CSDM

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Radjen van Wilsem (CEO)

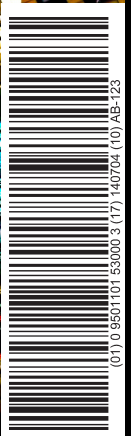## 'Digital is not a medium, it's a way of life'

Media Segmented targeting
Programmatic Marketing in the heart of the target audience
Technology
CIS in Oman, Thailand and Malaysia
Creation The power of content marketing

Innovation has a face

CS
DIGITAL
MEDIA

content

'Digital is not a medium,
it's a way of life and thinking'

'Programmatic marketing makes our lives easier'

Radjen van Wilsem CEO

I was recently asked by a marketeer, "When will the investments in digital outdoor advertising actually get off the ground?" I took note of this remark, but at the same time it crossed my mind that not everyone travels by public transport and/or refuels at Shell because then you would inevitably come across one of our 5,000 digital screens. This was apparently a marketeer we missed on the modern customer journey. Or is it due to the perception that a screen is only considered to be outdoor advertising when visible in a traffic jam? I believe this marketeer works in fast-moving consumer goods, lives in Amsterdam South and cycles to work at the Zuidas. Whatever the case may be, this example shows that all too often it has to be explained that twelve years (!) of digital transformation has led to new digital options.

This first edition of CSDM magazine shows how pioneering has developed into a digital pond – a veritable eco-system – of four companies within CS Digital Media (CSDM): outdoor advertising, technology, creation and programmatic buying. The digital outdoor advertising business provides services to the efficient advertisers, like adaptive planning and data. Our media technology department develops smart retail solutions with Shell, with a view to modernising the fuelling experience. The CSDM studio creates experiences in customer journeys using videos and digital advertising concepts. Finally, MyAdbooker – programmatic & automated buying solutions for outdoor and online media buying – guarantees integration, optimisation and targeting in campaigns.

I would like to meet someone under the age of 50 who avoids going online on Google or eBay with a relevant question. If so, at least he or she will ask someone else to do

it. The point is that online search – labelled micro-moments by Google – has caused a major change in our media consumption. This change simultaneously has better defined our linear TV viewers namely elderly people above 50+, and not the youngsters, as a target group. Will advertisers be able to work with these new definitions? Surprisingly enough they are – in the online world, but to a lesser extent in the offline world. Indeed, in the online world, the aim is to understand the requirements and needs of the connected customer who manages many things with their smartphone and whose profile can be recognised via this device. What does the connected customer do when their car breaks down? They surf to Google. Do they look for new tyres? Google again!

'I would like to meet someone under the age of 50 who avoids going online on Google or eBay with a relevant question'

As a result, it remains a challenge for advertisers to tell a consistent story about their message in the mixture of online and offline because campaigns are still either analogue or digital. Online indicates video and banners while analogue denotes TV, shelter displays and billboards. For this reason, CSDM has evolved into a company that can also translate analogue campaigns to digital campaigns, both in terms of advertising and its deployment. MyAdbooker supplies the additional supporting strategy to integrate offline and online campaigns with programmatic marketing and media buying. Programmatic marketing is to be considered as an umbrella for the various ways to

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support multichannel marketing. It is 'only' 36 years ago that Philip Kotler published his famous 'Principles of Marketing'. At the time, Kotler supplied the first real marketing ABC, ranging from influencing human behaviour to buying behaviour. For the marketeer I mentioned earlier, who stresses that only now marketing is transforming digitally, it should be a comfort that we at CSDM have been focusing for twelve years 100 per cent on digital media and digital concept development.

Today, digital marketing technology is changing the global market worldwide, a market in which consumers and devices provide data about their own information and needs. Consumers have developed into individuals led by peers rather than target groups with a general profile. For this reason, CSDM has become an officially registered data collector. In this role, we are able to identify anonymous traffic flows and safeguard the privacy of consumers. At least as important is CSDM's membership of the Open Society Foundation (OSF) of the EU; this gives us access to urban safe data platforms in Europe that are being built under the supervision of a range of major businesses.

'The core of programmatic marketing is that many transactions we currently still have to perform on a daily basis will be organised for us on a personalised basis'

What will we face in 2025? "Business as usual" will have a different meaning. Digital is not a medium, it has become a way of life and thinking, and requires knowledge of the foundations of the digital transformation in our society. It is about the habits of connected customers, about new methods for a smart and programmatic marketing strategy. In short, it is about reinventing ourselves.

My quess is that by 2025 we will have learned how to use and not to use our data. Meaning? As consumers, we will control society on the basis of our needs using our own data. To give an example: my washing machine. It is ready in order to do the laundry 'thinking': hey, I have to have a bid submitted for the energy I need. Who will give me the best price? The same happens with a car, when it is about petrol and insurance. We will live in a transaction-governed society by

then with assisted economic decisions. It may sound complicated, but it means that my device indicates, for instance, that I am on my way to Belgium and that everything has been arranged; insurance and everything that goes with it. That is the core of programmatic; many transactions that we currently still have to perform on a daily basis will be organised for us on a personalised basis. Programmatic will therefore only serve to make our lives easier. Online search like we did in 2015 will be outdated. The networked society will be a reality by 2025. You connect with a network and your identity will be in the collective; who you are and what you will do will be arranged 'neurologically'.

'As a member of the Open Society Foundation, CSDM has access to urban safe data platforms in Europe that are being built under the supervision of a range of major businesses'

So what will happen in about ten years? The consumer will have more power by then and we should be wondering how to facilitate this as a media business. The answer? A transaction-oriented mind-set, in short: programmatic. I will give another car example. Let's say you are driving on the road and you only have ten litres of fuel left. In that case, a company – Shell for instance – will 'bid' on you for you to refuel. The car will subsequently negotiate and automatically drive the route to the place with the best price. Exciting times are ahead of us.

