

ADOP

Digital Signage

Movstream

(EN)

WHY DIGITAL SIGNAGE?



‘62% of people on the move look at outdoor advertising and immediately search on mobile’

Enhance online advertising skip capabilities.
Consumers' mobile advertising fatigue is on the rise.

[Source: European Outdoor Advertising Association 2018]

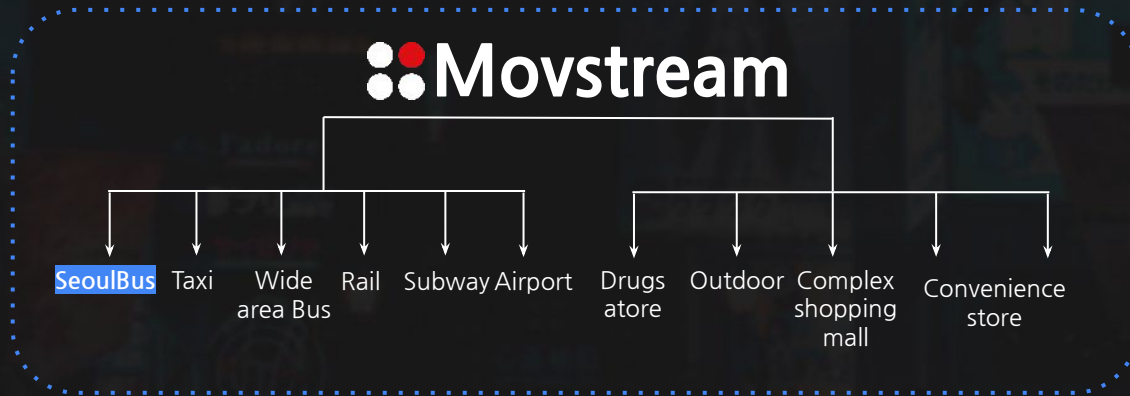
Now, it's time for digital signage.

What is the Movstream?

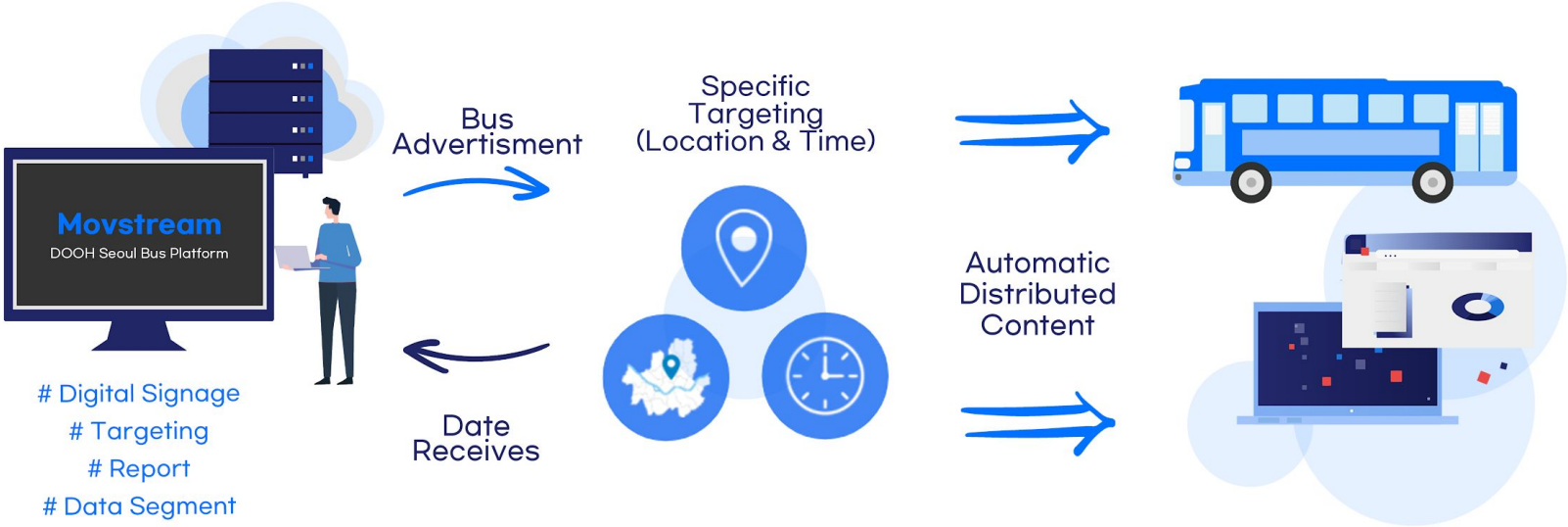
Digital Signage AD Network & Platform that connects various offline media with ADOP's digital signage.

