

A STEVEN SPIELBERG FILM

# CLOSE ENCOUNTERS

OF THE THIRD KIND

Kolmannen asteen yhteys.  
Digitaalisuuden **UUSI ULOTTUVUUS.**

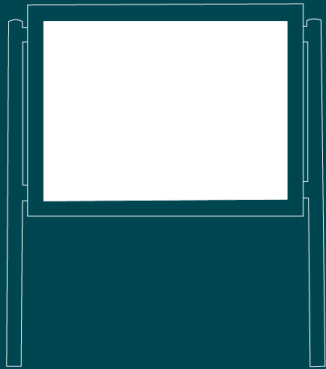
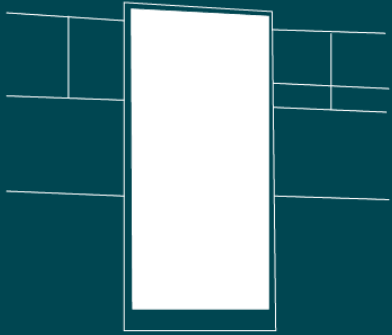
Tuomas Kurki

 Clear Channel

&

Jonne Salovaara

**DAGMAR**



# Creating the future of media

Digital **≠** online.

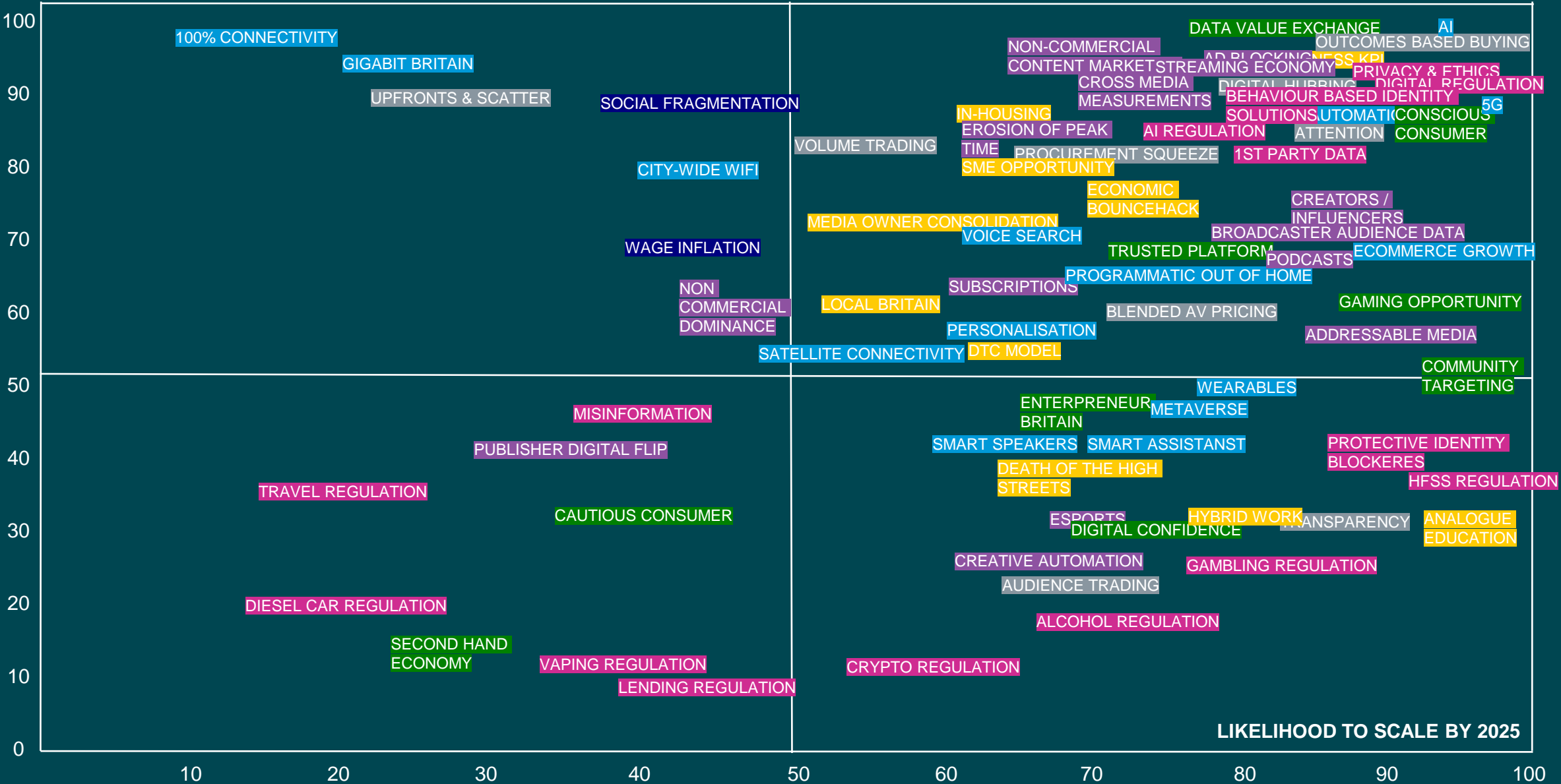


A whole **NEW** ball game.

# 2025 MEDIA THEMATIC MATRIX

SIX FORCES: AUDIENCE POLICY CONSUMER MACRO TECHNOLOGY INVESTMENT

IMPACT ON THE ADVERTISING MARKET



# 2025 MEDIA THEMATIC MATRIX

SIX FORCES:

AUDIENCE

POLICY

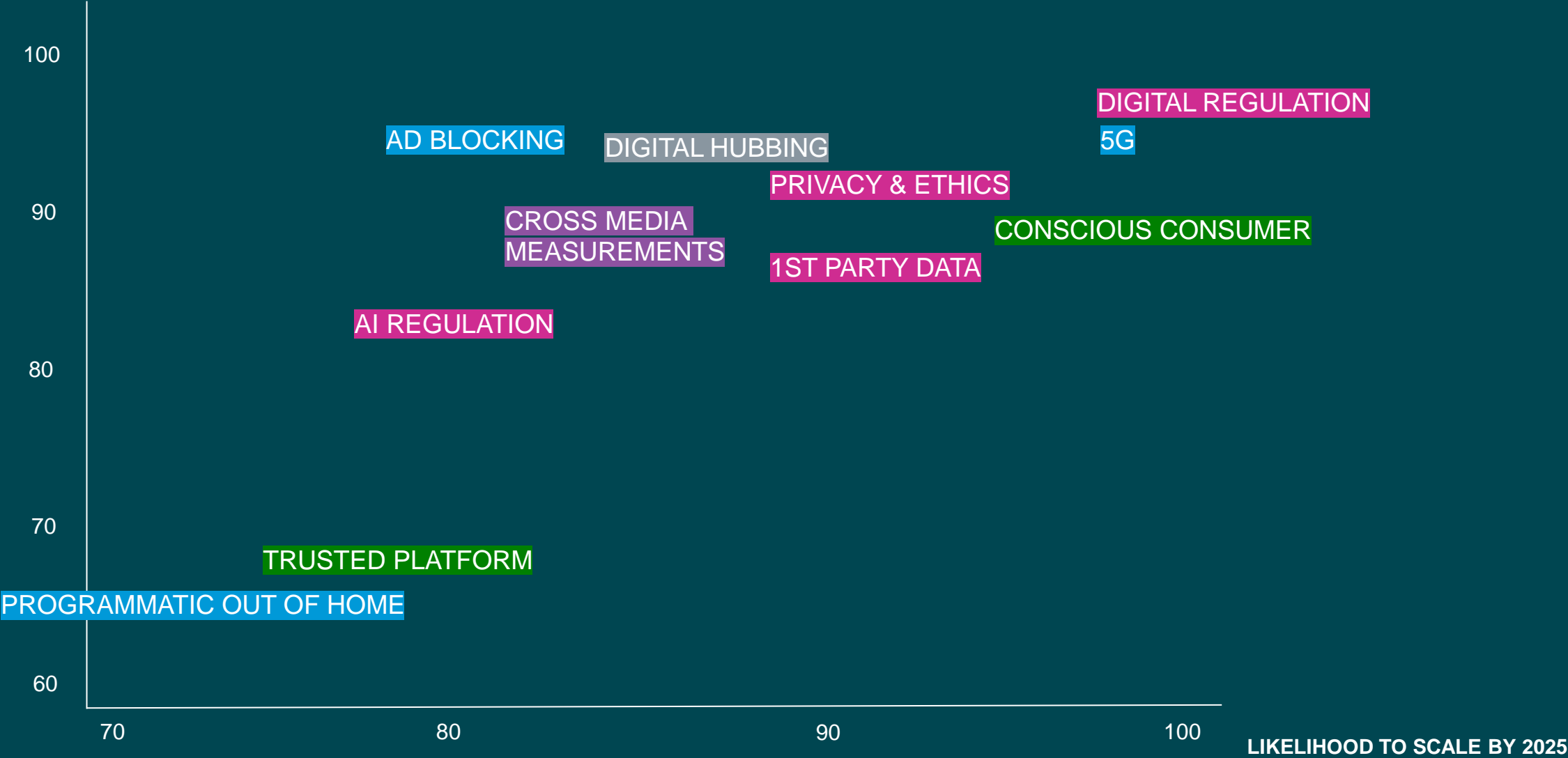
CONSUMER

MACRO

TECHNOLOGY

INVESTMENT

IMPACT ON THE ADVERTISING MARKET