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AOPEN commercial grade hardware solutions. Available in many variants for various applications. The certified ruggedized digital element for MyAdbooker

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Bright Ideas Connected

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programmatic solutions for out of home

A business impression

CSDM in facts and figures

In a few years' time, CS Digital Media has developed from a small business, specially focused on outdoor positions, into a large organisation deploying digital marketing technology in the broadest sense, employing 70 staff distributed across four departments in five locations in no fewer than 10 countries. With the above we have welcomed over 6,000 satisfied clients this year.

2004 Founding of Librium
2010 launch of market consolidation DOOH
2011 transformation of CentralstationNL integration of City Media Rotterdam
2012 launch of the development of programmatic
2013 integration of Media Landscape Amsterdam
2014 transformation CS Digital Media world exclusive: programmatic in DOOH
2015 Shell smart retail platform
2016 DOOH Programmatic EU trading desk
2017 CSDM is the first full programmatic operator

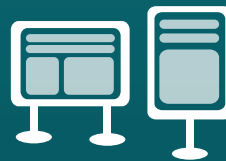## 5 Office locations

Amsterdam, Rotterdam, Eindhoven, Assen, Den Bosch
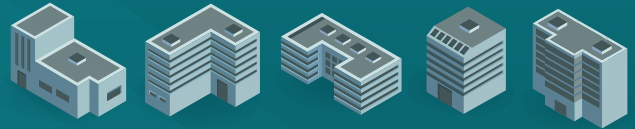
Oman

Germany

Austria

5000 Screens Video Advertising

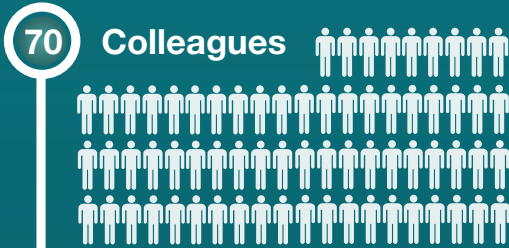Portrait, Landscape, Interactive, Programmatic, Public video, Online

CS DIGITAL MEDIA

3.325.395 hours of video advertising broadcast in 2016

Centraal Station
Nieuwmarkt
Waterlooplein
Weesperplein
Wibautstraat
Zuid
RAI
Lelylaan

Subway stations Amsterdam

70 Colleagues

Studio
Concepting
Creation
Production
Editorial-
Office

Sales
National
Direct
Local
Callcenter
Programmatic

ICT
Technology
Software
Apps
Beacons

Operations
Project Management
Planning
Delivery

Countries 10

Switzerland
Luxembourg
Thailand
Malaysia
The Netherlands
United Kingdom
France

5 Main Networks

	Sports	Public Transport	Education	Petrol	Corporate
Screens	62	369	251	267	823
Locations	62	289	192	198	419

447.988.216 visitors at our location in the past year

5034 broadcast advertisements

5270 satisfied customers

2016

8 Awards

Schiedam C.
Marconiplein
Coolhaven
Dijkzigt
Eendrachtsplein
Beurs
Blaak
Kralingse Zoom
Capelsebrug
Alexander
CS
Wilhelminapl.
Zuidplein
Maashaven
Slinge
Spijkenisse

Subway stations Rotterdam

Innovation has a face

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Who are we?

CS Digital Media is one of the few media technology businesses in the DOOH (Digital Out of Home) industry to provide all disciplines for concepts, campaigns, content and technology in-house. From Backoffice to Studio and the Editorial team, from Operations to Marketing/Sales and Development. An introduction.

Sales

The composition of the CSDM sales team is beautifully balanced. From the old hand to the young and enthusiastic beginner and all the professionals in between. Thanks to the support of our specialists in data and technology, we have all the knowledge available to bring the use of media (also via programmatic buying and possibly combined with interactive and mobile!) to an even higher level, especially for the major public transport networks in Amsterdam and Rotterdam.

'Thanks to the support by our specialists in data and technology, we have the knowledge to bring the use of media to an higher level'

Dutchital Media, part of CS Digital Media, focuses its activities on the operation of regional and local networks at high-traffic locations throughout the Netherlands. Advertisers have the option of expressing themselves at the right location and targeting the needs of a specific target group with moving images in order to create a high attention value. Dutchital Media has branches in Eindhoven, Den Bosch and Assen.

Development

The Development department specialises in the technical architecture and infrastructure underlying central and client-oriented applications. 'Generally speaking, we develop innovative and scalable software.' Development is geared towards translations from business to IT architecture, where the focus is on the roadmap of CSDM, Shell and the MAB platform. The specific activities of Development include: geo-scheduling in buses and licence plate recognition (LPR) and the Shell data portal.

'CSDM Support are ready to advise and assist 24/7 in order to exceed client expectations'

Projects & Consultancy

Clients of CSDM increasingly require innovative, (interactive) concepts and interaction with their target group. The Projects department guides these clients through the design, construction, test and implementation phases, in order to subsequently deliver the projects to the client as agreed. Projects operates internationally and is multidisciplinary, meaning that software, installation, business consultancy and implementation can be managed for each individual project
>>

Awards!

In 2015, CSDM (together with Cadreon, Platform161 and MyAdbooker) won an AMMA AWARD in the category Best Media Innovation with Programmatic Digital Out of Home advertising.

'It is a good thing that programmatic technologies that are currently mainly applied in online performance are also used for the deployment of an 'offline' medium and for a campaign with branding targets", as can be read in the jury report. "What also makes this case unique is the use of motion sensor technology in order to decide whether or not you should show your advertising. The options are endless; the use of alternative data sets, dynamic creation, the application of online (re)targeting options and, in the future, combining online and offline results in a model. The jury also anticipates that the further digitalisation of the medium will lower the threshold for new advertisers.'

**CSDM and City Media:
Strong together in Rotterdam**

City Media Rotterdam BV started in 2008 as a pilot project for digital media at Beurs subway station, at the initiative of the municipality of Rotterdam. This social origin was not forgotten in the sale to Librium in 2011.