→ **Advantage** : You can choose from a variety of options (guaranteed exposure, local targets, time spots, devices, etc.) at a reasonable price.

It is a new outdoor/traffic/digital media that can offer high effectiveness along with reasonable prices.



Real-time campaign management and operation through a digital platform.
Exposing ads to as many bus passengers as possible to enhance brand awareness effects and increase coverage.



1. ADOP Movstream Advantage

01

Regional/Time Targeting(Set GPS Radius 1km Target)

Various region/time can be targeted according to real-time tracking and campaign characteristics.

02

Inventory Coverage

- 344 routes and 7,899 stops / 6,000 buses operated
 - 4.5 million daily passengers
 - Securing about 80% of the inventory of buses running throughout Seoul
- >>Additional installations are currently underway (as of June 2020, 80% of Seoul buses)

03

Reasonable Price

Can be executed at a reasonable price (by charging per exposure, not per bus-line)
At least 100 exposures per bus on a daily basis

04

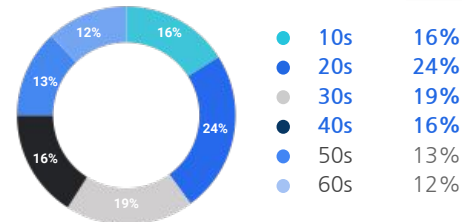
Visualized Report

Providing reports such as the number of ad-exposure and charges.
-In real-time aggregation by date, region, time zone, and bus stop

05

Bus usage rate by age group

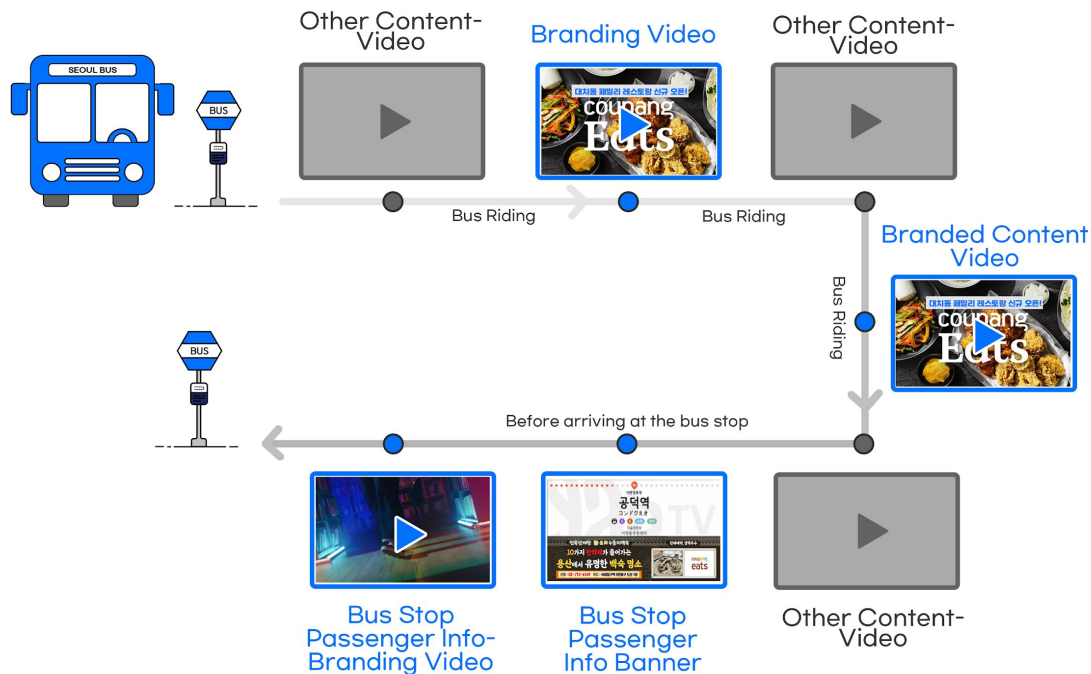
Buses are frequently rides by young passengers who are sensitive to consumption trends



