

PH^{OO}ENIX[®]
MEDIA



WE KNOW
THE FUTURE



HISTORY

“ We have been active for 22 years on the outdoor advertising market, with an extensive portfolio of digital panels. We entered the OOH market with the ambition and desire to revolutionize the industry through long-term vision and thinking. From 2003 until now, we have brought several firsts to the market, being currently the only company in the OOH area that offers services in terms of personalized targeting.

We are a mature advertising company with 100% Romanian capital. We are trailblazers in Romanian outdoor and, in 2005, we launched in Romania the revolutionary product at that time - **the digital screen**, as a dynamic promotion and advertising tool.

We were encouraged by the positive response of the population to the new means of communication. Users were receiving dynamic and up-to-date information in a new way for them. The interaction with the target audience became specific, targeted, and thus the company's network of digital screens grew from year to year. Now we are counting over 144 digital screens.

Dio Boacă

General Manager of Phoenix Media



Phoenix Media is the leader in the DOOH (digital out of home) market and the only outdoor company in Romania that provides its clients with real-time audience data (GRP, TRP, Reach, Affinity).

Ever since its foundation in 2003, Phoenix Media has set out to differentiate itself through innovation and through the permanent improvement of its services, reaching after 20 years its reputation as a pioneer in digital technology in the Romanian outdoors.

Phoenix Media manages 144 digital screens of different types and sizes, in 17 cities in Romania, thus ensuring national coverage.

TODAY, THE PHOENIX MEDIA NETWORK HAS IN BUCHAREST 95 SCREENS: 2 LFD (PLAZA ROMANIA 77.41 SQM, AFI COTROCENI 83.86 SQM), 36 EBACKLIT (8 SQM) AND 57 SFD (12 SQM). THE COMPANY HAS SET A NATION WIDE DEVELOPMENT STRATEGY UNTIL 2028 WITH + 250 SCREENS.

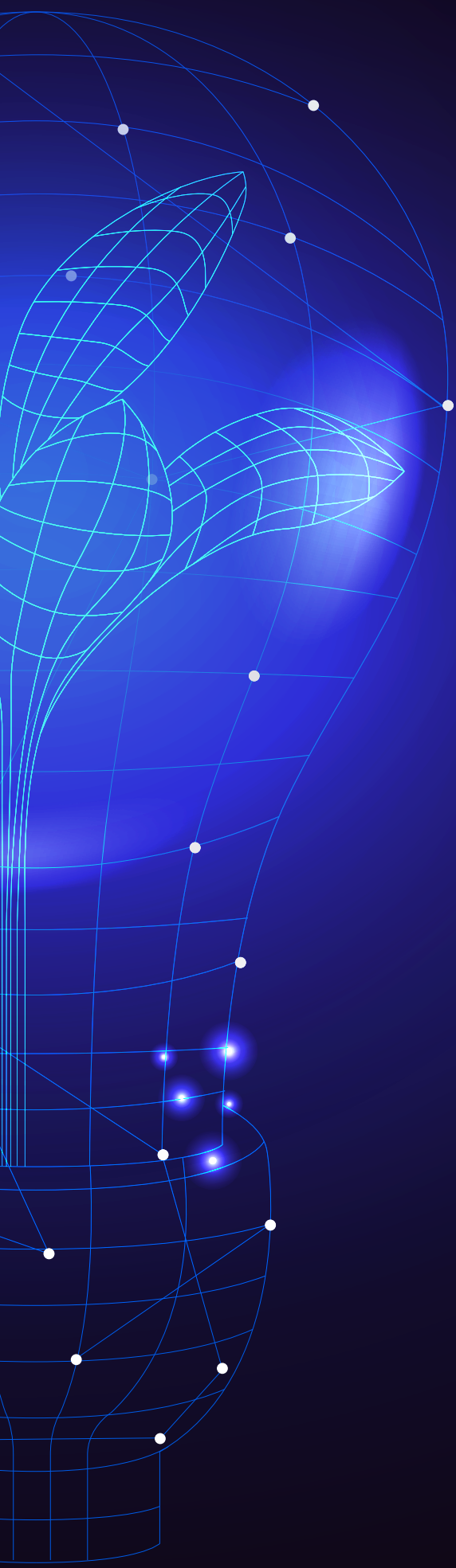
Like never before Contextual

Leader Efficiency Reports

INNOVATION

Innovation





Cloud Planning SMS Alert

Instant upload GPRS Security



INNOVATION

The Phoenix Media team is slightly atypical for the market in which it operates. Up to one point, the structure is natural for an OOH company. What we have developed since the beginning and continue to expand is our **Innovation Department**, where we develop intelligent solutions applied to the industry, with the aim of making everything simpler, more efficient, more predictable and easy to measure and plan.