Director Eric Leenderts: 'The City Media Rotterdam Foundation still has an interest in the company to ensure compliance with the social agreements stipulated by the municipality of Rotterdam during the sale, including local employment. This cooperation is very successful: many metro stations and hundreds of buses have been fitted with screens in the meantime, and the cooperation between foundation, company, municipality and the RET continues to develop.'

Traffic
>> Many separated workflows within CSDM are integrated in the Traffic department. And not only in terms of logistic processes. For example, Traffic is involved in CMO (content management operations) for
Shell and this department ensures that commercial and editorial content is distributed to the networks of CSDM via various booking systems and formats. But the tasks of Traffic also include management of the website, production of the monthly newsletter, assembling campaign reports (aftersales measurements), order routing, invoicing of commercials, coordination and management of our specials and quality monitoring of editorial broadcasts.

It is a good thing that programmatic technologies are also used for the deployment of an "offline" medium now

Studio & the Editorial team
Studio & the Editorial team are the creative heart of CSDM. This is where client-oriented concepts and formats are developed and designed for a wide variety of digital (branded) content and commercials.
On a 24-7 basis, the news desk provides the latest news as well as editorial, interactive features about sports, lifestyle, entertainment and social themes, such as sustainability, among other things. There is separate programming that responds to national and international events.

Backoffice
Somewhat in the shadow, but no less important for the smooth running of business processes within CSDM is the back office – what's in a name! The back office serves as the central office for CSDM in a wide range of areas: from financial administration to human resources and process improvement (standardisation of specials and projects), from controlling activities (concession management and contract administration) to content and order processing. Everything is handled by the back office.

Network coverage in the Netherlands
Legend

▲ Shell/ MyAdbooker

■ MyAdbooker

◎ CS Digital Media
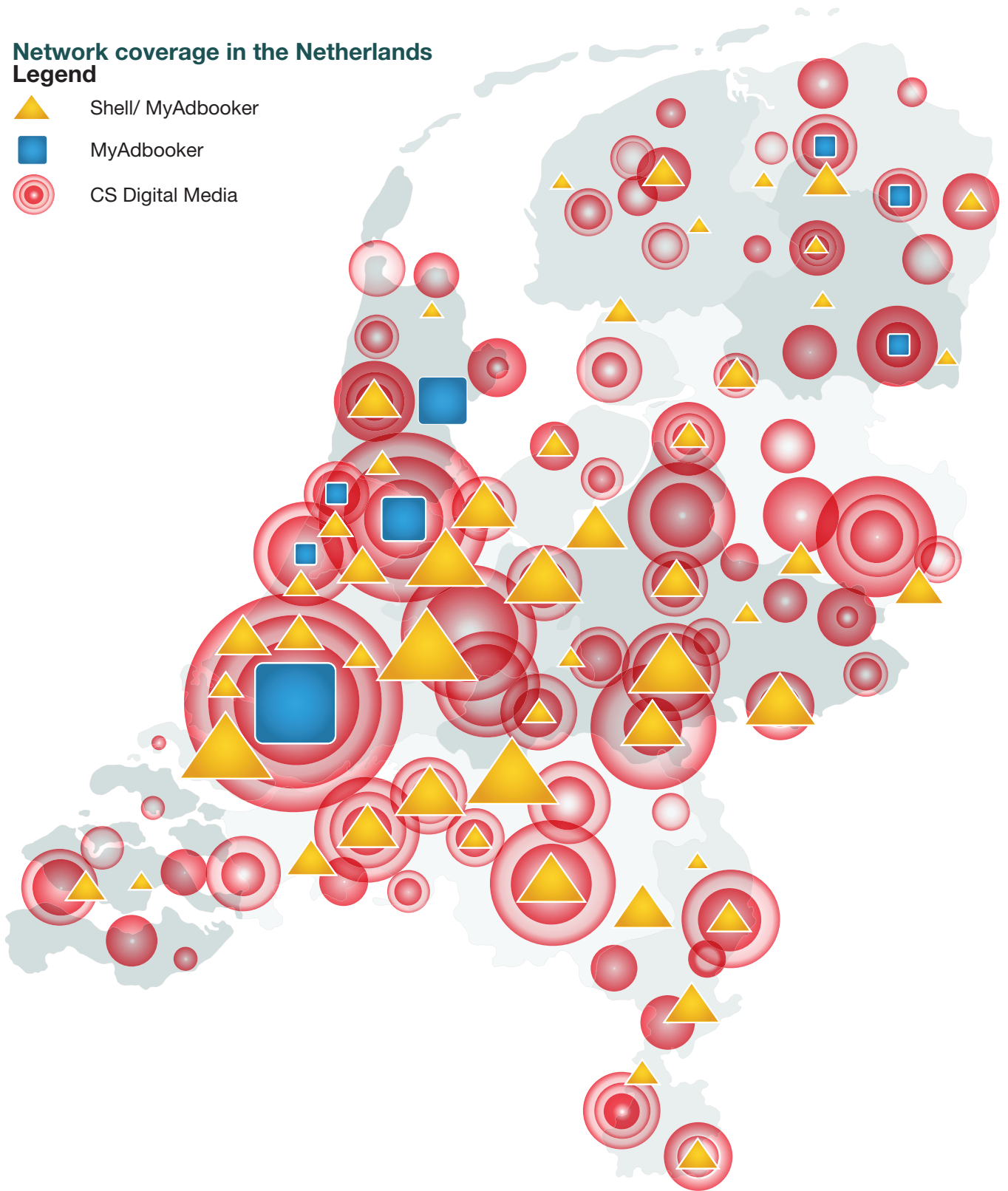
From station takeover to green shelter display

From Nike to L'Oreal. The most impactful campaigns of 2016 could be seen and experienced on the networks of CSDM. But there was more to 'do'. For example, a number of takeovers took place at Amsterdam Central Station, Rotterdam obtained the sustainable Green Shelter Display network and 300 buses were equipped with GPS technology, so that advertisers could purchase at specific locations.

The cases discussed have been classified with colours according to reach, message, optimisation and buying.

