PHOENIX MEDIA®

STOC®

LIVE ANY SECOND©

More than a software.
AN ECOSYSTEM.

The user experience with STOC Player Tehnic

> It is easy task for me to share about our experiences with Phoenix Media. We have been partnering on a project for almost 4 years now, as our partnerships was renewed.
> Phoenix Media can offer disruptive time and cost saving digital solutions for various businesses. Currently, we are working on a project based on STOC platform with video content rotation for more than 2500 screens across the whole market and the country with very strong magnitude of impact, so this makes the project very crucial for our business. The process is running flawlessly even though during our journey we had to change many things while we were learning on the flight, but the result was always satisfying.
> I can also share from experience that Phoenix Media are very flexible in terms customers' needs and time for reaction even when it comes to ad-hoc requests which are not part of the master agreement. It is always a pleasure to reach them because the communication is easy, and their reactions are timely précised. In that respect, I would strongly recommend Phoenix Media as a digital solutions provider.

Rudi Nikov, Supervisor Route-to-Market Philip Morris Bulgaria

The user experience with STOC Plus-Sales

> STOC revolutionized the purchasing and planning landscape by being the pioneering integrated tool in the industry. It seamlessly combined buying and planning functionalities, providing businesses with a comprehensive solution for their procurement and strategic planning needs. Its introduction marked a significant advancement, setting the standard for efficiency and effectiveness in the field. Additionally, it can deliver multiple customized reports for each specific requirement, catering to the diverse analytical needs of each client and allowing for tailored insights and analysis custom-made to the unique demands of each campaign. This feature allows users to extract valuable data and make informed decisions, further enhancing the tool's utility and value proposition in the market.

Alexandru Miu - OOH Media Director - Initiative MEDIA Romania

> STOCK is an end-to-end solution. Is the most advanced planning tool, enabling scheduling and real time optimization, monitoring, reports, and contracts, all covered.

George Floricel - OOH Lead - Zenith Media Romania

> STOC is the most advanced system currently available in the Romanian market, implemented by Phoenix Media. This system allows an account to control the entire campaign implementation process, from location selection to post-buy and final billing. Its highly intuitive structure and data transparency make it the most efficient tool for planning and implementing DOOH campaigns in our market today.
> The obvious advantage of this system is that it brings more coherent data about campaigns in more structured reports, and we can use dynamic messaging and flexibility in campaign implementation.

Anca Popescu - OOH Buying Manager Universal Mccann Romania

> With an extraordinary vision about the DOOH market, led by innovation and client oriented, Phoenix Media build the most complete digital OOH soft and the first app in Romania that revolutionizes the agencies and client's expertise in this field.

Alina Dumitra - OOH Media Director Dentsu Romania

> STOC is the only dynamic software currently available on the digital outdoor market in Romania. Dynamic due to the speed with which a media plan is created, the ability to target communication to specific time slots, ease of content upload, and real-time campaign tracking. A continuously developed software that has reached a high level of efficiency in optimizing campaign results and maximizing media budgets.

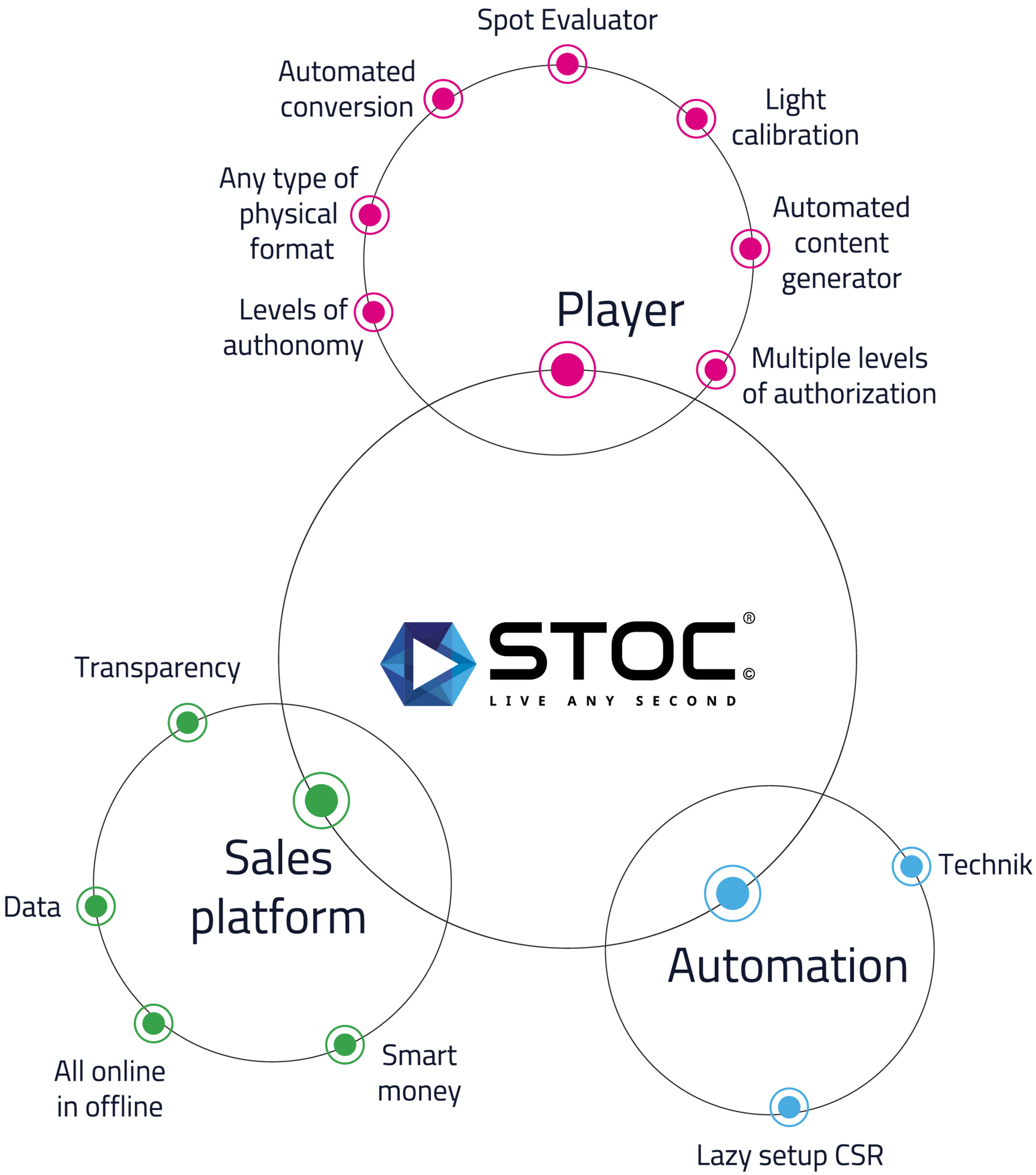
Luiza Popa -OOH Media Director - OMD Romania