Phoenix Media has introduced in Romania **the first outdoor promotion system on hourly intervals**, as well as the real-time transmission of messages from mobile phones to digital screens.

We are known nationally and internationally for the development of intelligent tools for the management of digital out-of-home advertising campaigns - DOOH.



MILESTONES

In
2005
launches the
first digital
screen

In
2007
implements the
first network of
digital screens

Starting with
2013
becomes the
first company
that can sell
advertising per
hour on a
digital street
screen

Decides that
starting from
2015
to increase
investments in
technology,
being able to
measure unique
impressions and
frequency in real
time and launch
the STOC
programmatic
planning platform,
specially designed
for digital outdoor

**Innovates
in the
relationship
with its
customers and
launches offers
that can be
purchased
through
real-time
auction (RTB).**



STOC was the first integrated tool of planning and administration for integrated advertising campaigns and we launched it in 2016. It includes a campaign management module, STOC (Standard Tool for Organizing Campaigns), as well as a client campaign management module (CSM - client service management). At the time of launch, STOC also included an update to its own OOH planning and programmatic buying tool, SETI.

STOC was designed as a basic operating system, on top of which you can come with other software, modules, applications.

Through the applications we own, we, Phoenix Media, can implement very well-targeted campaigns, with the specific limitations of outdoor advertising, but far beyond what the market as a whole can do. The panels in the network are equipped with cameras, and the collected data is corroborated with that of a quantitative study made by the **D&D Research** company, updated periodically and which, at this moment, has reached **100,000 questionnaires**.

The cameras measure in real time all the cars, pedestrians and buses that pass near the billboards of the network, elements that become potential customers for which ads run on these screens.



The collected data are the starting point for advertisers in campaign planning, providing criteria such as age, gender, education, income, etc. Thus, advertisers can set campaigns, as in digital advertising, taking into account:

selling by hourly intervals

audience and their profiles in real time

detailed programming for campaigns and their targeting, according to target/audience, gender - M/F, occupation, age.

changing the content to marketing messages depending on the audience (if it is static or dynamic), weather conditions, nearby events, campaigns that retailers run near the area of exposure