Reach	Buying
Message	Optimisation

#1 Holding your breath for charity

CSDM participated in the campaign 'Hold your breath for lung research' by the Lung Foundation Netherlands). For six weeks, the digital screens displayed well-known Dutch personalities, such as Ronald de Boer, who challenged waiting travellers to hold their breath for as long as possible.

Reach: 14,398,431 consumers
Locations: 72
Period: February up to and including April

#2 Present month at McDonalds

At the time this magazine is published, McDonalds will be pampering its customers every day with tasty offers. In order to promote these offers during each part of the day, McDonalds deploys the digital screens of CS Digital Media in public transport. A total of 94 different advertisements are shown which alternate when the offer changes. This is pure Digital Out of Home! These are rapidly changing creations, which may be flexibly deployed and are fully adjusted to the client's requirements.

Reach: 2,731,482 consumers
Locations: 289
Period: December 2016

#3 Gaming on public transport

For the launch of the new game 'Hitman', game distributor Big Ben chose CSDM once again, with an impactful campaign in public transport in Amsterdam and Rotterdam.

Bereik: 2,731,482 consumers
Locaties: 16
Period: March 2016

#4 Rembrandt etchings

In 2015, CSDM created a digital art gallery for the KPN campaign 'Late Rembrandt'. The creations in this gallery form the basis for a multimedial campaign. Consumers could use digital screens in Rotterdam and Amsterdam to 'shoot' a Rembrandt etching using their own picture, which could subsequently be uploaded via a promotion page. A year later, KPN won a European Excellence Award with this campaign.

Reach: 114,398,431 consumers
Locations: 16
Period: March/April 2016

#5 Hot jobs on public transport

Dice Career Solutions, a company positioning itself as a job board for IT staff, drew attention via the shelter displays in public transport by recruiting staff with impactful black-and-white portraits.

Reach: 2,138,650 consumers
Locations: 8
Period: March 2016

#6 Weekend shoppers pampered!

Captain Morgan deployed the CSDM screens at the Rotterdam and Amsterdam subway stations for a period of 15 weeks. The advertisement was only displayed on Thursdays and Fridays from 4pm to 10pm, in order to reach a specific target group, namely weekend shoppers. What was special about this campaign was that Amsterdam Central Station was 'taken over' twice.

Reach: 3,652,382 consumers
Locations: 16
Period: February/June 2016

#7 Rush surrounding the Rotterdam marathon

It was busy on CSDM's screens around and during the 36th NN Marathon. Many advertisers seized the opportunity provided to display their advertisements at this event and to the millions that could be reached there. The commercials were provided with extra stopping power by reports about marathon stars and an animation in which all runners were wished good luck. These special features were created by CSDM studio and the editing team of CSDM.

Reach: 1,871,043 consumers
Locations: 16
Period: April 2016

#8 Reach guaranteed

In order to promote household insurance, Interpolis booked a broad campaign at subway stations in Rotterdam and Amsterdam and at Shell petrol stations, in which consumers were encouraged to take out insurance with an additional discount before a certain date. The commercial ran for three weeks, and only in the morning and the evening, so that the target group could be reached in the most effective way.

Reach: 1,000,000 reserved impressions
Locations: 222
Period: April/May 2016

Voor elke woonsituatie een passende oplossing

Interpolis. Glashelder

#9 The same shoe everywhere

Nike used six screens at Amsterdam Central Station dedicated to focusing attention on four different shoes. What was special about this campaign was that the broadcast loop was synchronised on all screens so that the same shoes could be seen on them. Needless to say, this created additional impact.

Reach: 767,616 consumers
Locations: 6
Period: November/December 2015

#10 Magic with Axe

Axe used the public transport networks in Rotterdam and Amsterdam for a fortnight to launch the 'Find your Magic' campaign. Axe displayed itself in a bold way here, as the brand adapted its image of the women's brand with a commercial in which men take centre stage. Axe invited men to explore their own 'magic'. The commercial was displayed at Amsterdam Central Station with a 'station takeover', meaning that all displays simultaneously switch to the same campaign when a metro train arrives, in this case the Axe campaign, resulting in additional impact among the Axe target group (men aged between 20 and 34). In order to attract the attention of the target group at the beginning of the campaign, a special date was selected: 7 February, the day on which Ajax and Feyenoord played each other.

Reach: 4,927,130 consumers
Locations: 16
Period: February 2016

#11 Congratulations to Thalys

The twentieth birthday of the Thalys high-speed train was celebrated festively for two weeks with a great campaign. A beautiful present: six million consumers saw the advertisement.

Reach: 6.581.032 consumers
Locations: 24
Period: March/April 2016

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#12 Advertising via GPS

Over 300 buses in the province of North Holland and Rotterdam and the surrounding area have been equipped with GPS antennas which makes it possible to purchase an advertisement based on GPS coordinates. The buses drive through various regions, and GPS technology enables us to know exactly where they are and whether the commercial may be broadcast. Not only is the commercial broadcast at a premium position this way, but the advertiser is also served exactly in the selected region.

#13 Sustainable technology

The new Green Shelter Display network in Rotterdam stimulates waste recycling by rewarding people with a green discount voucher if they hand in an empty bottle or can. Fourteen of these Eco-Euro machines have been fitted with large digital screens on the side in Rotterdam metro stations.

#14 Station takeover

At Amsterdam Central Station there is the option of reserving a so-called 'station takeover'. During a takeover, all digital screens – eleven in total – display the same commercial when the doors of the metro open. This creates a great deal of impact and an advertiser can use this to reach all the passers-by and passengers who leave the metro. This is an effective option used by Vueling, Nike, Diesel, Sonos and KPN among others.

#15 On the long planks

In co-operation with Spalder Media, CS Digital Media puts the Austrian ski resorts of Oberstdorf, Saalbach, Zell am See – Kaprun and Skiwelt Wilder Kaiser on the map. During the winter season, travellers passing through the subway stations of Amsterdam are frequently shown high-quality advertisements and atmospheric images of these ski resorts.

