

Point of Place-based

Bottom Price

Ad Screening

SOV

Creatives Approval

Analyze



Street Panel & Urban



* All images in this brochure are for illustrative purposes only.

LG DOOH Ads

We Value Your Space, We Care For Your Media



Flexible Ad Management



Versatile Ad Types



Revenue Opportunity



Audience Dashboard



Ad Tech Partners



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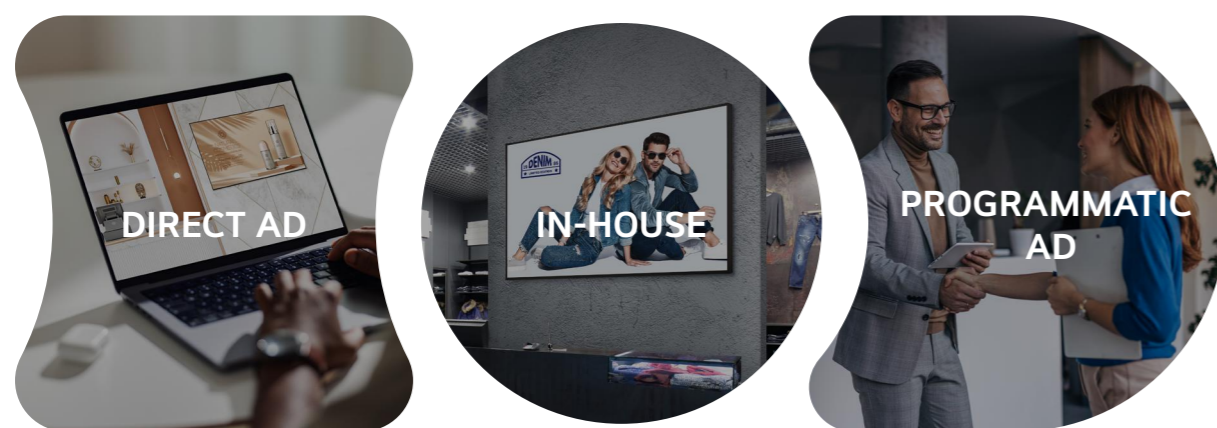


TRANSFORM SIGNAGE INTO A PROFIT ENGINE

LG DOOH Ads is an integrated DOOH platform designed to support various types of ad transactions in a single point, helping owners unlock the potential of their spaces and achieve their goals. It connects seamlessly with DOOH-focused partners and provides detailed reporting tailored to the needs of venue owners, media owners, and advertisers, supporting effective campaign planning and execution.

* Availability may vary by model. Please contact your local sales office for more details.

AN INTEGRATED DOOH PLATFORM DESIGNED TO SUPPORT ADS IN A SINGLE ACCESS POINT



Ad Serving Optimization



Flexible Inventory Control



PMP¹⁾ (Private Marketplace)



Scheduled Ad Booking



In-House Stabilization



Open Exchange

DIVERSE DOOH AD TYPES CUSTOMIZED FOR MEDIA OWNERS



Maximize your potential with diverse DOOH ad types designed for multiple media environments. We support a full spectrum of monetization models²⁾, including Direct Ad and Programmatic Ad (Private Marketplace¹⁾), Open Exchange. Most importantly, our Custom SOV (Share of Voice) feature empowers you to autonomously adjust and optimize ad share on your screens, enabling your inventory to be managed exactly how you want it.



DIRECT AD SERVING OPTIMIZATION

Going beyond simple scheduling, our system leverages LG DOOH Ads' data-driven automated logic to optimize delivery. It analyzes real-time³⁾ data to balance contractual fulfillment with enhanced revenue potential, helping every impression work harder for your business.



SCHEDULED AD BOOKING

Designed to support contract execution and ad delivery, The system enables hourly booking and manages direct campaigns. It follows schedules and impression goals to help maintain alignment with contract requirements.

¹⁾ PMP (Private Marketplace) is available for use in the USA only.

²⁾ The revenue structure may vary depending on the advertising product. For more details, please contact your local sales team.

³⁾ Triggers the next ad request as soon as possible as the previous content begins.



PROGRAMMATIC PRIVATE MARKETING PLACE

Strategically monetize high-value inventory through our Programmatic PMP. Create and manage deals directly without accessing the ad-tech platform. We utilize secure Deal IDs and pre-negotiated terms to strictly control access, ensuring brand safety, targeting accuracy, and impression quality.