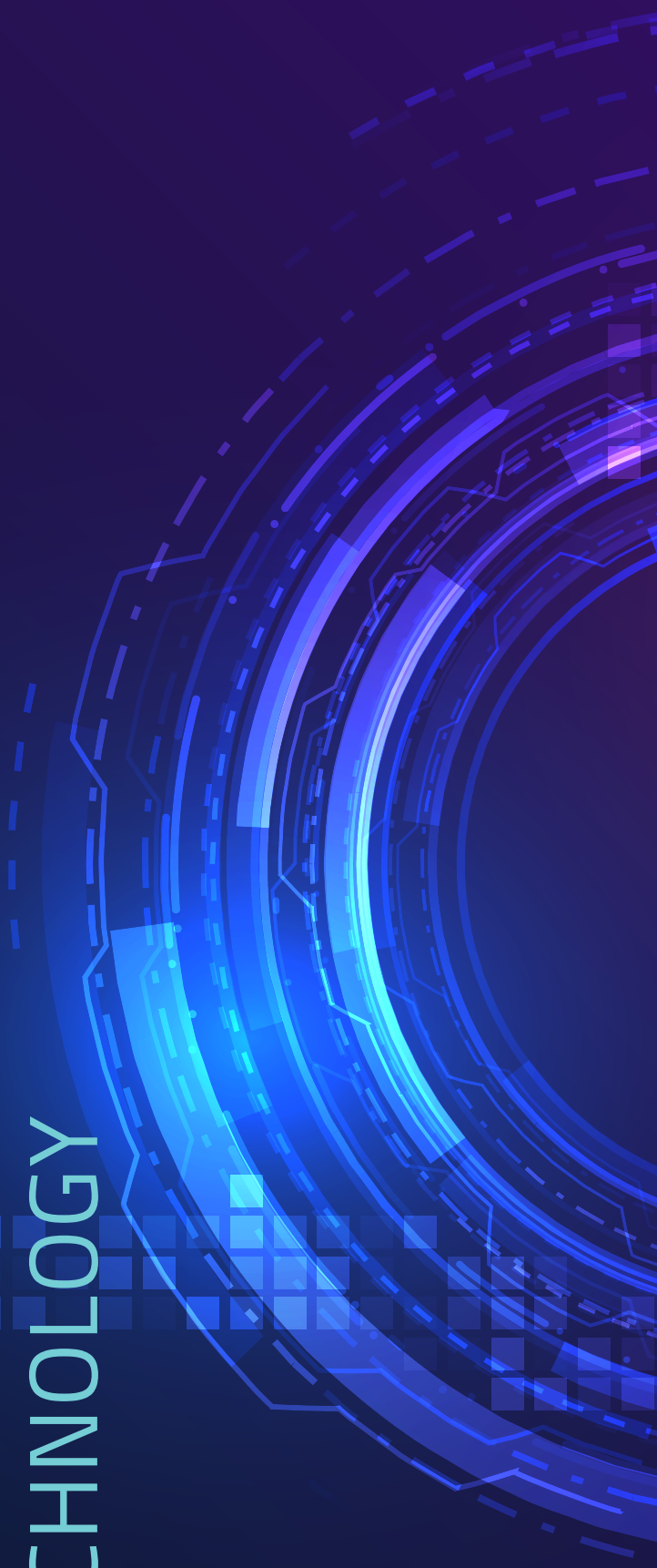
Future

Research based data

Innovation

Like never before

TECHNOLOGY





Leader

Demographic target & data

Real time counting

DOOH



TECHNOLOGY

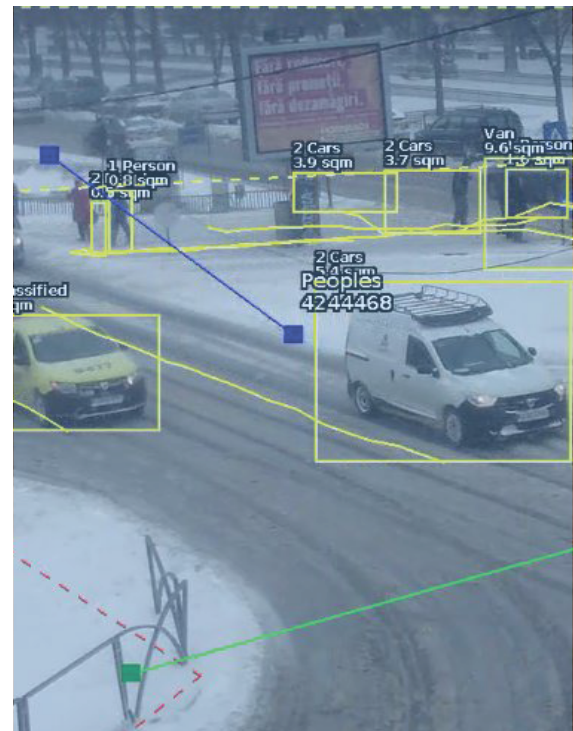
STOC PROGRAMMATIC

= Standard Tool for Organizing Campaigns

We bring innovation to the organization of digital outdoor campaigns by offering in one interface access to all the information needed to create a well-targeted, budget-effective campaign with measurable results.

WI FI DETECTING

With the help of the new WiFi Detecting technology we can analyze the traffic around any digital screen, providing real data on the number of unique people and the frequency with which they circulate in the area where our billboards are located.





CONTEXTUAL DOOH

It is a feature of **STOC Programmatic** whereby just like in the digital environment, customers can opt for the system to automatically broadcast spots specially designed for rain, wind or snow when the weather provides this context.

STOC MANAGEMENT

It is an innovative platform that simplifies the interaction and work of our customers. The platform allows them to administratively manage their campaigns and their relationship with the provider Phoenix Media and having with a simple click, all the informational history (campaigns, invoices, contracts, annexes, reports).

RESEARCH BASED DATA

Thanks to the investments made in technology and market research, we can provide our clients with audience data exactly within the parameters of measurement used in TV (Reach, GRP, TRP, Affinity, CPT, Impressions, Frequency). The data we use is based on quantitative and qualitative studies, implemented together with our partners at D&D Research. Right now - 2023 - we have a base to refer to of **100,000 surveys**.

POINT OF INTEREST (POI)

STOC Programmatic uses **Google Point of Interest** tools to provide target points of interest for each Phoenix Media location. Any customer can request any point of interest they want around the digital screens in order to maximize the effect of the campaign.

STOC CMS

Video solutions for any type of screen. Created by a Romanian company expert in selling outdoor and digital outdoor advertising, **STOC CSM** is a unique dedicated software video content management. It is also a tool specialized in selling advertising on digital media regardless of their location (outdoor, indoor or Windows video).

REAL TIME BIDDING (RTB)

It is the first real-time auction in Romania intended for advertising agencies for the purchase of advertising space on Phoenix Media's digital screens.



HMTL5 in DOOH

from awareness to impulse

WE DEVELOPED HTML5 NOT BECAUSE THE OLD METHOD WAS BAD, BUT BECAUSE ANYTHING CAN BE IMPROVED. BEFORE HTML5 THINGS WERE DONE WELL BUT IT TOOK LONGER, INVOLVED A LOT OF HUMAN RESOURCE, COMMUNICATION, EXCHANGE OF DOCUMENTS AND INFORMATION. THE ROUTE OF A MEDIA PRODUCT WAS:

CLIENT-ACCOUNT-SOFT-REPORT-SCREEN.