[Source: 2019 Seoul Commuter Statistics]

2. ADOP Movstream's AD Flow & Package Summary

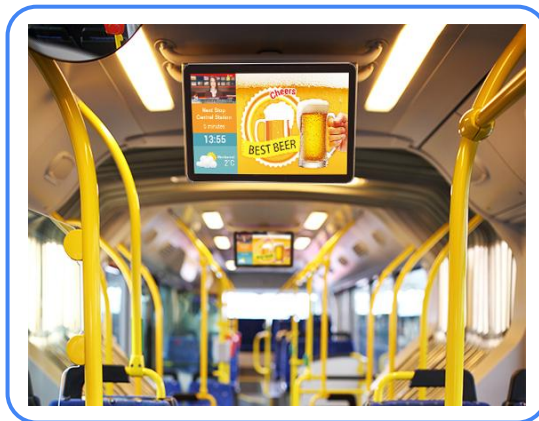
Branding Video AD & Branded Content AD during bus service hours and
Bus stop passenger info Banner & Branding Video AD Package Before arrives at the bus stop



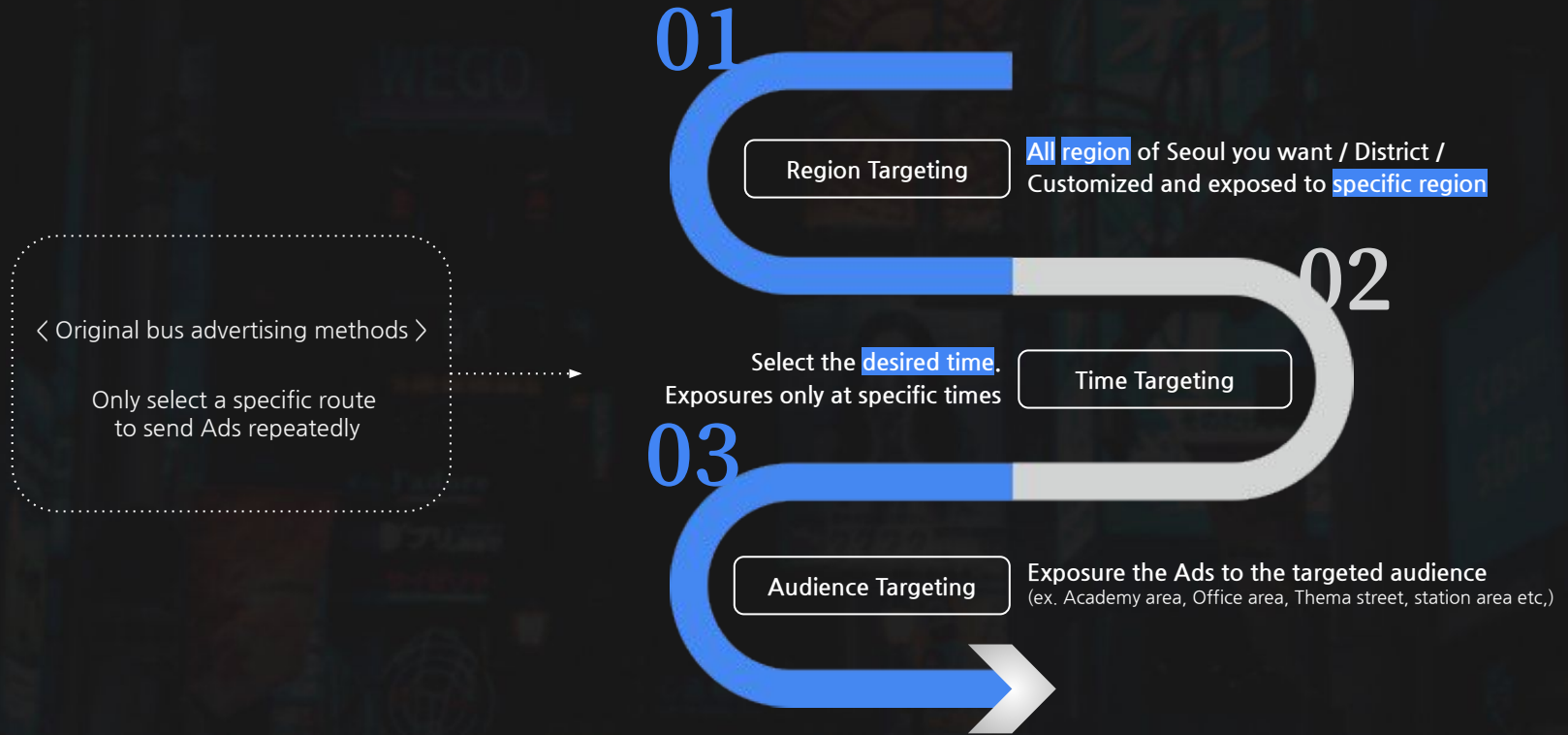
< 4 products in Bus Ads >

Select product/package according to the purpose of the campaign

Bus AD Example



3. Movstream_Type of Targeting



3-1. Targeting Type_Seoul Regions/Time Targeting

Custom region based on GPS & 25 district in Seoul

Option 1
Specific address

Ex) 623 Teheran-ro,
Gangnam-gu



Option 2
Specific district

Ex) Gangnam-gu,
Songpa-gu etc.

*For district targeting,
30% surcharge from the price.

Utilizing the GPS of the bus / bus stop
>> [Option 1.Specific address] Exposure ads within a 1km radius of the target setting area

Time targeting Advertising

Option 1
Basic time

AM 7:00 ~
PM 09:00

Option 2
Midnight time

PM 21:00 ~
AM 7:00

Option 3
Custom time

Specific time

*For custom time targeting,
20% surcharge of the price.

Select one of the options to expose your Ads for a specific target audience
(Ex. morning: office worker, student // late night: office worker // 7-9 am + 16-18 pm: office worker, student)

4. Package Introduction_(1) Bus-stop passenger info Banner (Price : CPM 6.5\$)

- Exposure ads to the bottom or right side banner of the monitor when the Bus-stop information system on-going.
- Use passengers' natural gaze to check the bus stop information



Exposure Type & Ad Summary