* This service is available for the US market only.

LANGUAGE SETTING

Media owners can filter the language of ad creatives to help messages remain clear and resonate with the local audience.

BOTTOM PRICE

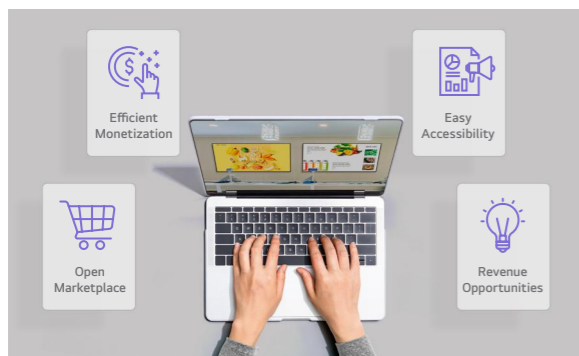
Protect your inventory's value by setting a 'Bottom Price.' This acts as the starting bid for the auction, where competitive bidding can drive the price upward.

CREATIVES APPROVAL

Enhance the value of your space by curating content that aligns with your environment, helping display only approved creatives. Manage this directly within LG DOOH Ads—eliminating the need to access external ad-tech platforms for a unified management experience.

AD SCREENING

Ensure optimal ad placement with granular filtering options. You can exclude content by broad industry categories (e.g., Food & Drink) or block specific brands, giving you full control over what appears on your displays.



PROGRAMMATIC OPEN EXCHANGE

Our ad server is integrated with a robust Open Marketplace, which helps monetize unsold ad inventory efficiently and aims to reduce vacancy rates.* Operating as an open marketplace, it allows multiple advertisers to bid without prior negotiation, helping maintain a steady inflow of ads and supporting additional revenue opportunities.

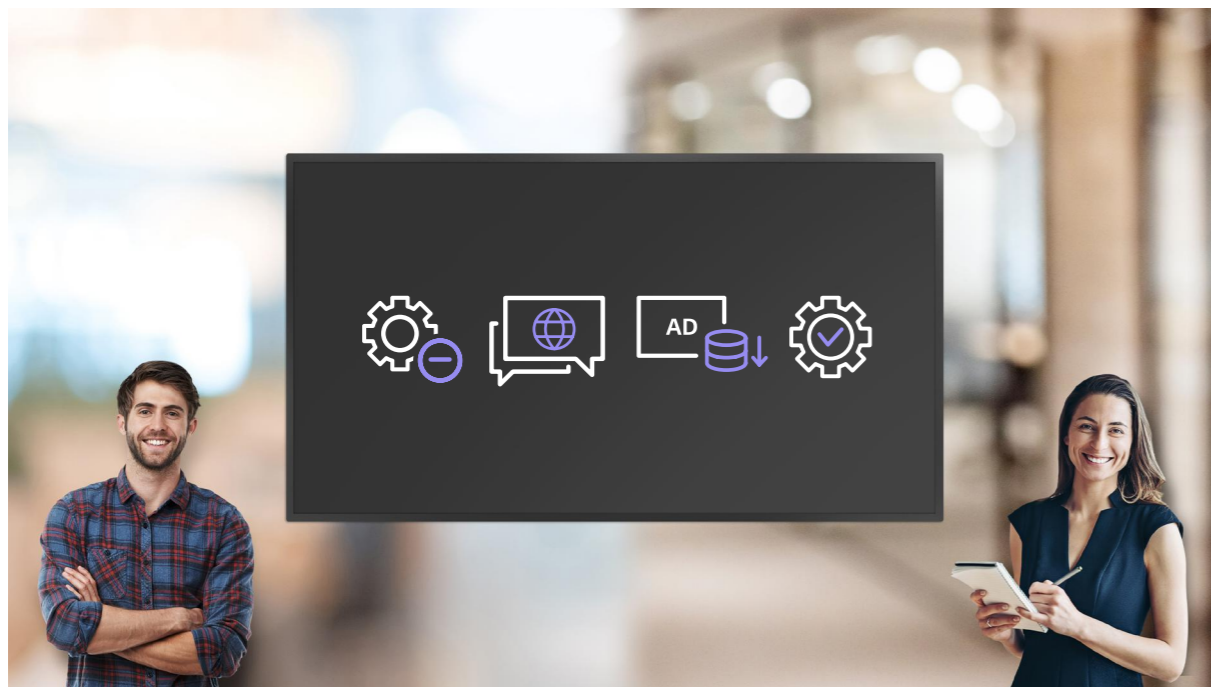
* Revenue from advertisements will be shared between the media owner and LG, and the revenue may vary depending on the advertisement.