We developed HTML5 to take OOH from awareness to momentum.

Any customer with data can now use digital outdoor exactly as they use online. It will replicate the consumer experience from online and TV to digital offline, but without AD blockers.

SPEED

How quickly you program the content on the panels - video, responsive banners, a dynamic landing page on the web with a countdown timer, in real time, etc.

AUTOMATION

Content uploading, programming, reporting is done from server to server, thus burning stages related to accounts, sales people, emails, reports.

CUSTOMIZATION

Perhaps the most important variable, which allows the display of an advertisement (regardless of the type of content), on certain panels, at a certain time of the day.

WE IDENTIFIED
WHAT WAS MISSING:
SPEED, AUTOMATION
AND CUSTOMIZATION.
THESE ARE
DECISIVE IN
ADVERTISING.



In the new flow, we save a lot of human effort and the client decides what the campaign will look like: media content, period, screens, intervals. The **content** type is generous. It can be video or photo, up to any dynamic LP page/responsive online banner or YouTube video with online optimized length of 6-8 seconds, a real-time countdown timer.

Phoenix Media screens query the client's or advertising company's adserver for what to run at the time. What will be displayed is decided by the client's AdServer because he has programmed a specific product to run on that rented space. **The server** receives the task and displays and sends display reports: if it ran, how many seconds it ran. The server automatically sends the proof that the spot has run.

In developing automations and customizations in HTML 5, we started from the premise that our brain prioritizes what is familiar. The scheme of the decision process is simple and the process happens in an extremely short time:

We took into account these steps when the target sees an advertisement and we realized that the variables related to location, messages, timing and the product/service offered are important for the success of the campaign.

Knowing that marketing is reaction and impulse, we developed the ability to display HTML5 content.

HTML5 allows advertisers to manage billboard ads in a similar way to online campaigns and users will be exposed, in their environment, to familiar content about products and services in their vicinity.

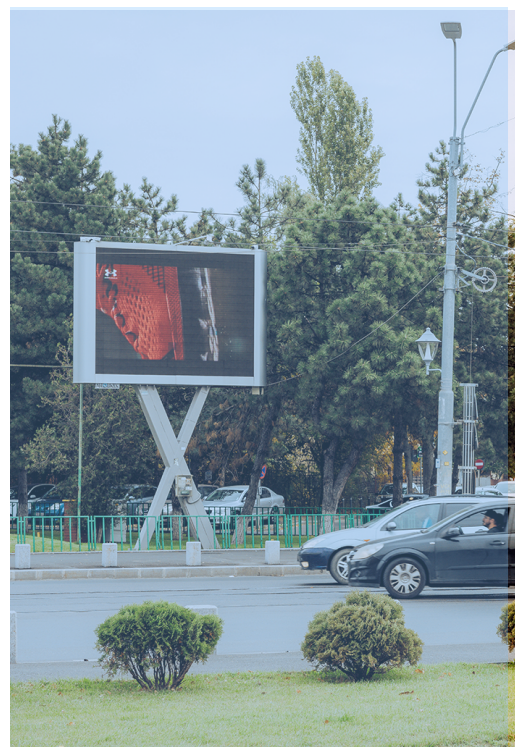


FAMILIARITY

REACTION

IMPULSE

ACTION







eBacklit!

Sustainability and evolution.

Programming a spot on digital screens takes a few seconds: choosing locations, the time slots and the audience. Screens offer the flexibility and freedom to test the impact of video concepts, spots and messages. It is a specific social media dynamism that has become standard beyond the limits of the online.

Advertisers can change and adapt messages in real-time based on factors such as time, temperature, weather conditions, locations, traffic, neighborhoods, etc.

Digitization is the basis of **smart targeting**, and if we were to compare classic backlit with eBacklit, we will mostly talk about numbers. Because they don't lie.

eBacklit is ecofriendly, allows various formats (jpg/tiff/gif/avi/mpg4/wmv, format 4:3/800x600 px), allows posting time between 1 and 3 minutes, and changing the poster in about 50 seconds, offers the freedom to change the layout, time, time of day, quantitative data and it is definitely illuminated.

EBACKLIT IS THE
SIMPLEST AND MOST
MODERN WAY OF
ADVERTISING TODAY,
WITH A HIGH LEVEL
OF AUTONOMY.

2 weeks versus 50 seconds

If we want to compare classic Backlit with eBacklit, we will mostly talk about numbers. Because they don't lie. The size is the same, 8 square meters, but the rest is a big difference.