> STOC represents complete freedom for quick and improved planning. You have access to information and can manage the campaign at all stages, independent of the platform developer.

Elena Neacșu - OOH Media Manager - Publicis Romania

> STOC is the result of Phoenix Media's commitment to continuous innovation and providing the market with advanced planning solutions for digital outdoor campaigns.

Ovidiu Aleman- Head of OOH - Group M Romania



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THE FIRST SMART FUTURE

Chapter 1

The First

About the Company

ESTABLISHED IN 2003, PHOENIX MEDIA HAS BEEN DEDICATED TO INNOVATING AND ENHANCING ITS SERVICES, EARNING A REPUTATION AS A PIONEER IN DIGITAL TECHNOLOGY WITHIN THE ROMANIAN OUTDOOR ADVERTISING INDUSTRY OVER TWO DECADES.

> With more than two decades of experience in the outdoor advertising industry, we boast an extensive portfolio of cutting-edge digital screens. Our entry into the Out-of-Home (OOH) market was driven by a bold vision and a commitment to revolutionize the sector through forward-thinking strategies. Over the years, we have pioneered several innovations and continue to lead the market as the sole provider of personalized targeting services in the OOH landscape.
>
> Dio Boacă, CEO Phoenix Media

With a network of over 160 digital screens in various types and sizes across 18 romanian cities, Phoenix Media guarantees comprehensive national coverage.

The leading character

Phoenix Media stands at the forefront of the DOOH (digital out of home) market, distinguishing itself as the sole outdoor company in Romania offering clients real-time audience data metrics such as GRP, TRP, Reach, and Affinity.

> As a well-established advertising firm with 100% Romanian ownership, we have consistently been at the forefront of the Romanian outdoor advertising scene. In 2005, we introduced a groundbreaking product - the digital screen - which transformed advertising dynamics through dynamic promotions and interactive advertising methods.
>
> Dio Boacă, CEO Phoenix Media

Among our achievements, Phoenix Media proudly introduced STOC, the first system in Romania for outdoor promotions at hourly intervals and pioneered real-time mobile-to-digital screen message transmission. Our reputation extends both nationally and internationally for our expertise in developing complex tools for managing digital out-of-home advertising campaigns (DOOH).

STOC IS OUR SOFTWARE TOOL SPECIALIZED IN SELLING ADVERTISING ON DOOH, INDOOR AND WINDOW VIDEO SUPPORTS.

Going beyond being just software, STOC it is an ecosystem that transcends the boundaries of OOH. STOC is no longer just an application for the outdoor market; it is an application that, when used to its full potential, transforms the way we operate in media. It allows for maximizing the utilization of available spaces down to the second, quick loading of media products via a link, provides data about the environment where these video products will be displayed, is automated in terms of technical issue resolution, enables detailed refinement of campaign planning, and can be integrated with any statistical data source.

Innovation Team

Outdoor specialists passionate about digital

WE ARE DEDICATED TO INNOVATING OUT-OF-HOME ADVERTISING BECAUSE WE HAVE A PROFOUND UNDERSTANDING OF THE INDUSTRY. WITH THIS UNDERSTANDING WE APPROACH CLASSIC OOH STRATEGIES WITH A DIGITAL MINDSET, REVOLUTIONIZING THE WAY CAMPAIGNS ARE EXECUTED AND PERCEIVED.

Classic Out-of-Home (OOH) advertising strategies are no longer viable in today's dynamic market environment. In today's media landscape, discussing isolated data points like screens, exposure duration, seconds or media supports is no longer sufficient. Instead, we advocate for integrated thinking and planning.