Audience based targeting

Location and target group data

As a registered data collector, CSDM enriches Digital Out of Home campaigns with valuable information about visitor numbers, visiting frequencies and specific features of target groups at subway stations among other things.

Out of Home is increasingly seen as the last mass medium that can reach everyone from the age of 13 onwards. This has benefits for advertisers, but certainly drawbacks as well. How many advertisers actually focus on this target group in full? That summer dress on a shelter display is surely less interesting to a man aged 54?

Digital Out of Home combined with the collection of target group information and location information makes it possible to segment this mass of people. This, in turn, makes it possible to advertise at times that are relevant for the customer and to effectively reach the intended target group at the right location. Triggers such as weather influences (sun, rain, snow), current news and/or events in the area additionally improve the quality of a campaign. CSDM is currently validating audience travel volumes at subway stations in Amsterdam and Rotterdam. Based on compressed check-in activity from the Dutch public transport footfall patterns. This activity can be determined on a historical basis, per hour, per day and per location, now and in the future. Wi-Fi access points generate valuable information as well.
They detect the number of mobile devices present at a certain location.

Besides the representation of activity, this makes it possible to map out visiting frequencies, unique and recurring visitor

numbers and average staying times. These data are also used as a checking tool for the representation of activity obtained via data from the Dutch public transport chip card. Finally, facial detection cameras provide insight into specific features of target groups. Age and gender can be determined, for example, but these data also indicate the conversion from the opportunity to view to actually looking at the digital screens.

'Collecting target group data makes it possible to segment the mass of people'

Figures on the left> "pie charts" In order to gain a better idea regarding visitors to metro stations, CS Digital Media installed facial detection cameras at several stations in Amsterdam and Rotterdam. These cameras provide insight into the age and gender of travellers and they also show at what time and at what location certain target groups are represented more often. Overall, the target groups aged 13-19 and 20-34 can be reached very selectively via these networks.

"Line graphs" Using check-in and check-out data from the Dutch public transport chip card, a historical database was built which makes it possible to predict at what times of the day and week travellers use the metro. Data obtained via Wi-Fi trackers is added to this as an additional checking tool.

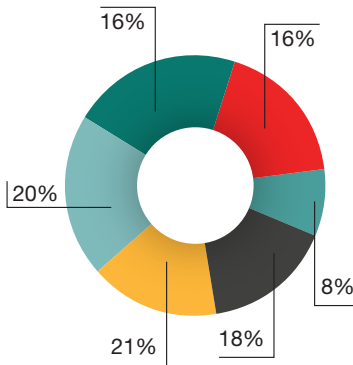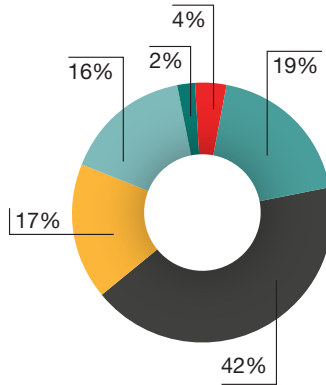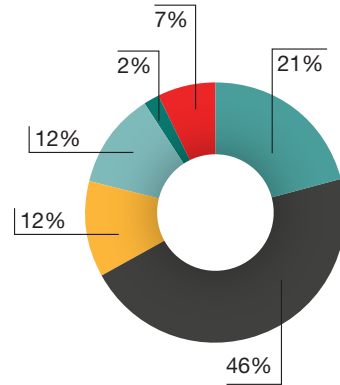| Check-in data | Wi-Fi sniffers | Individual research | Mobile SSP and Geo Data | Camera detection |

Visitors at subway stations

National - Female

- 16%
- 16%
- 8%
- 18%
- 21%
- 20%

Amsterdam - Female

- 4%
- 2%
- 19%
- 42%
- 17%
- 16%

Rotterdam - Female

- 7%
- 2%
- 21%
- 46%
- 12%
- 12%

National - Male

- 16%
- 16%
- 8%
- 18%
- 21%
- 20%

Amsterdam - Male

- 3%
- 1%
- 20%
- 45%
- 16%
- 15%

Rotterdam - Male

- 4%
- 1%
- 21%
- 46%
- 15%
- 14%
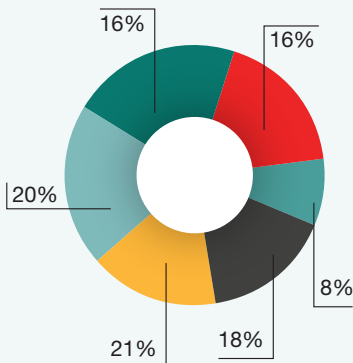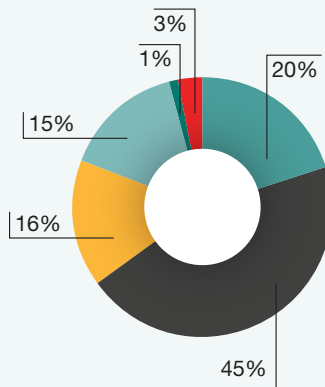
Legend: ● < 12 years ● 13-19 years ○ 20-34 years ● 35-49 years ● 50-64 years ● >65 years

Representation of activity per day according to the Dutch public transport chip card