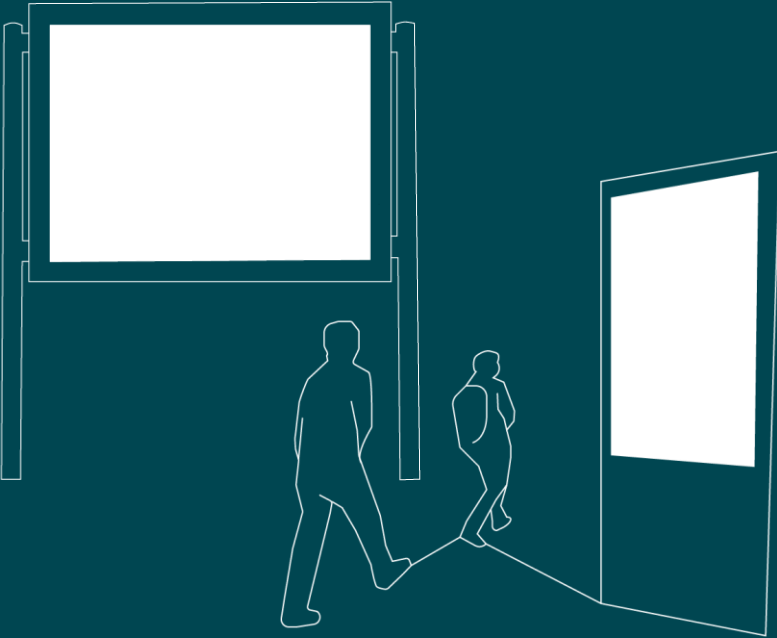
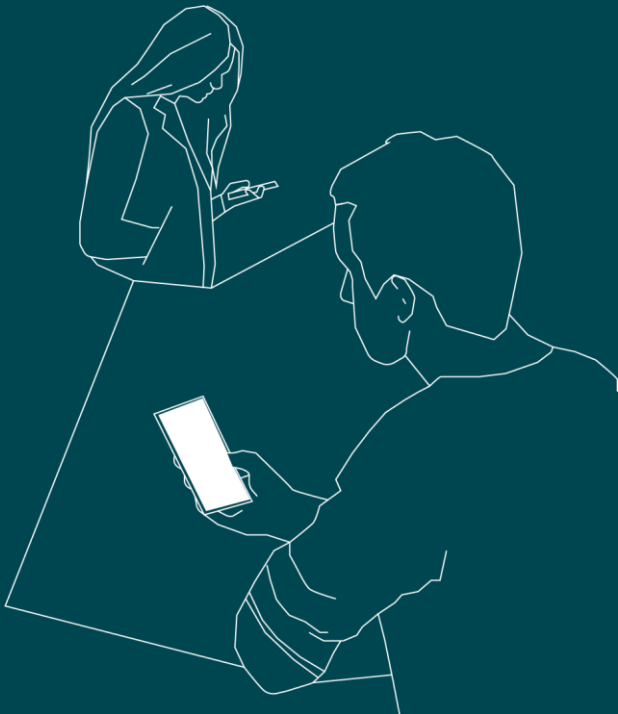
CONTEXT POTENTIAL

