**



## 4. CREATIVE CONSIDERATIONS



### » Creative Formats

#### › Indoor:

- Graphic animation
- Video Footage
- Still Image

#### › RoadSide:

- Still image
- Subtle motion

For detailed technical sheets please reach out to [programmatic@pikasso.com](mailto:programmatic@pikasso.com).

### » Language Guidelines

- |  |                            |
|--|----------------------------|
| › Lebanon: English – French – Arabic                 | › Armenia: Armenian only   |
| › Jordan: Arabic – English                           | › Algeria: Arabic – French |
| › Iraq: Arabic – English and Kurdish in Sulaymaniyah | › Morocco: French – Arabic |
|  | › Ivory coast: French      |

### » Creative Approval

Visuals are approved by Pikasso within a range of 24 to 48 hours maximum. **For Lebanon only, all ads need to obtain the approval of the General Security.**



# 05

## GLOSSARY

# 5. GLOSSARY

## AD RECALL

The estimated number of people likely to remember your ads within days of being exposed.

## AD SERVER

An ad server is a web server dedicated to the delivery of advertisements. This specialization enables the tracking and management of advertising related metrics.

## ANIMATED GIF

A type of image that combines multiple static images and displays them in order, which gives the appearance of movement.

## API (APPLICATION PROGRAMMING INTERFACE)

The way in which one computer program talks to another computer program.

## ASPECT RATIO

The dimensions of a display screen's image expressed as a ration of the horizontal width to the vertical height.

## BID RATES

Bid Rates is a Programmatic Auction Metric that shows how many bids are occurring in the auction. This is usually determined by one's bid price and the frequency cap. The advertiser will only pay for impressions that are won.

## CMS (CONTENT MANAGEMENT SOFTWARE)

An application used to create, schedule, manage and modify digital content.

## CPM (COST PER MILLE, THOUSAND)

Form of digital media currency, describing the cost for 1,000 impressions. 1,000 is represented in the term by the Roman Numeral "M". If a website charges 2,000\$ per 100,000 impressions, they charge a 20\$ CPM.

## DEAL ID

Also known as identifier is the unique number assigned, to an automated ad buy.

## DOOH (DIGITAL OUT-OF-HOME)

Digital Media messaging specifically intended to reach consumers outside their homes.

## DSP (DEMAND SIDE PLATFORM)

A technology platform that provides centralized and aggregated media buying from multiple sources. DSP allow advertisers to buy impressions across a range of publisher sites but targeted to specific users based on information including location.

\*Source: IAB - Internet Advertising Bureau.

# 5. GLOSSARY

## DWELL TIME

The length of time an individual is in a screen exposure zone, which is a location from which the screen is visible.

## DYNAMIC CONTENT

The process of building responsive creative to deliver contextually-relevant messages driven by the smart use of data across DOOH.

## ENGAGEMENT

The degree to which consumers focus or pay attention to a particular message.

## EXPOSURE

Presence in the defined screen while content is deemed viewable. It is referred as Opportunity to See.

## FACE

An individual advertising image. One face may make up part of a scrolling billboard, or series of images on a digital frame.

## FREQUENCY

The average number of times a person is exposed to a message within a given period of time.

## GRP (GROSS RATING POINT)

A term used to measure the size of an audience reached by a specific media. GRP means the total number of impressions delivered, expressed as a percentage of a market population.

## IMPRESSION MULTIPLIER

The multiplier is an OOH specific metric which informs the buyer exactly how many impressions are delivered in a single ad play. Each impression equates to one viewer.

## IMPRESSION - OTS (OPPORTUNITY TO SEE)

The probability of seeing and being exposed to a medium ad.

## PRIMARY AD UNIT ORIENTATION

Should be referred to as either Landscape or Portrait.

## PROOF OF PLAY

Reporting mechanism in which logs are used to show that an ad actually played back on a digital screen.

# 5. GLOSSARY

## REACH

The net count of the defined universe of the target audience exposed to an ad in a defined time frame.

## REACH & FREQUENCY

The estimated number of people that see an advertising campaign, and the average number of times they see it in a defined period.

## RTB (REAL TIME BIDDING)

An automated auction process in which multiple buyers can bid in real time for available digital ad inventory on an impression by impression basis.

## SEAT ID

A unique identifier used to offer inventory to specific buyers on a DSP platform.

## SPOT LENGTH

The amount of time the advertiser has to play their creative in.

## VISUAL UNITS

A collection of frames that are in sync. One ad will play on all the connected frames at the same time.





# PIKASSO DIGITAL



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