- Before arriving at the Bus-stop, Exposure of banner ads at the bottom or right side of the monitor with the station info.
>> When approaching nearby station, receive GPS and exposure the ads
- Region-targeting and time-targeting options are possible.

Advantage

- Ads service based on Station Guidance info : High attention, Ads can be exposed in connection with advertiser's offline store or service.
- A various category of the Ads available with a wide variety of target audience

Price Model	Criteria of Charging	File Format	Capacity	Price	Campaign Period
CPM	Per exposure	Image (JPG, GIF, PNG)	within 1MB	6.5\$	Based on 1 month

*30% surcharge for district targeting / 20% surcharge for customized time target

* The price is the basic campaign, the price may be increased and changed depending customized time & district targeting.
*Creative can be replaced after consultation during campaign period.

4. Package Introduction_ (2) Branding Video (Price : CPV 0,01\$)

- Video ads randomly exposed between other video contents
- Enable operation of various content such as public service video, corporate ads -> High attention through various video contents



#Branding #Deliver easy and quick message
#Attention effect through repeated exposure

Exposure Type & Ad Summary

- During the bus running time, randomly and automatically transmit video ads between contents.
- Video running time : under 15s.
- **Region-targeting and time-targeting options are possible.**

Advantage

- Repeated exposure during bus service hours
→ Remind effect to passengers, easy and quick message delivery.