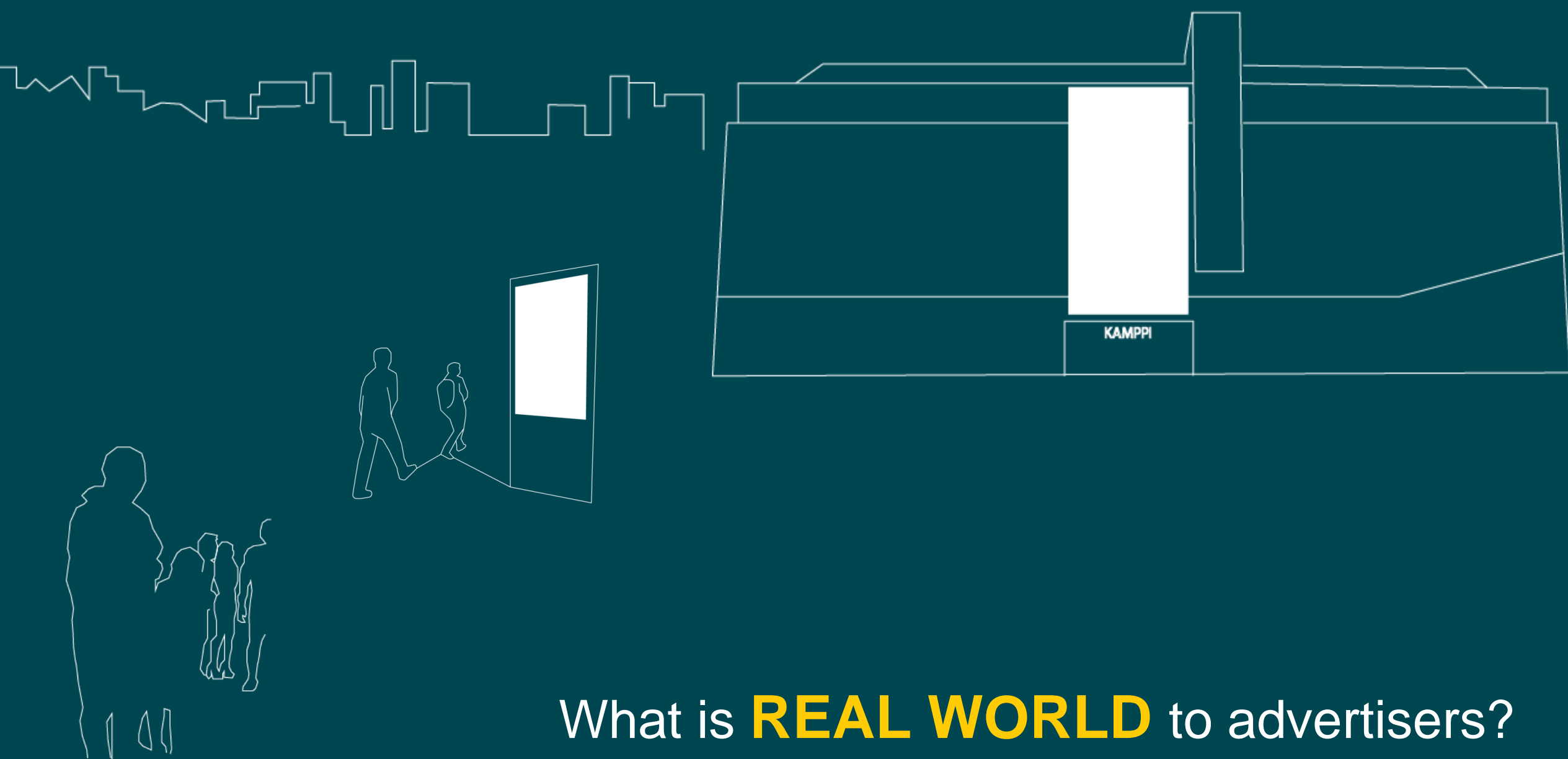
REAL WORLD

MOBILE

HOME

IMPACT POTENTIAL





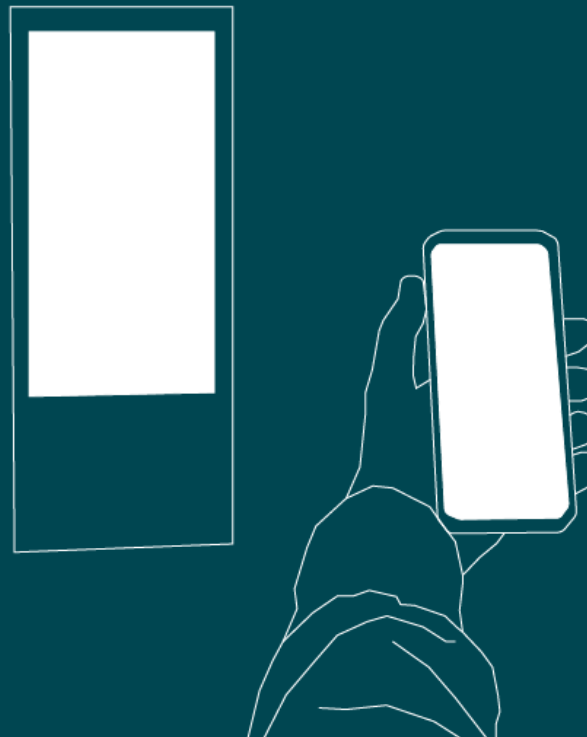
What is **REAL WORLD** to advertisers?

WHY

Expand your digital presence and develop your strategies further. Make the most of **dynamic** media planning, budget **optimization** and customized campaign **scheduling**.

HOW

Use **market standard tools**.  
Utilize existing creatives in new contexts and locations.