Representation of activity per day according to Wi-Fi trackers

Legend: ● Monday ● Tuesday ● Wednesday ● Thursday ● Friday ● Saturday ● Sunday

Mark Veenman

CCO
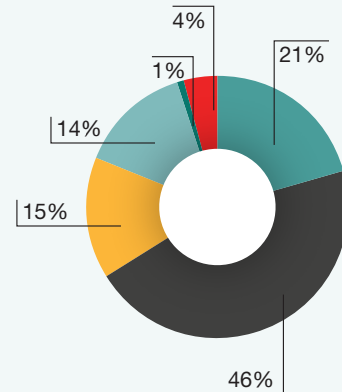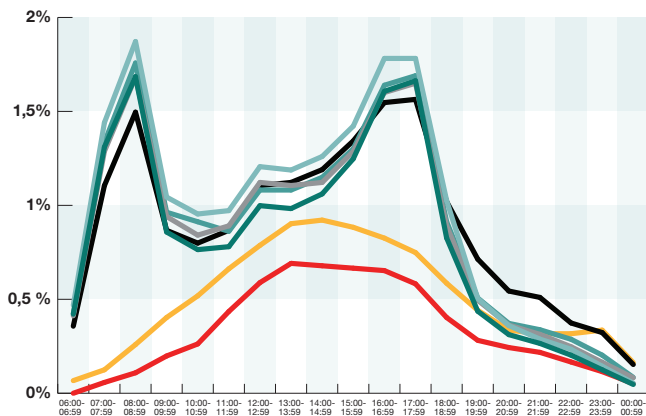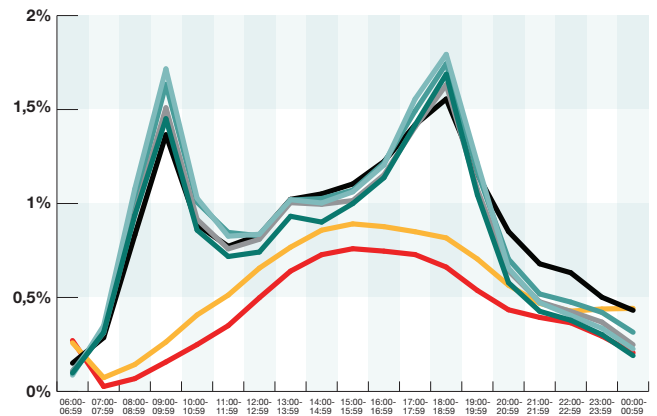
High-traffic locatons and rich data

"In addition to managing the sales and marketing department of CSDM, managing our concessions is one of my main tasks. Maintaining contacts, extensions and expansions are the priorities. Our focus is on high-traffic locations with waiting times.

CSDM has great networks in public transport in Rotterdam and Amsterdam. Our knowledge and experience both in media and in innovative technologies has led to us being approached by the market. We are proud of this situation. We have worked hard on this and invested a great deal in it. The latter also applies to contacts with existing clients, such as public transport operators RET and GVB. We continually consult with each other about potential new projects. And successfully so. For example, together with RET, we rolled out the Green Shelter Display at the thirteen largest metro stations in Rotterdam, which is an ultra-modern system where travellers can dispose of their empty bottles and cans, in the meantime being triggered by a 'high brightness' digital screen. This is a great example of how media, technology and sustainability can be combined, but it also says something about the creativity of CSDM.

In addition to the roll-out of LED walls along the traffic artery of Zwolle (N34), we also initiated the roll-out of a new sport network this year: 100" screens at sport clubs, where the splitting of the screen allows for advertising around live sports broadcasts. With an average stay of 35 minutes, this network is ideal for the advertisers to reach the consumer. The starting point is to generate national coverage as soon as possible. Installation will have occurred at 65 locations before the end of the year. A further roll-out in at least 150 locations is expected to take place next year. As with all our networks, this network is deployable in terms of programmatic as well."

Sten Ouderdorp

Media & Data specialist

"CSDM was a frontrunner in the Out of Home world for many years because of our digital screens. And in that situation my work mainly comprised the sale of advertising space to media agencies. However, due to the digitisation of the competition, CSDM will be required to reinforce and expand its leading position in a different way. How? By collecting data. I currently have primary responsibility for this within CSDM.

An additional reason for CSDM to positions itself as an officially registered data collector is to determine better quality in audience segmentation. Advertisers are faced with a great deal of waste in traditional campaigns because of the omission to optimize campaigns in real time. With additional data campaigns can be optimized on the go, avoiding consumers falling outside the required targeting scope, resulting in a quite less blurring of campaign effectiveness and reach. If the right data are used, this waste can almost be prevented, which means an appealing increase and value of the medium for advertisers.

Examples of these data include the use of Wi-Fi trackers to obtain an impression of activity at metro stations; this enables us to establish the amount of people at each location, per hour and per day. In addition, it is possible to gain insight into the target group (male or female) and the accompanying age categories via facial detection cameras. This allows us to segment mass range progressively better, while advertisers will be able to advertise increasingly effectively.

'Using the right data will make the medium even more valuable for advertisers'

