



News Release

FOR IMMEDIATE RELEASE
December 10, 2019

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Verizon Media unveils unified DOOH solution to streamline management & monetization

The new full stack solution integrates the Verizon Media SSP with the Verizon Digital Signage platform

New York, NY (December 10, 2019) -- Verizon Media today unveiled an industry-leading unified digital-out-of-home (DOOH) solution for DOOH publishers, giving them one provider to host, manage, stream, and monetize content. By pairing together the DOOH capabilities of Verizon Media's SSP and DSP, along with a brand-new integration with Verizon Digital Signage, Verizon Media is the only provider of an end-to-end DOOH content management and advertising stack, helping DOOH publishers optimize operations and revenue.

Earlier this year, Verizon Media [launched DOOH inventory](#) for its omnichannel DSP, enabling customers to programmatically serve ads on digital screens in public spaces. As a full-stack platform, the Verizon Media SSP is tightly integrated with its DSP, unlocking access to DOOH advertisers, at scale. With today's announcement, Verizon Media has also integrated with the Verizon Digital Signage platform, which includes fast LTE connectivity and a content management system that allows DOOH publishers to manage their content and advertising through a single provider, streamlining workflow and costs.

"The DOOH opportunity has exploded," said Iván Markman, Chief Business Officer at Verizon Media. "But DOOH publishers face an increasingly convoluted content management process plagued by rising costs and inefficiencies. Unlocking their content's monetization potential is also a challenge, requiring them to build a pipeline to quality DOOH advertisers and to manage an ad tech stack. In unveiling an integrated SSP that syncs with our Verizon Digital Signage platform, we can be a powerful partner for the DOOH industry."

As part of the launch, Verizon Media is also offering DOOH publishers Impression Multiplier Support to track the number of impressions one ad play should count for when multiple people are likely to be looking at a screen at any given moment.

About Verizon Media

Verizon Media, a division of Verizon Communications, Inc., houses a trusted media ecosystem of premium brands like Yahoo, TechCrunch and HuffPost to help people stay informed and entertained, communicate and transact, while creating new ways for advertisers and media partners to connect. From XR experiences to advertising and content technology, Verizon Media is an incubator of innovation and is revolutionizing the next generation of content creation in a 5G world.

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