Price Model	Criteria of Charging	File Format	Capacity	Price	Campaign Period
CPV	Exposed for more than 10s	Video (MP4)	within 10MB	0,01\$	Based on 1 month

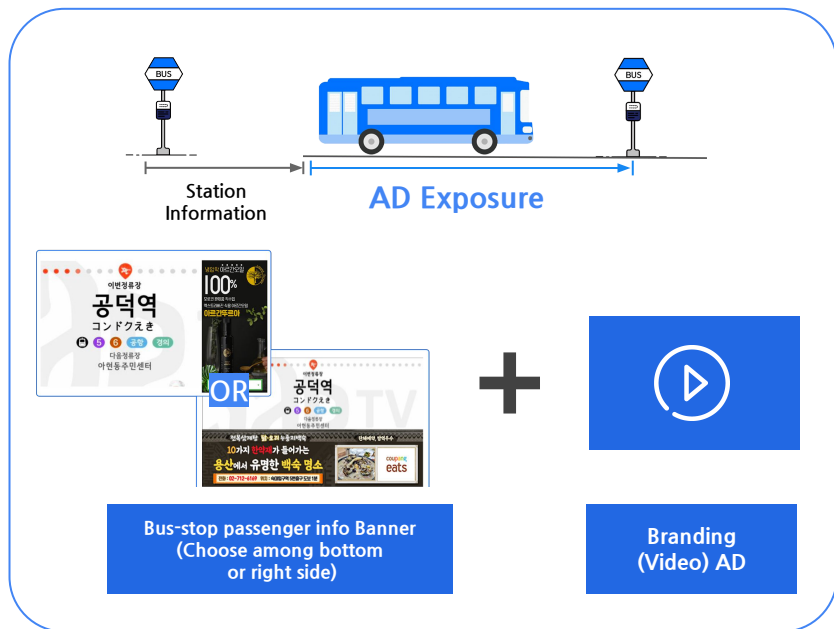
*30% surcharge for district targeting / 20% surcharge for customized time target

- * The price is the basic campaign, the price may be increased and changed depending customized time & district targeting.
- *Creative can be replaced after consultation during campaign period.

4. Package Introduction_

(3) Bus-stop passenger info Banner + Video (Price : CPMV 0.02\$)

- Exposure in bottom or right side banner of the monitor(selectable) when the Bus-stop information system on-going + Exposure video right after the banner.



Exposure Type & Ad Summary

- After advertising the banner based on the location of the bus stop then right after the banner, play the video ads.
- Bus-stop passenger info Banner : choose among bottom or right side banner of the monitor.
- Video Running time : under 15s
- Region-targeting and time-targeting options are possible.

Advantage

- Repeated exposure during when arrive at the bus-stop and departure.
→ Remind effect to passengers, easy and quick message delivery.

Price Model	Criteria of Charging	File Format	Capacity	Price	Campaign Period
CPMV	Exposed for more than 10s	Image(JPG, GIF, PNG) +Video(MP4)	Image: Within 1MB Video: Within 10MB	0.02\$	Based on 1 month

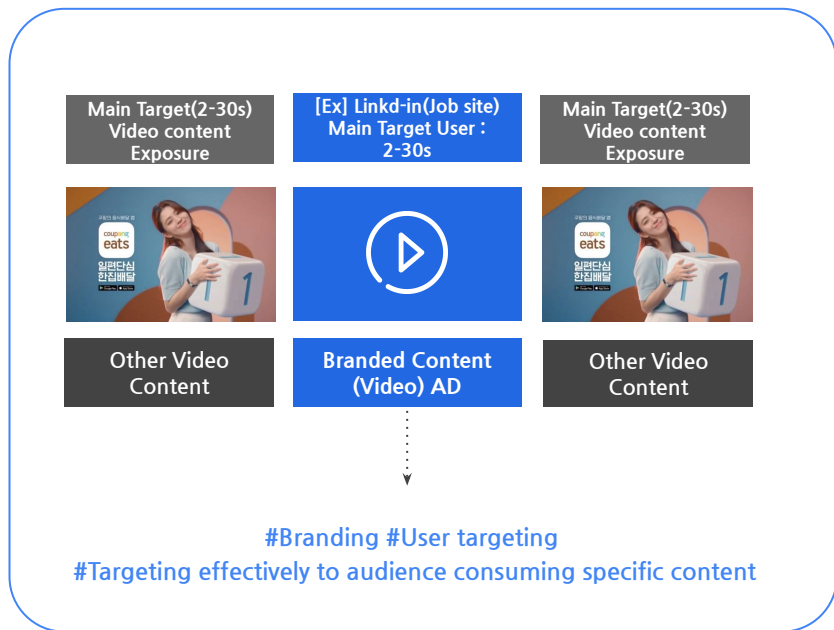
*30% surcharge for district targeting / 20% surcharge for customized time target

* The price is the basic campaign, the price may be increased and changed depending customized time & district targeting.