On the basis of data, we are able to support advertisers with increasing precision about the effective deployment of a campaign. In the future we will be able to recognize someone its online profile in front of a screen. And see if they are for example into football. It will be possible to immediately display an advertisement about the latest football boots. By adding data, media gain a dimension that will increase the potential of digital screens and therefore the quality of campaigns."
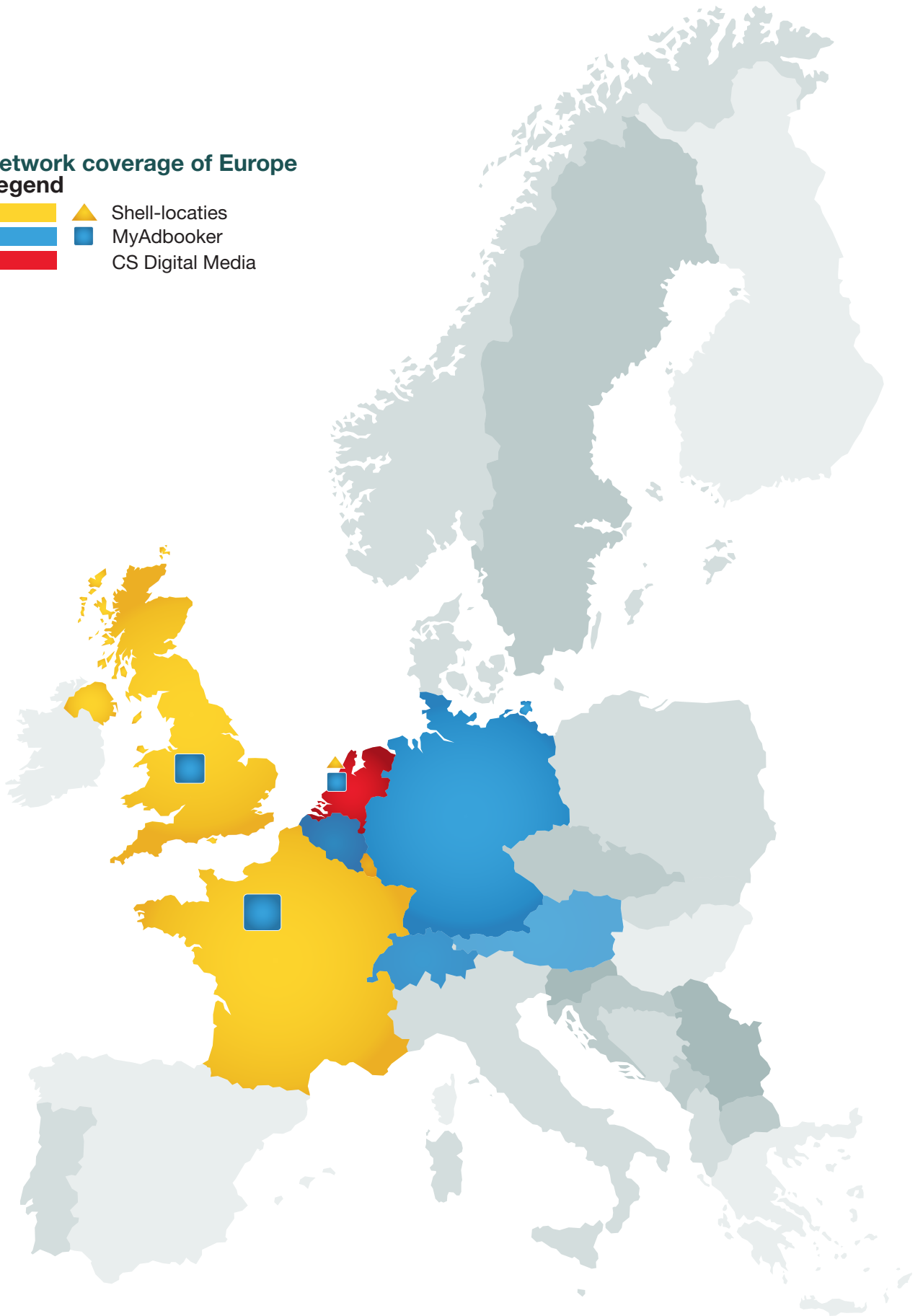
Network coverage of Europe
Legend

- Shell-locaties
- MyAdbooker
- CS Digital Media

Programmatic abroad

Ever since the introduction of programmatic buying in the Netherlands (2014) developments have been rapid. Various countries soon showed a serious interest and CSDM launched the roll-out in Europe. CEO Radjen van Wilsem: "Demand for cross-border advertising is becoming ever greater. We are engaged in talks about this with businesses across the axis from England to Austria. It is a given that we will enter into intensive partnerships for programmatic buying. CSDM is completely ready to face this opportunity."

The cases discussed have been classified with colours according to reach, message, optimisation and buying.

Reach	Buying
Message	Optimisation

#1 MyAdbooker

Strategic partnerships with operators and sales houses ensure that MyAdbooker is currently also active in Belgium, Austria, Switzerland, Germany, England and France.
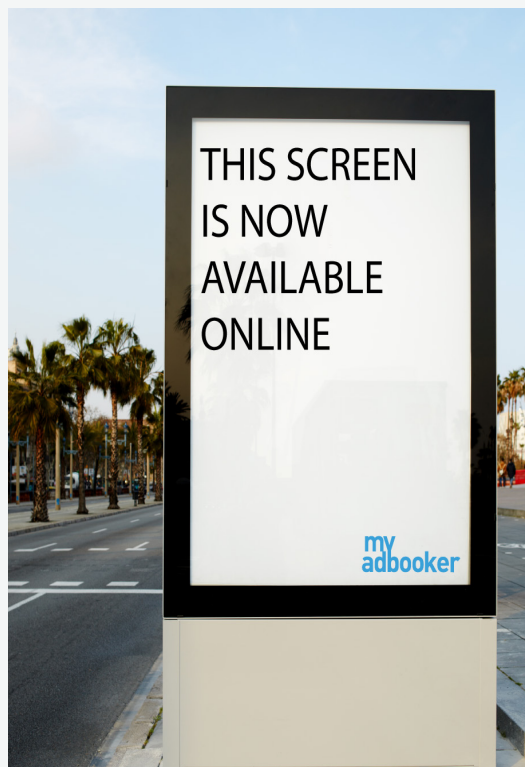
#2 Refuelling reward in Luxembourg

Many lorry drivers from various countries refuel in Luxembourg. Via the CIS screens they can select their own language and they will be assisted in the triple transaction refuelling process. If drivers refuel for more than 500 litres of fuel, they will receive a reward they can exchange at the petrol station.

#3 KPN Rijksmuseum travels the world…

Admiration sometimes comes from unexpected areas. French blog Fubiz discovered the video 'Dutch Delight', in which CSDM brought paintings from the Rijksmuseum (a Dutch national museum) to life in 2014. Over 5.2 million 'viewers' watched Dutch Delight at Fubiz. The video was shared 120,000 times and elicited no fewer than 25,000 responses.

Programmatic connects the old and the new media world

MyAdbooker

As a subsidiary company of CS Digital Media, MyAdbooker has the scope to develop the future of Digital Out Of Home. The priority here is to make all DOOH screens available online. Besides CS Digital Media other outdoor advertising operators in the Netherlands and abroad are connected.

As a DOOH Supply Side Platform (SSP), we aggregate all available screens and offer advertising space to advertisers who purchase online, doing so via our exchange. In cooperation with Demand Side Platforms (DSP). DSPs are marketplaces for online advertising purchase. The aim is to achieve an automated purchasing process. No more telephone calls to the screen owners, but direct booking on the screens that are significant for advertisers at the time of day

when the message is the most relevant.