What sets us apart is our **Development and Innovation Department**, established from the outset and continuously evolving, focused on creating intelligent solutions tailored to the sector. Our goal is to streamline processes, enhance efficiency, increase predictability, and provide simpler measurement and planning mechanisms.

The Development and Innovation Department comprises senior specialists with technical backgrounds coupled with significant expertise in OOH. This unique blend ensures that they not only create systems but also design systems that they comprehend thoroughly and can optimize for peak performance.

THE SMART

Chapter 2

STOC SALES

FOR OVER 20 YEARS, WE HAVE BECOME ULTRA -SPECIALIZED IN OUTDOOR SALES. WE WANTED THINGS TO BE SIMPLE YET EFFECTIVE, GRANULAR, AND TO PROVIDE BUYERS WITH THE BEST PLANNING EXPERIENCE.

WE HAVE CREATED A SALES MEDIA SOFTWARE – STOC, WHICH WE CONTINUE TO DEVELOP, THAT IS CURRENTLY INNOVATIVE IN ITS PLANNING COMPLEXITY. THIS SALES SOFTWARE ALLOWS FOR THE USE OF DETAILED VARIABLES, PLANNING, REPORTING, AND INTEGRATION.

Our innovative approach to organizing digital outdoor campaigns revolutionizes the process by consolidating all essential information into a single interface. This streamlined system provides access to everything necessary for crafting a meticulously targeted, cost-efficient campaign that delivers measurable results.

Over the course of more than 10 years, STOC has been rigorously tested both internally by the development and innovation department at Phoenix Media, as well as externally by OOH operators (including account managers from media agencies, OOH specialists, and media brokers). As a result, STOC has evolved into a significantly more advanced buying platform.

4D Buying Platform

STOC is an ultra-flexible and advanced Digital Out-of-Home (DOOH) planning tool designed for budget optimization, expanded reach, and comprehensive control over advertising campaigns.

At its core, granularity defines its essence, offering users unparalleled control. **Through STOC, the user can plan and modify any campaign that is to be activated or already running.** The concept of 4D planning encapsulates its dynamic nature, allowing for real-time adjustments in **hour, date, location, and frequency**, aligning perfectly with campaign objectives, budgets, targeting, and message relevance.

Our innovative approach to organizing digital outdoor campaigns revolutionizes the process by consolidating all essential information into a single interface. This streamlined system provides access to everything necessary for crafting a meticulously targeted, cost-efficient campaign that delivers measurable results.

STOC marked a significant milestone as the pioneering integrated tool for planning and overseeing comprehensive advertising campaigns, unveiled in 2016.

Assistant buying

STOC is a tool that continuously learns. The Assistant Buying function in this software generates alternative offers based on the same input parameters, thus optimizing the campaign according to various media criteria.

The Eagle Eye – Media KPI and Demographics

Through our proprietary applications, Phoenix Media excels in crafting highly focused campaigns that transcend the limitations of outdoor advertising, surpassing industry norms. Equipped with **cameras**, the panels in our network capture valuable real-time data, which is cross-referenced with insights from a qualitive study conducted by D&D Research. This ongoing research, currently based on over 200,000 questionnaires, serves as a robust foundation for informed decision-making.

In real-time, the cameras track vehicles, pedestrians, and buses in proximity to the network's billboards, identifying these elements as potential customers for the advertisements showcased on the screens. This advanced approach ensures our campaigns are finely tuned and targeted for optimal effectiveness.

Data serves as the foundation for STOC sales when planning campaigns, offering essential criteria such as age, gender, education, income, and more. This data empowers advertisers to design campaigns similar to digital advertising, incorporating features such as:

TAILORED CAMPAIGNS BY HOURLY INTERVALS

REAL-TIME AUDIENCE ANALYSIS INCLUDING PROFILES

COMPREHENSIVE CAMPAIGN SCHEDULING AND TARGETING BASED ON AUDIENCE SPECIFICS LIKE DEMOGRAPHICS, GENDER, OCCUPATION, AGE

KPI LIKE IMPRESSIONS, CPT (COST PER THOUSAND), GRP (GROSS RATING POINT)