*Creative can be replaced after consultation during campaign period.

4. Package Introduction_ (4) Branded Content Ads (Price: CPV 0.01\$)

- Branded content Ads is exposed banner or video format between other video content that fit the main user segment of the advertiser's brand.



Exposure Type & Ad Summary

- Choose Banner or Video.
- Expose Ads that can lead to participation in a particular content audience
- **Region-targeting and time-targeting options are possible.**

Advantage

- Create and exposure trendy content that increases attention.
- An average of 8% additional revenue growth compared to non-customized content advertising.

Price Model	Criteria of Charging	File Format	Capacity	Price	Campaign Period
CPV	Exposed for more than 10s	Video (MP4)	Within 10MB	0.01\$	Based on 1 month

*30% surcharge for district targeting / 20% surcharge for customized time target

* The price is the basic campaign, the price may be increased and changed depending customized time & district targeting.

*Creative can be replaced after consultation during campaign period.

5. Contents Ads Example_Delivery App

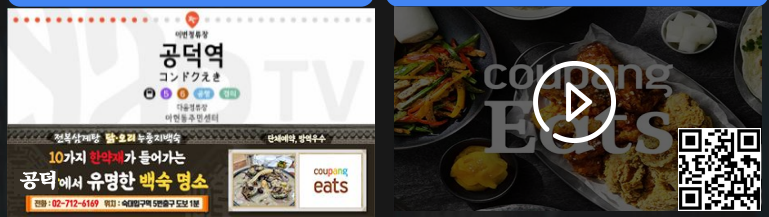
- Station Banner + Video Ad + Area /Time Targeting

Price: CPMV 0,02\$

Example: Using QR Code

AD Format : Bus-stop Banner
(Alliance small business banner AD)

AD Format : Branding Video AD
(Advertiser's branding AD)



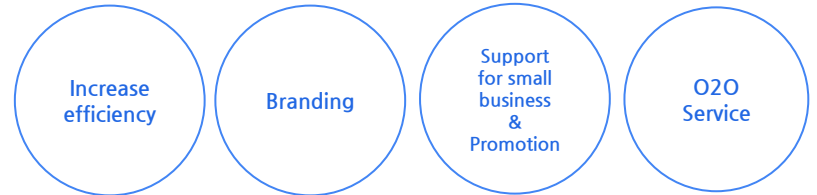
Alliance small business banner AD >> Region + Time Targeting

[Example]

Expectation Effectiveness

Main Bus User - 2030 Generation

Affiliates in the district & Ad exposure for delivery targeting



6. Movstream_Visualized Report.

Report by Ad package

[Bus stop passenger info Banner]

→ CPM Standard

[Branding Video]

→ CPV Standard

[Bus stop passenger info Banner + Video]

→ CPMV Standard

[Branded Content Ad]

→ CPMV Standard

Ad campaign budget spending rate
& optimization daily budget

Check the number of **non-billing impressions** along with the number of billing / non-billing (25%/50%/75% section)

Check the total number of **unique buses** Ad exposed

By Daily/Seoul Region/Time/Bus stop

- > Check the number of Ad exposure and billing
- >Data creation and extraction

*Customized report will be launched on Q3, 2021

7. Q&A

Q1. What types of Bus Ads are possible?

Bus advertisements are classified into 4 package types: Bus stop guide ad, branding ad, Bus stop guide ad + video advertisement, and Branded content Ad.

Q2. Which types of data are collected and reflected in the report?

The report shows various data such as Ad impressions, unique buses, Ad spending, budget pacing, and recommended daily budget are collected and reflected in real-time reports.

Q3. Is it possible to extend the campaign?

It can be extended by modifying the campaign schedule and budget.

Q4. Is it possible to change banner and video during the campaign?

It is limited to **once** during the campaign period. It has to proceed with the manager in charge.

Send your message through '[ADOP Movstream](#)'.

Thank you