Eco friendly, the material and production sketch

Post duration and poster change

Minimum campaign duration

Freedom to change layout, time, range of the day, quantitative data

Light

BACKLIT

No / Polyplane / variable outline

2-5 days, minimum change 2 weeks

14 days

No

Maybe

eBACKLIT

Yes / jpg/tiff/gif/avi/mpg4/wmv, format 4:3/800x600px

1 – 3 minutes, change in 50 seconds

1 hour

Yes

Definitely



Autonomy and intelligence levels

WE ANALYZED ANOTHER ESSENTIAL VARIABLE FOR ADVERTISERS: THE LEVEL OF AUTONOMY AND MADE A RANKING:

Level 1

Digital screen, connected to the Internet, on which you can change the content through a dedicated software.

Level 2

The screen communicates with the core server on certain campaign KPIs.

- number of impressions
- time and hours of these displays that can be all day long or on specific hours or intervals
- **real time audience** – you know with more than 90% accuracy how many people and how many cars pass your screen every second

Level 3

The screen begins to be independent on certain basic decisions:

- connects to any other server directly without the host server and retrieves its display material
- can do this in any type of format and above all interact directly with other media - primarily digitally by taking **HTML 5** and **VAST** content
- can change content automatically depending on certain KPIs related to temperature, climate or other information given to it, crowds, downloads, incidents.

Level 4

It offers the possibility to adapt the type of content depending on the environment.

eBacklit will first enter Level 4 with the adaptability to switch from .jpg / .gif format for a dynamic, moving audience to a video spot when the audience turns into a captive, stuck one, and it can do this autonomously, without anyone intervening.