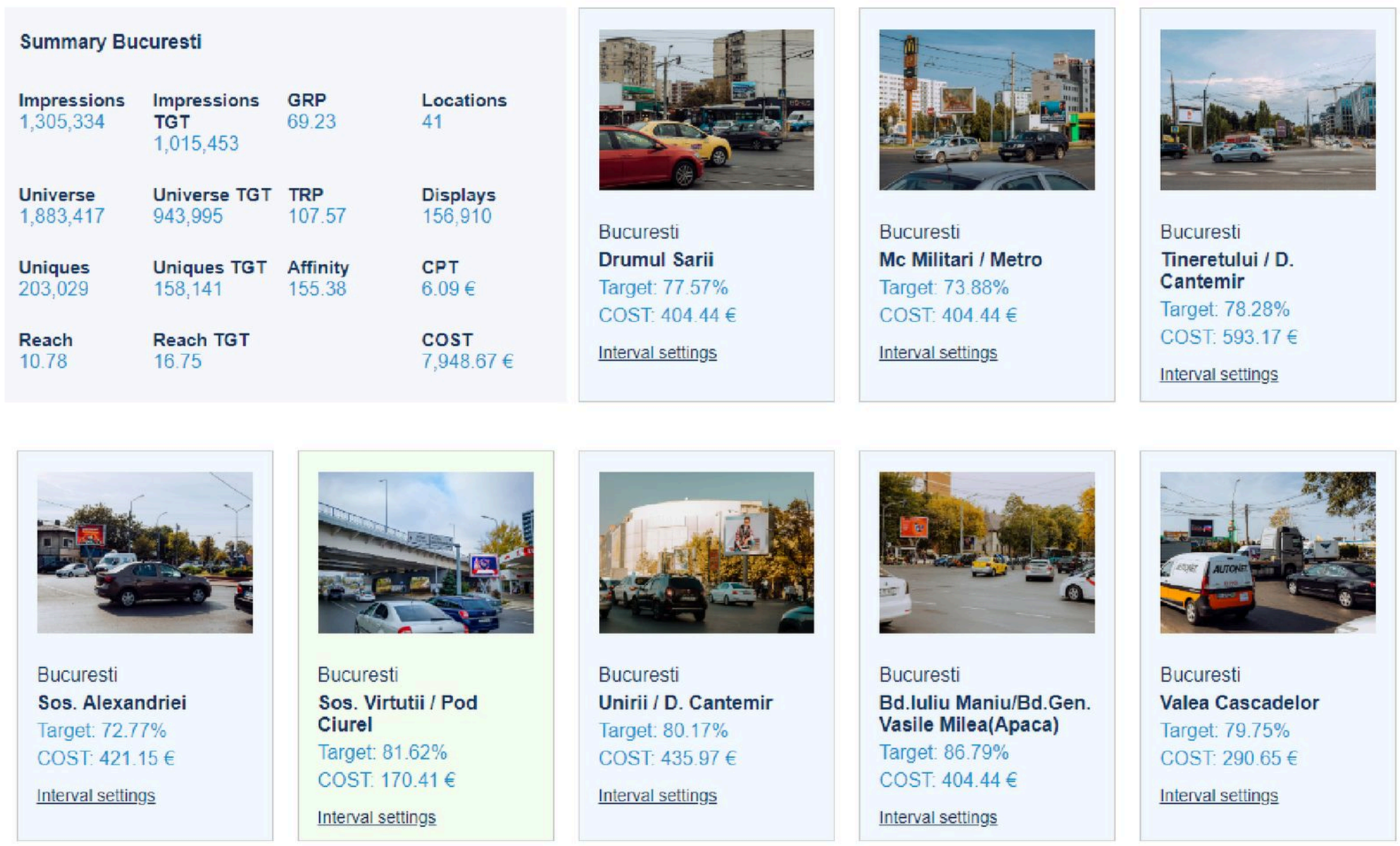
Cities	Impressions	GRP	TRP	Uniques	Uniques TGT	CPT	Discount	No Screens
13	2,953,458	68.32	66.30	569,629	569,629	10.85 €	70.00%	96
	Impressions on target	**Universe**	**Universe TGT**	**Reach**	**Reach TGT**	**Affinity**	**Net cost**	**Displays**
	2,953,458	4,322,716	4,454,757	13.18	12.79	97.04	32,058.35 €	477,020

Open DATA API

STOC brings a unique perspective as it incorporates not only fundamental functions known in the OOH environment, but also advanced features, functioning as an open API that enables seamless connectivity from anywhere with any type of data. STOC represents a highly granular digital technology.

Furthermore, the flexibility exists to adjust marketing messages based on the audience type - whether dynamic or static – **contextual outdoor** - as well as considering factors like weather conditions, nearby events, and competing campaigns executed by retailers in the vicinity of the exposure area. This dynamic approach ensures that marketing messages remain relevant and engaging to the target audience.

Utilizing cutting-edge Wi-Fi Detecting technology, we can also analyze the foot traffic surrounding each digital screen. This technology allows us to gather real-time data on the number of unique individuals and their circulation frequency within the vicinity of our billboards. This data empowers us to fine-tune campaigns with precision and optimize their reach effectively.



Reporting and Analysis

A significant advantage of this tool is its strong usability in reporting and analysis. Accessibility is a priority, ensuring that users can easily access essential features on the dashboard, including automatically calculated metrics, final campaign reports, and real-time updates.
With all available KPIs continuously updated in real-time, users can generate reports, analyze data, and optimize campaigns promptly, including active campaigns.

Post Campaign Analysis

The intelligent part of STOC includes also **PCA - Post Campaign Analysis**. This feature precisely simulates campaign effectiveness and reach on a new audience segment at the end of the campaign analysis phase. It allows for the insertion of new criteria, different from those applied during the campaign (for instance, changing the target from male to female, adjusting age, income, and education targets), thus identifying new variables that could potentially enhance campaign performance.
It can achieve this by leveraging insights into the campaign's audience and understanding the specific demographics of each location, predicting possible outcomes based on the target audience.