**REAL WORLD.**

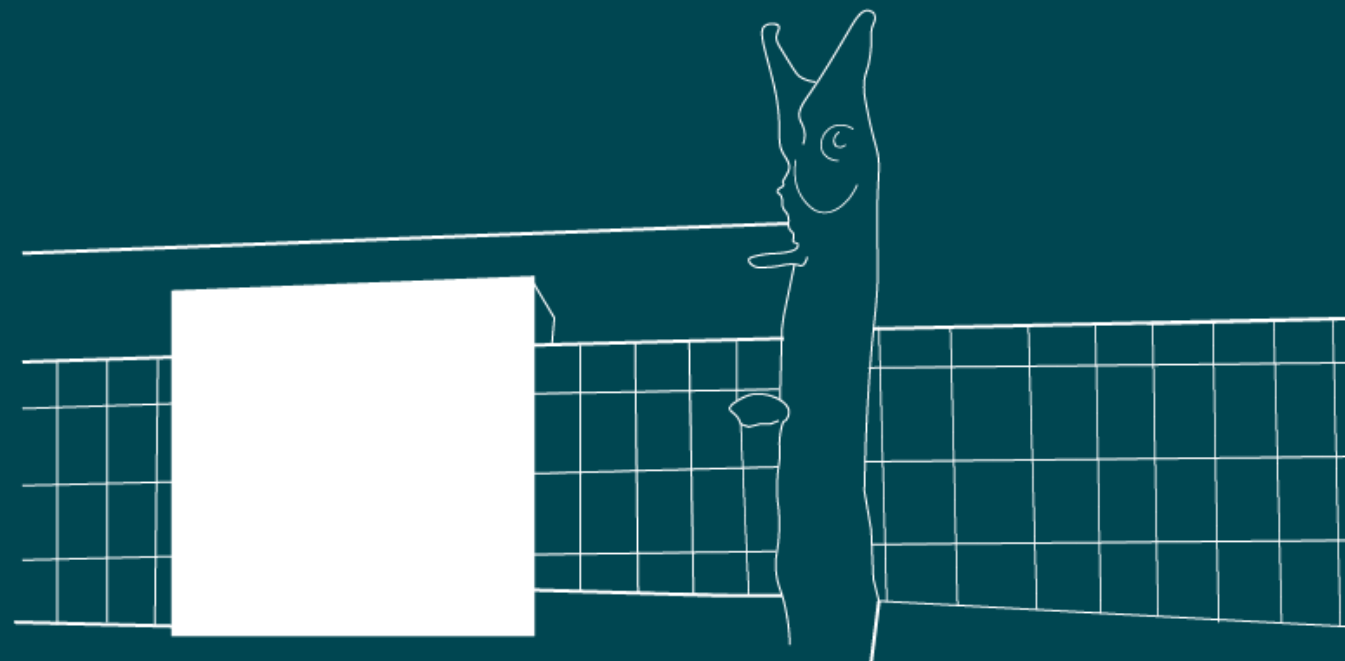
100% digital compatibility & connectivity.



Widen your digital presence to **public** spaces with impactful screens. Shared experiences make most fame.

**It's not true if it's not public.**

Get the impact from **giant screen** size in the busiest locations. Utilize the latest **creative** tech e.g. 3D and make an **impact**.



**REAL WORLD** is impact & fame.

WHY

Connect with **valuable audiences** and create meaningful moments in different **real world** contexts.

HOW

Use the **unique data** based on movement, demographics, location and buying behaviour.



**REAL WORLD** is audiences  
in unique context.

Unique audience and context  
with 100% digital compatibility & connectivity.

**REAL WORLD.**





Those who dare,  
conquer the **REAL WORLD.**



Jonne Salovaara

**DAGMAR**

**REAL WORLD** ad impression buying digitally requires some adjustments on advertiser's side

TRADITIONAL TEAM  
STRUCTURE



CROSS-FUNCTIONAL  
TEAM WORKING  
TOGETHER

CURRENT BUYING  
PLATFORMS



NEW PLATFORMS  
MORE SUITABLE FOR  
PDOOH

FAMILIAR WAY OF  
PLANNING & BUYING



WAYS OF WORKING  
BUILT ON THE FLY

CERTAINTY



UNCERTAINTY

Conquering **REAL WORLD** via programmatic requires further development (at least on marketer's perspective)

MEASUREMENT	LACK OF STANDARDS	INVENTORY AVAILABILITY
DSP & SSP DEVELOPMENT	MORE COMPETENT PRICING	BUILDING KNOW-HOW

These all will be tackled **IN THE NEAR FUTURE.**

We are already preparing for the future of  
**REAL WORLD** advertising.



**ARE YOU?**

**DAGMAR**