TALKING
ABOUT THE
TOMORROW
FUTURE

Smart Planning

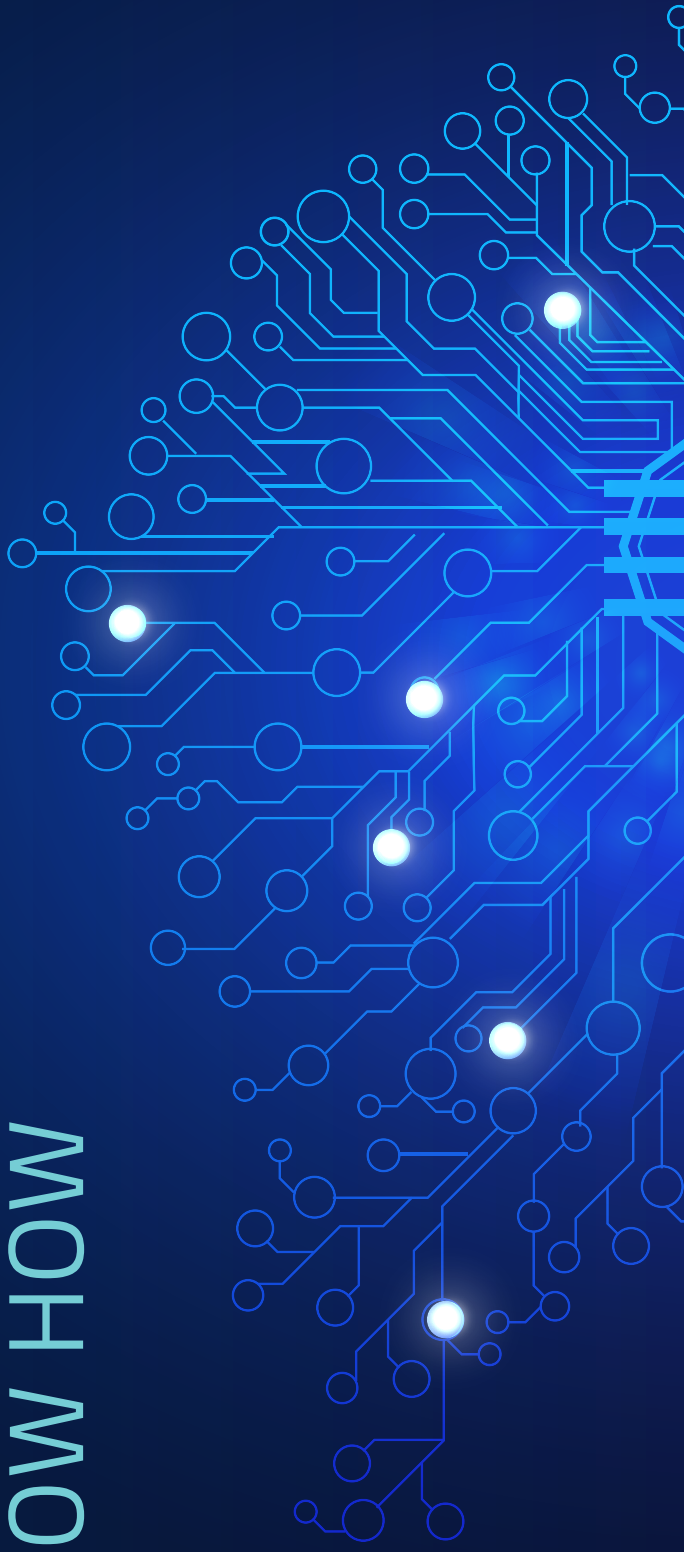
Autonomy

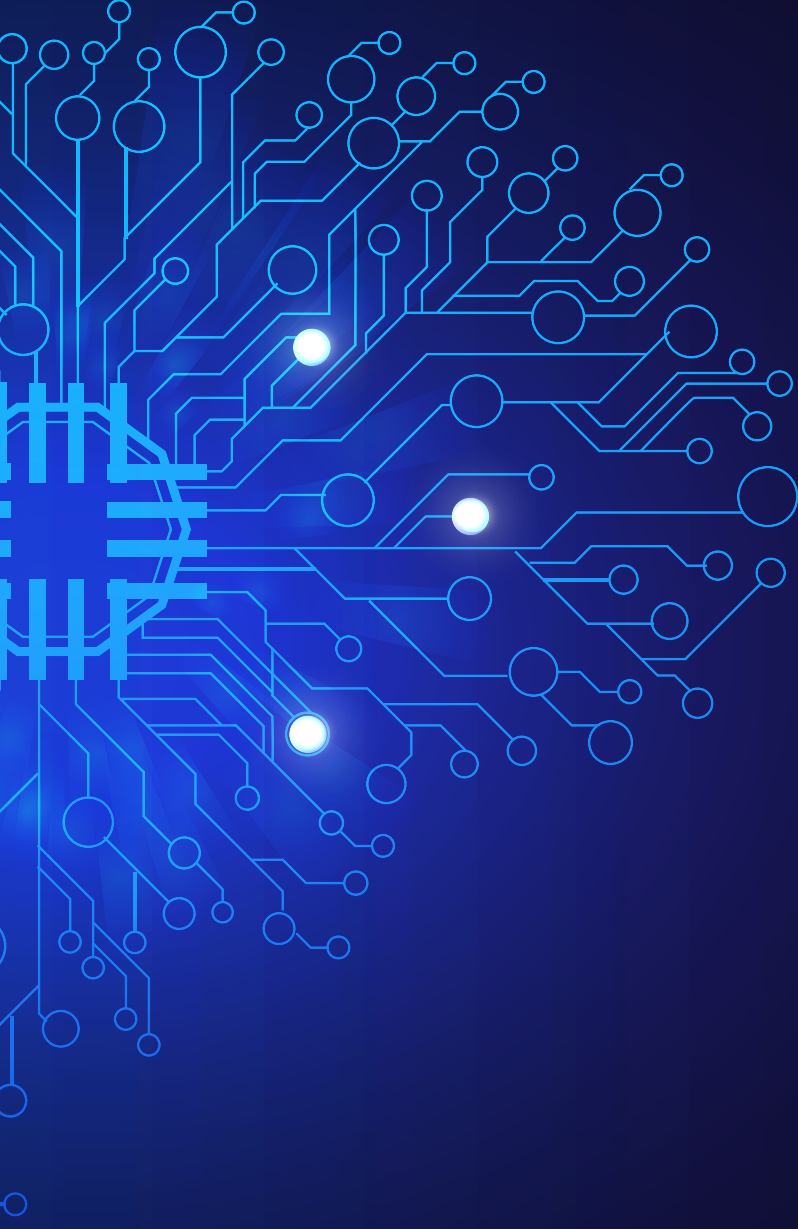
Creativity

Security

Authority

KNOW HOW





Social Integration

Resilience

Fast

Cross-Channels

Vast



AUTHORITY /KNOW HOW

One of our goals was education. Even if OOH is a well-known market, in the presence of evolution it cannot remain rigid. And here is where we intervened. Because everything is changing, from how we display information to how buyers process information.

There is more and more talk about being aware, neuroscience and what our brain does in relation to what it perceives from the outside.

In a time when users' brains are encouraged to delete information because there is too much of it, it is essential to determine what information you deliver, what it looks like, when you deliver it, with what messages and on what media.



01

DON'T KILL CREATIVITY!

Creativity decides the impact and retention of a message. DOOH allows contextualization and relevance of messages, timing, localization. When the user is targeted by creative messages in a relevant and specific context, he is willing to react faster and more.

02

SOCIAL INTEGRATION AND CROSS-CHANNELS

Digital OOH supports advertisers to transfer the formats, concepts and dynamic style of communication specific to online and social media in offline, on the supports provided by digital panels. Thus, the user journey continues even in the absence of personal digital devices.

03

PLANNING SMART AND SMART PLANNING

Globally, in planning and delivery media products, the need to be accurate in terms of audience, flexible when it comes to changing messages and present in the user ecosystem is no longer a fad, it is a must.