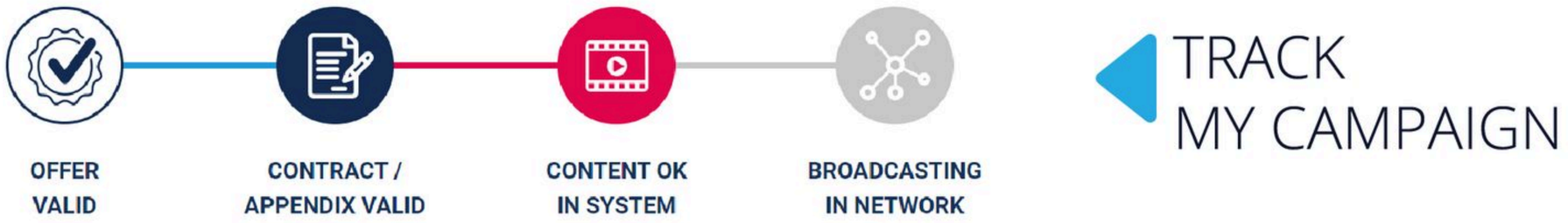
Mobile APP iOS & Android

The Phoenix Media mobile app offers the same interaction with STOC as the desktop version. Everything is available on mobile: planning, reporting, real-time analysis, campaign modifications. Convenience, simplicity, efficiency, speed. For users, for clients.

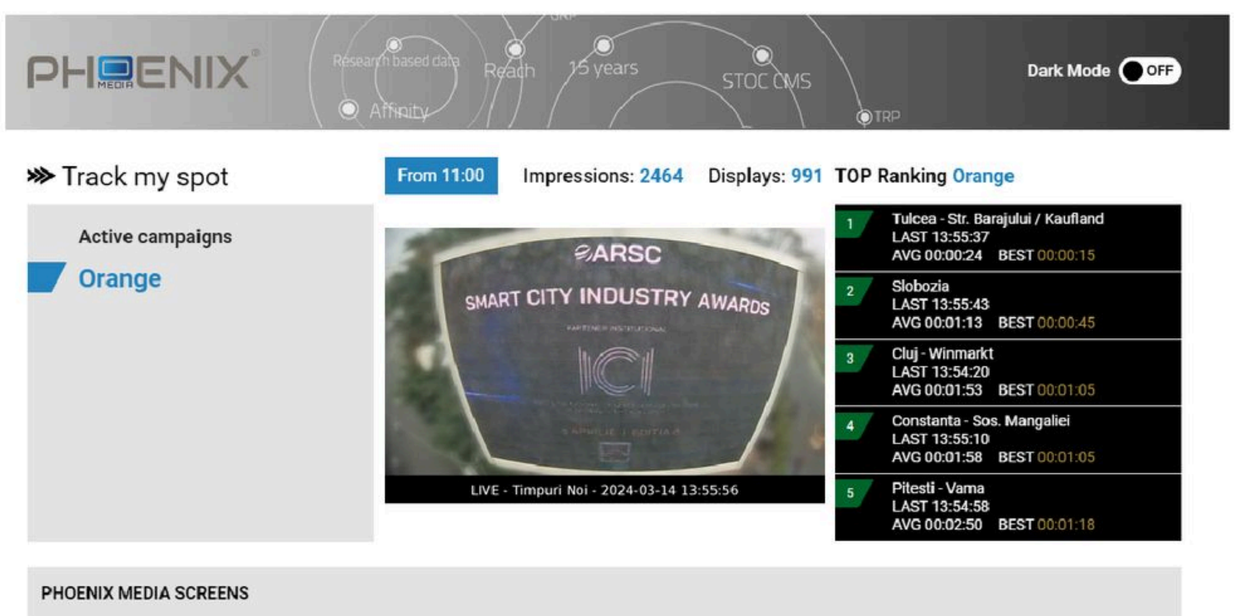
Track My Campaign & Track My Spot

STOC is a comprehensive tool, covering multiple aspects of planning and implementing advertising campaigns. It includes **real-time monitoring functionality (Track my Spot) and campaign tracking (Track my Campaign).**

In 2019, we installed the first cameras in front of the screens to facilitate rapid monitoring and to be able to send "proof of campaign" to our clients. "Track my Spot" is a functionality that enables instant access to campaign displays on Phoenix Media supports through a simple link



TRACK MY SPOT



Chapter 3

STOC CMS

STOC Player – all 4 dimensions

THE STOC PLAYER IS FLEXIBLE IN ALL FOUR DIMENSIONS. IT FACILITATES SCREEN PLAY-BACK ACCORDING TO COM-PLEX SCHEDULING: HOUR, LOCATION, DAY, FREQUENCY. IT REPORTS INFORMATION ABOUT CAMPAIGN DISPLAYS DOWN TO THE SECOND.

Designed as a fundamental operating system, STOC offers **a versatile framework that can be customized** with additional software, modules, and applications to fulfill to diverse campaign requirements.

IT'S THAT SIMPLE.

The media product (mp4, wmv, .JPEG, GIF, HTML5, VAST), whether it's an image, video, or landing page, is uploaded onto screens through the software using a link in just a few seconds.
The process of programming a spot-on digital screen has become remarkable efficient, taking only a few seconds. This entails select-ing locations, time slots, and defining the target audience. Digital screens offer unparal-leled flexibility, enabling advertisers to experi-ment with various video concepts, spots, and messages to gauge their impact effectively. This dynamic approach mirrors the agility and responsiveness characteristic of social media, now established as a standard practice transcending online limitations.