IN-HOUSE SERVING WITH SOV CONTROL

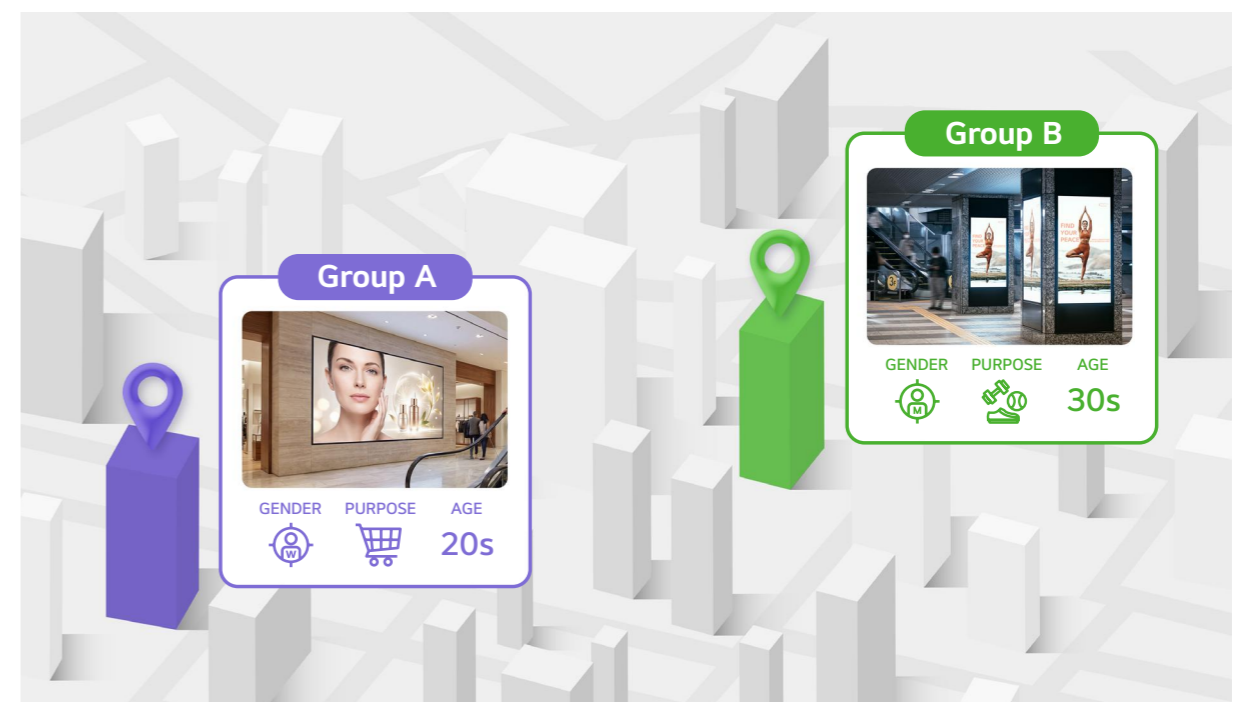
Seamlessly serve essential in-house creatives, such as facility information and public announcements. LG DOOH Ads empowers you to treat in-house creatives with the same serving precision as commercial campaigns, allowing you to fine-tune SOV settings for an optimal mix of internal messaging and profitability.

PROGRAMMATIC AD SETTINGS



Programmatic Settings allows you to filter ad creatives by language, set a bottom price for inventory, approve creatives for alignment, and screen ads for optimal placement.

SMARTER TARGETING, PRECISION MEDIA PLANNING



Experience flexible, value-driven inventory management. LG DOOH Ads allows you to define ad inventories with detailed conditions—from screen size to specifications—giving you full control over your inventory and laying the groundwork for future planning and targeting. By creating unique ad assets tailored to the specific combination of venue, display device, and screen resolution, we ensure data integrity and prevent duplication, empowering you to manage your digital assets effectively.