Programming a spot on digital screens takes a few seconds: choosing locations, time slots, audience. Screens offer flexibility and freedom to test the impact of video concepts, spots and messages. It is a specific social media dynamism that has become standard beyond the limits of the online. Advertisers can change and adapt messages in real-time based on factors such as time, temperature, weather conditions, locations, traffic, neighborhoods, etc.

04

CRYSTAL CLEAR

Phoenix Media independently certifies the delivery of all advertising campaigns run on the digital OOH media it operates. The company thus offers its partners an independent certification, carried out standardized at the level of the entire industry, a guarantee of compliance with the conditions of delivery of campaigns carried out on digital media.

Starting from July 2021, BRAT certifies the delivery of advertising campaigns carried out through Digital OOH, based on the checks carried out in this regard.

In addition to the attestation from BRAT, Phoenix Media also has a technical audit report for the certification of the quantitative and qualitative measurement methodology.



05

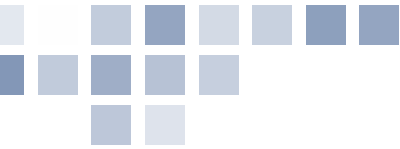
Security isn't expensive. It's priceless

“ When it comes to security, we can't talk about nuances. Security is a binary system of 0's and 1's. Things cannot be "a little bit safe". They are safe or not at all. In the midst of the digital age, not emphasizing **technology in security** and **security in technology** is like denying the times in which we live and communicate.

What for us, Phoenix Media, is the only reality, we hope it will be a differentiator that conveys confidence for you.

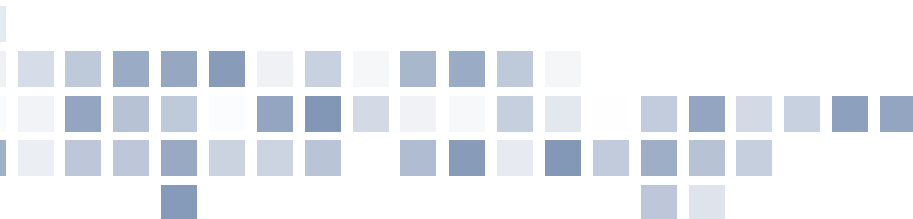
Bogdan Ursan

Chief Information Officer Phoenix Media



In DOOH it's all about speed, exposure, frequency, IMPACT. And it is vital for advertisers to communicate continuously with the target. When it comes to security, we can't talk about nuances. Security is a binary system, of 0's and 1's. Things cannot be "a bit safe". They are safe or not at all. In the midst of the digital age, not emphasizing technology in security and security in technology is like denying the times in which we live and communicate. This is where Phoenix Media innovated until it reached a failure scenario: 0.00001%

- ▶ Out of 604,800 seconds in a week, the chance of not communicating a campaign is of a few seconds. Each panel has two independent internet connections. That means 99.99999% communication availability, respectively a 0.00001% chance of not being able to communicate.
- ▶ We are the only DOOH provider that assesses both customer-facing services and internal infrastructure.
- ▶ Security is the word: compartmentalization, isolation and control of access to information are guaranteed, as well as the impossibility of running unauthorized content on the network.





FACTS & DATA

WE LOVE CREATIVITY AND TECHNOLOGY. BUT THE TWO ARE WITHOUT DATA. DATA IS ESSENTIAL BOTH FOR US WHEN WE INNOVATE AND FOR ADVERTISERS WHEN THEY DECIDE WHAT, WHEN AND HOW TO COMMUNICATE.

We love numbers, technology and data. And working with **D&D Research** helps us always have real demographic data.

From 2015, when D&D Research began collecting descriptive demographic data for Phoenix Media panels, to the end of 2022 - the time of the last update - we have collected nearly 100,000 surveys. The data collected through these questionnaires are: gender, age, education, occupation, income, area of residence, area of service, daily route.

Because we periodically repeat measurements so that all panels have data at most 4 years old, the current baseline has a total of 100,000 data sets.

22 years of DOOH experience

the Phoenix Media network means
144 screens, having a market share of

67%

we have screens in 17 cities

the total number of video cameras that
provide real-time monitoring and data is

175

Failure scenario: 0.00001% - In DOOH it's all about speed, exposure, frequency, IMPACT. Out of 604,800 seconds in a week, the chance of not communicating a campaign is of few seconds. Each panel has two independent internet connections. That means a 99.99999% communication availability, or a 0.00001% chance of not being able to communicate.



1ST TIME

INNOVATION MEANS ALWAYS BEING THE FIRST. IT IS NOT EASY TO AIM THIS, BUT IT IS A GOAL THAT ALWAYS KEEPS US IN THE GRIP.