Advertisers now have the capability to adjust and refine their messages in real-time, leveraging factors such as time, temperature, weather conditions, locations, traffic patterns, neighborhoods, and more. This level of adaptability ensures that advertising messages remain relevant, engaging, and responsive to the surrounding environment, maximizing their impact and effectiveness.

Even though this product is not new to the OOH market, with the player module being a common feature, STOC Player is far more advanced and complex, offering a vast programming freedom, even from a mobile phone through the application.

STOC Automation - In the name of DATA

01

RESEARCH BASED DATA

Thanks to our investments in technology and comprehensive market research, we are equipped to offer clients audience data aligned precisely with television measurement standards (such as Reach, GRP, TRP, Affinity, CPT, Impressions,). Our data collection methodology integrates both quantitative and qualitative studies, conducted in collaboration with our partners at D&D Research. As of the current year, 2023, we have a substantial database comprising over 150,000 surveys, enabling us to provide reliable and insightful audience data for our clients.

02

POI – POINT OF INTEREST

Utilizing Google Point of Interest tools, STOC Programmatic offers targeted points of interest for every Phoenix Media location. Clients have the flexibility to specify any desired point of interest surrounding the digital screens, enabling the optimization of campaign effectiveness. This feature empowers customers to maximize the impact of their campaigns by strategically targeting relevant areas of interest around the digital screens.

03

STOC MANAGEMENT

Our innovative platform streamlines and simplifies the interaction and workflow for our customers. Through this platform, users can efficiently oversee and manage their campaigns and communication with Phoenix Media. With just a simple click, users gain access to a comprehensive information history encompassing campaigns, invoices, contracts, addendums, and reports. This seamless accessibility to historical data enhances transparency, efficiency, and overall user experience for our clients.

04

STOC RESOURCE CRM

Is an excellent sales organizer. It manages the relationship between supplier and client and serves as a comprehensive integrator for the legal, technical, financial, and sales departments

STOC Technik – The Engineer

STOC TECHNIK IS AN EXCELLENT ENGINEER. IS FAST, 24/7 AND RELIABLE. THE SCREENS IN THE PHOENIX MEDIA NETWORK ARE AUTOMATED, BOTH IN TERMS OF START-UP/SHUTDOWN AND ERROR DETECTION.

HERE, PHOENIX MEDIA HAS INNOVATED TO THE POINT OF FAILURE: 0.00001%.

Out of 604,800 seconds in a week, the chance of not communicating a campaign is just a few seconds. Each panel has two independent internet connections. This translates to a communication availability of 99.99999%, with a mere 0.00001% chance of failure.

We are the only DOOH provider that conducts evaluations for both client-exposed services and internal infrastructure.

Security is paramount: compartmentalization, isolation, and access control to information are guaranteed, along with the impossibility of running unauthorized content on the network.

The equipment can be started remotely and automatically. When the system detects any error (brightness issues, burnt LEDs, voltage fluctuations), it automatically shuts down the screen and notifies a technician. This minimizes any potential negative impact on the brand being displayed on the screen.

STOC Technik it is the internal part of an outdoor screen, acting as a scanner that continuously transmits data about the panel's health: temperature, processor status, and potential errors. It sends alerts when an issue occurs, minimizing the need for intervention and enabling instantaneous response time. Each panel is equipped with 2 modems, 2 internet lines, Wi-Fi connection and a smart socket.

Security isn't expensive. It's priceless. When it comes to security and data safety, there's no room for shades of gray. In the digital age, neglecting to emphasize technology in security and security in technology is like denying the times in which we live and communicate.

AROUND THE SUN

The brightness of the panel is automatically adjusted based on the location's placement, GPS coordinates, and the panel's orientation (NSEW). More specifically, it rotates according to the sun's position to optimse the display.