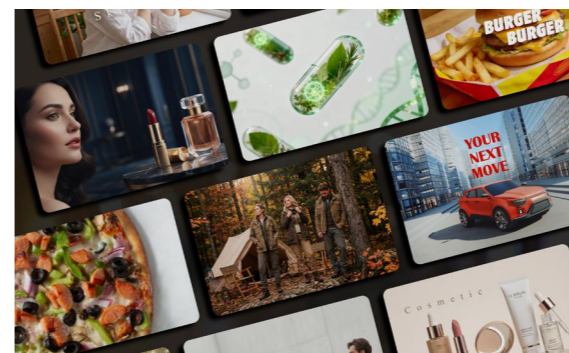


DATA-DRIVEN PLANNING & TARGETING

Leverage external data integration* to bundle inventories into custom packages based on specific location, venue, or audience conditions. You can save these groups for future use, allowing you to effortlessly activate campaigns on predefined segments whenever needed. Paired with our intuitive Map-View*, you can gain enhanced control and visibility for accurate, data-driven decisions.

* Some features, such as audience demographic-based segments, require external paid data integration and a separate contract.

UNIFY YOUR MEDIA OPERATIONS POWERED BY EXPERT DOOH PARTNERS



STRATEGIC PARTNERSHIPS WITH GLOBAL AD-TECH PARTNERS

LG DOOH Ads serves as your essential Ad Server, supported through strategic partnerships with recognized global ad-tech partners. We provide a centralized hub that allows media owners to flexibly access extensive external ad networks without the need for complicated technical integration. Experience reduced operational resources and achieve enhanced management efficiency.

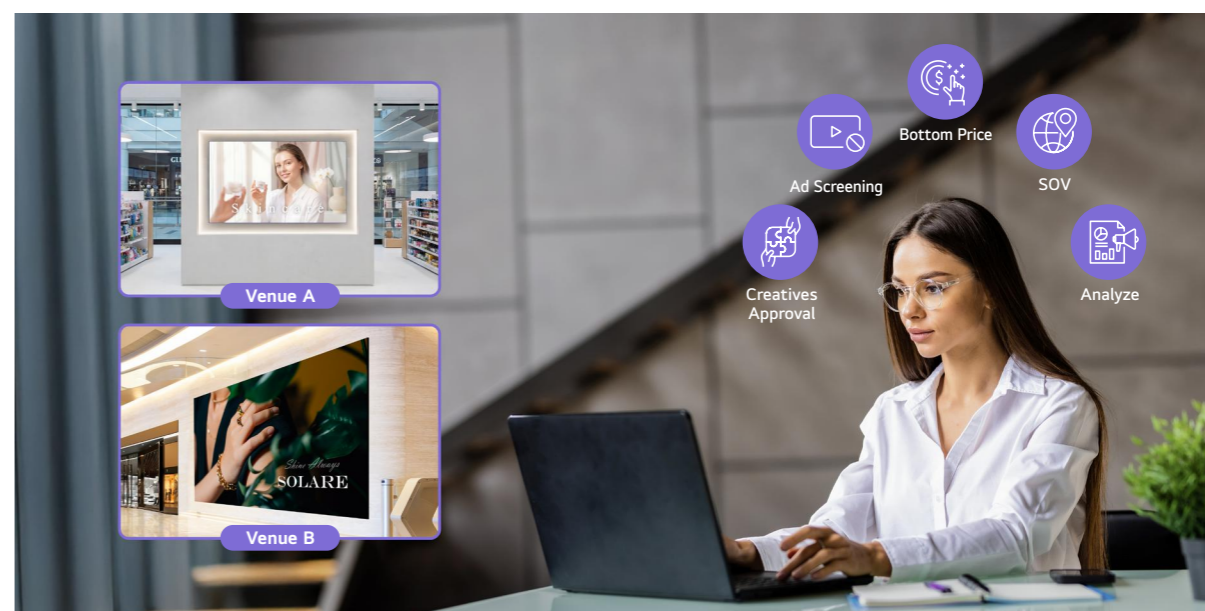


AUDIENCE MEASUREMENTS

LG DOOH Ads goes beyond simple exposure metrics by delivering in-depth advertising performance analysis and measurement reports based on customer behavior data. Through integration with external partner services*, we provide precise ad effectiveness measurement and actionable insights tailored to media owners, publishers, and advertisers—empowering you to execute more sophisticated campaign strategies.

* Additional fees may apply when using external partner services, and availability may vary by country.

TRACK ADS AND REVENUE IN ONE DASHBOARD



Easily monitor campaign status, transaction details, and revenue performance through the dashboard provided by LG DOOH Ads. Both Direct Ads and Programmatic Ads generate reports in raw data format, giving you full visibility into detailed advertising revenue metrics.

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