We were the first in the market to have:

RELEASED **THE AGENCY**

ORGANIZED **THE CHALLENGE**

INSTALLED **COUNTING CAMERAS** ON BILBOARDS

DEVELOPED AND IMPLEMENTED **WI-FI DETECTING**

DESIGNED, DEVELOPED AND CONTINUALLY UPDATED
STOC, THE PLANNING TOOL



ORGANIZED EVERY YEAR **PHOENIX MEDIA EVENTS**,
with the aim of bringing together those who act in the industry
and present them with innovations, technology, trends.

DEVELOPED BY **TRACK MY CAMPAIGN**
tool through which you can manage your campaign and modify it
or stop without penalty.

PREVIOUSLY AUDITED FOR **DIGITAL SECURITY**.

The security audit considered three potential attack vectors:

- 01 The Phoenix Media website along with all the services offered
(STOC, CSM, Track My Campaign, Track My Spot)
- 02 Perimeter security of the central infrastructure
Phoenix Media and screens
- 03 VPN isolation and segmentation

INVESTED IN **360° IMAGES** FOR NETWORK BILBOARDS.

In the Phoenix Media website we have created an area dedicated to accounts
- The SHOWROOM. Here users can see 360 images of the panels,
thus having a much broader view of the location, the environment,
exposure and neighborhoods.



MINDS

The people of Phoenix Media are the minds that have developed everything that has ensured the success of this company.

IT'S NOT JUST US, THE COMPANY, BUT ALSO OUR PARTNERS, WHO UNDERSTOOD OUR APPROACH AND SUPPORTED US.



DIO BOACĂ IS ONE OF THE NATIONAL EXPERTS ON THE OUT-OF-HOME MARKET IN ROMANIA, HAVING BEEN ACTIVE IN THIS FIELD FOR OVER 25 YEARS.

DIO BOACĂ

GENERAL MANAGER PHOENIX MEDIA
THE MAN WITH THE IDEAS

“Innovation comes from creativity combined with a bit of craziness and an eccentric spirit. I hear this said about me often. And it's mostly true. It is also true that, in this industry, if you want to innovate, you must also be realistic, pragmatic, to study, connect to everything that happens in the media market, stay active, vigilant and present. What looks like an excellent idea from the outside has tens and thousands of hours of analysis, tests, research behind it. Innovation comes from a huge dose of know-how, from being aware and only then being creative.



BOGDAN URSAN
CHIEF INFORMATION OFFICER
THE MAN WITH
THE TECHNOLOGY

Born in 1987, a true millennial in the generation of digital natives, had always a curiosity to understand why and how something works the way it dose.
First fascination started with subway and rail signaling at the age of 8, that lead to electronics and from there to computers and networks. The networking fascination stuck till the presend day, doing academic research in the Information Security at the Military Technical Academy, finalized with a Master's degree.



MIHAELA VUICĂ
CHIEF FINNANCIAL OFFICER

Mihaela Vuică is an expert in Finance, with certifications in statistics, business management and over 15 years of experience in the field. In 2011 she joined Phoenix Media as a financial manager, eager to create and implement internal procedures, organize work in a more efficient way to achieve the set objectives, namely increasing cash flow, decreasing risks and liabilities affecting the company.



DAN PETRE
PARTNER AND DIRECTOR
OF THE DEPARTMENT
OF QUALITATIVE STUDIES
COMPANY'S D&D RESEARCH

Dan Petre is a doctor in sociology and specialist in communication sciences, university lecturer at the Faculty of Communication and Public Relations within SNSPA, where he has been teaching the advertising communication course since 2000. He has 20 years of experience in marcom, during which he participated in 576 marketing and advertising research projects. He is a partner and director of the qualitative studies department of the D&D Research company.



COSMIN PELEAȘĂ
PARTNER AND DIRECTOR
OF THE DEPARTMENT
OF ANALYSIS AND STATISTICS
COMPANY'S D&D RESEARCH.

Cosmin Peleașă is a graduate of sociology-psychology and specialist in statistics.
He has over 20 years of experience in market research, during which he participated in more than 500 marketing, organizational and advertising research projects.



MARIA HARAGA
THE BRAIN AT STORMERS

Maria Haraga is communication specialist, with skills in marketing, performance strategies and training. She is passionate about neuroscience, the human mind and all the mental and emotional mechanisms behind the decisions we make every day. She prefers complex projects, where he can bring added value, functional creativity and a wow effect.

“ We have been part of Phoenix Media projects for almost 6 years and we can't wait for the next ones. In this partnership we received autonomy and trust, two essential values for us which, when present, support and ensure performance. Working with Dio and his team always keeps us on our toes, but also gives us satisfaction and the feeling that you are part of something amazing.



www.phoenixmedia.ro