THE FUTURE

Chapter 4

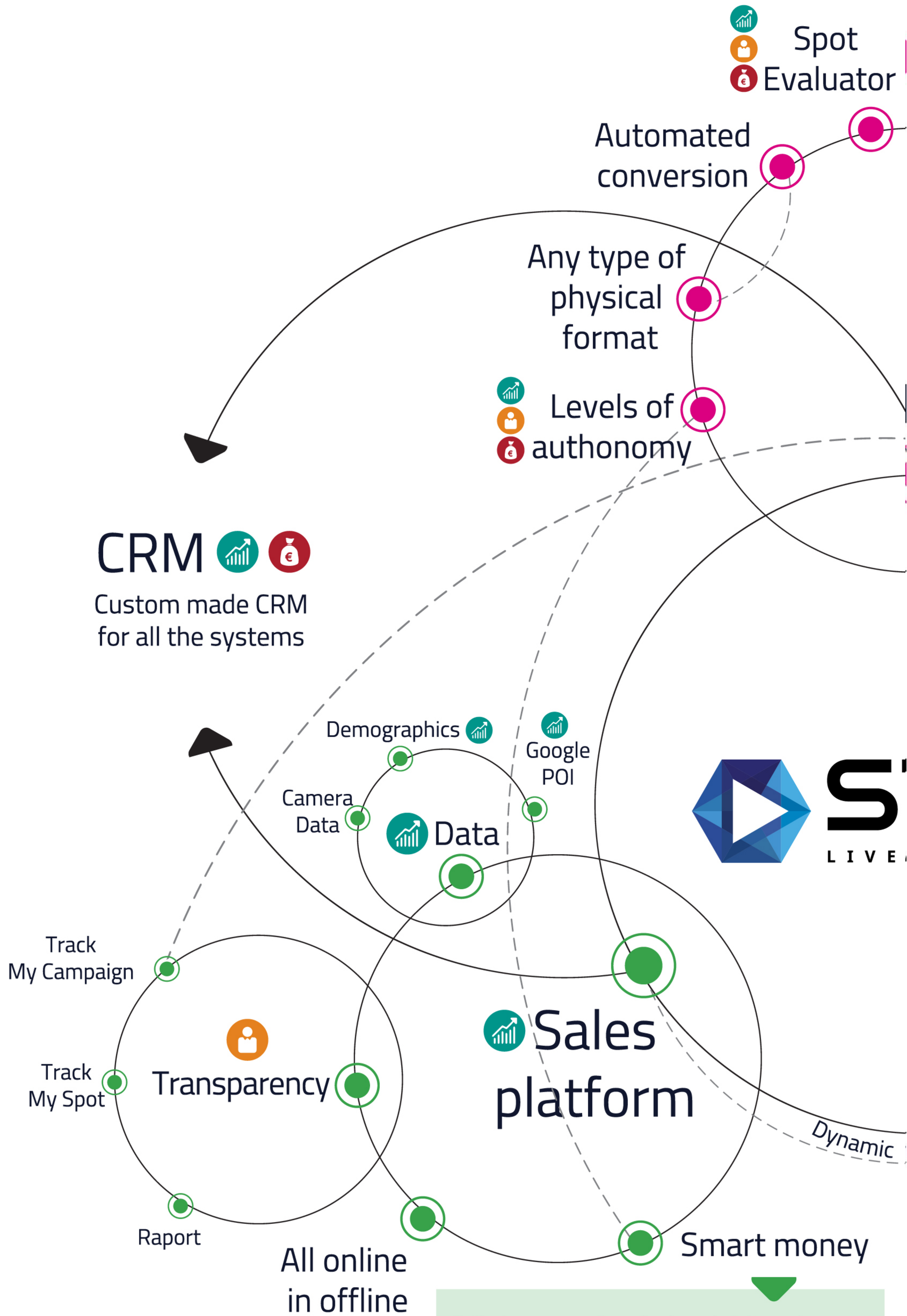
The Future

ONE OF OUR PRIMARY OBJECTIVES INVOLVES EDUCATION. WHILE THE OOH MARKET IS WELL-ESTABLISHED, IT CANNOT AFFORD TO REMAIN STATIC IN THE FACE OF ONGOING EVOLUTION. THIS IS WHERE OUR INTERVENTION BECOMES CRUCIAL. WITH CONTINUOUS CHANGE IN HOW INFORMATION IS PRESENTED AND CONSUMED, WE AIM TO ADAPT AND INNOVATE.

In today's landscape, discussions revolve around mindfulness, neuroscience, and understanding how our brains process external stimuli. As users are flooded with an overwhelming amount of information, there is a growing need to discern what information to deliver, its presentation, timing, messaging, and the choice of media used for delivery. Adaptability plays a crucial role in ensuring that the conveyed information effectively resonates with the audience, especially when faced with a flood of competing messages. At present, STOC SMART is the innovation that is reshaping the future of OOH media sales and on any display. Furthermore, because the future is continually evolving, we continue to innovate.

TARGETED PEOPLE/DESIGNED FOR:

- Technical Engineer
- Sales Expert
- Advertising Customer
- Cost Optimization

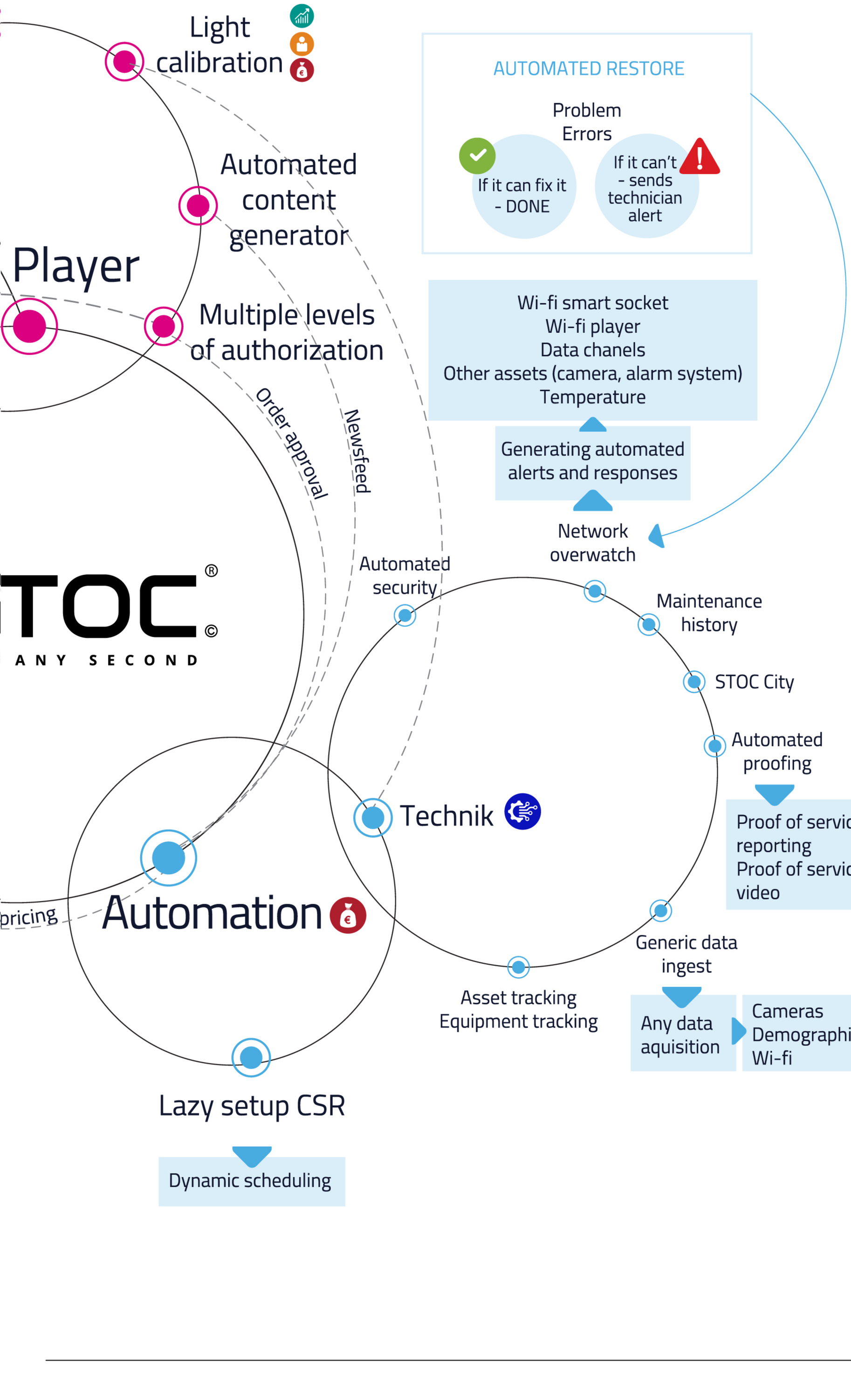


Digitalized Offline

- driven by data
- pure outdoor with online tools benefits
- from offline to online
- hybrids

Tailoring campaigns by hourly intervals
Real-time audience analysis including profiles
Comprehensive campaign scheduling
and targeting based on audience specifics
like age, gender, demographics, occupation
KPI Like Reach - Impression, CPT, GRP

It can simulate how an ad with non-standard formats looks on various formats.
It can turn an image into a 10 seconds video.



STOC City – The SMART City

STOC CITY IS A UNIQUE OPPORTUNITY TO INTERACT WITH LOCAL AUTHORITIES AND CSR

The concept of a smart city integrates information and communication technology and various connected physical devices to optimize the efficiency of city operations and services and connect with citizens. Smart city technology allows city officials to interact directly with both community and city infrastructure and monitor what is happening in the city and how the city is evolving.
Digital innovation, investment in technologies, understanding the needs of citizens and rapid and efficient communication, all of these ultimately contribute to improving the well-being of citizens.

Through STOC City and Phoenix Media TV Screens, the local authority can communicate with the population and transmit, in just one-minute, important messages or communications via a simple SMS. Through STOC City, local authorities can transmit general/public interest information to the network of screens with extraordinary ease.

INTUITIVE AND EFFORTLESS

Within STOC City's intuitive interface, an operator can effortlessly upload informative content for instant broadcast, eliminating the need for technical expertise and associated costs. This "what you see is what you get" (WYSIWYG) editor revolutionizes content dissemination without compromising quality.

In addition to this WYSIWYG side/interface, other implementations with real impact on the comfort and peace of mind of the citizen can also be built:
• Information on the condition of roads and alternative routes
• Information about earthquakes and subsequent recommendations

All these implementations can be done completely through automation.

A SMART CITY IS A SAFE CITY

We've created an automated real-time information solution that has as its concept the immediate information of citizens by the Local Authorities regarding major events.
STOC City is an open AI and can connect to absolutely all major events of a city (power outages, intersections where traffic lights are not working, congested intersections, gas leaks, earthquakes, and extreme weather phenomena) and can display them on outdoor digital screens.

The digital revolution offers an unprecedented window of opportunity to improve the lives of millions of urban residents. Through the SMS messaging application, the residents of a city are informed directly by the local authorities.

Smart cities, also known as cybervilles, are urban areas that collect, electronically and face-to-face, data from citizens, devices, and assets to manage available resources more efficiently.

We use data collection and processing systems to have greater accuracy in terms of demographic information about the inhabitants of a city. The local administration can thus know more about citizens and communicate with them more effectively.

Smart city applications are developed to manage urban flows and enable real-time responses. Therefore, a smart city may be better prepared to respond to challenges than one with a simple "transactional" relationship with its citizens.

www.phoenixmedia.ro

GET IT ON Google Play

Download on the App Store