Programmatic buying
By making advertising space available online, it will be possible for advertisers to manage advertising purchase based on data. This may be done, for example, on the basis of location data such as geo-location, time and temperature, but also on the basis of other data sources. These may vary, from traffic congestion information to flight data or individual web traffic. The parameters of a campaign are set in advance in the DSP. If a screen complies with the parameters set by advertisers, delivery will occur on that screen. This type of purchasing is also known as programmatic buying.

'No more telephone calls to screen owners, but direct booking on the screens that are significant for advertisers at the time of day when the message is the most relevant'

Programmatic buying requires a different approach from both the purchasing party and the selling party. The impact on campaign management is often underestimated in particular. While campaign management stops once the campaign is active in traditional OOH sales,

the work starts in earnest at that point in programmatic. After the initial set-up of the campaign in which the locations are selected, the data are linked and the creations are ready for delivery. The delivery of the campaign will have to be monitored and adjusted where necessary in order to achieve the optimum targets.

'Over the past two years, we have had many world exclusives in DOOH, including campaigns based on traffic congestion data, radio synchronisation, flight data and campaigns based on mobile data and web traffic.'

A great deal will change for the publisher as well, including pricing, management and data; these are all elements a publisher will have to consider in offering DOOH screens online. For example, in online DOOH, pricing is set based on CPM (1,000 views) and not on the basis of a flat rate. The reach data of a screen is mapped out per screen, per day and per hour. This makes activity transparent for every screen. In this case, campaign reach is no longer calculated based on the media reach of a location, but on the actual number of views a campaign has generated.

New opportunities

Our technology allows the entire media mix to be operated from a single console. An online campaign may be enhanced by purchasing DOOH in order to reach the target group in the complete user journey. And by adding new or existing data, campaigns can be deployed far more effectively. All these changes offer advertisers and operators new opportunities. Over the past two years, we have had many world exclusives in DOOH with programmatic, including campaigns based on traffic congestion data, radio synchronisation, dynamic advertising based on flight data, and campaigns based on mobile data and web traffic. The world of DOOH is undergoing considerable change due to the impact of online and the opportunities offered by online and data. MyAdbooker has a connecting role here between the old and the new world by bringing technology within the reach of operators and advertisers.

MAB: at the heart of the target group

"It is my task to proclaim the message of MyAdbooker (MAB: online purchasing of outdoor advertising). I advise clients and potential clients about programmatic DOOH. I also assist in the management of campaigns. I visit customers and discuss how we can optimally deploy a campaign using our technology.

The key benefit of Programmatic is that advertisers have personal control. They no longer have to consult with operators. Moreover, it is possible to respond to environmental factors, such as the weather and events. It is even possible to respond to flight delays and (in the future) car brands! Another benefit is the data customers will have at their disposal. They can use them to monitor campaign(s) and adjust them where necessary. At the click of a button you can see how often an advertisement was broadcast and how many people have been reached.

A good example is an ice cream manufacturer who wants to promote their new ice cream flavour. If it happens to rain on that day, the campaign can be stopped immediately. No one feels like eating ice cream when it rains. If it is sunny the next day, the advertisement can be re-activated. Another application that is possible via programmatic buying is purchasing based on triggers such as traffic congestion. Suppose traffic congestion occurs somewhere in the country. This traffic congestion will be detected in real time by MyAdbooker, which allows advertisers to let a campaign run in real time on screens along the motorway. This is very efficient and effective. With programmatic you are at the heart of the target group at exactly the right time. And this is exactly what clients want. When we present the product to the client, the response is initially somewhat reserved sometimes, but this quickly turns into enthusiasm, especially once they have tried it out: they don't want anything else after that."

Stephanne Klatte
Account manager for Programmatic

"Ever since 2012, I have been involved in MyAdbooker, an SSP platform that combines all available digital screens in the outdoor areas. I currently mainly focus on linking up new screen owners/operators and I am working on new campaigns. This basically comes down to connecting all available screens, so that they are deployable for online sales. We not only do this in the Netherlands, but also in Austria, Germany, Switzerland and Belgium.

As of 2014, it has been possible for the sale of advertisements to run via programmatic buying, a system where demand and supply come together, like in an auction. Programmatic allows advertisers to bid on advertising space on the basis of available data, where the highest bidder 'wins'. This is the principle because in reality you see we regularly have to manage and channel the process with such a new product.

'Campaigns work best when environmental factors are taken into account

DOOH is and will remain a mass medium, but this will change once we have more data at our disposal. The medium will be progressively segmented and personalised. Campaigns work best when environmental factors are taken into account, such as time, temperature, travel situation and travel location. Adding this information will enable advertisers to purchase very effectively and to reach their target group in an efficient way.

A unique feature of MyAdbooker is that an advertiser can simultaneously book digital screens from various operators. Previously, parties had to separately call the people operating the screens along the motorway, and they had to approach CSDM for the screens in the metro, whereas now advertisers can purchase from one position, diversify their budgets and spread their advertisements across screens that are relevant and available. So MyAdbooker is not only effective and efficient but flexible as well. I foresee that, among other things, these success factors will cause real time bidding to take off."

Sebastian Op het Veld
Head of MyAdbooker Campaigns

Programmatic landscapes

Most experts agree that programmatic marketing is the future. With programmatic, consumers can be targeted online and in real time and they may be served in an automated way based on their requirements and needs. There is less focus on the fact that programmatic will also radically change the physical structure of locations, varying from shopping mall to petrol station. CSDM has already developed an underlying vision for this.

There is still a great deal of unused space surrounding locations such as petrol stations, or it may be that it is used in an 'old-fashioned way.' Read: in a way that modern, connected customers on their own personalised customer journeys do not care for. CEO Radjen van Wilsem wrote it in his preface: "Digital is not a medium, it's a way of life and thinking." And this includes all the resulting social and economic consequences.
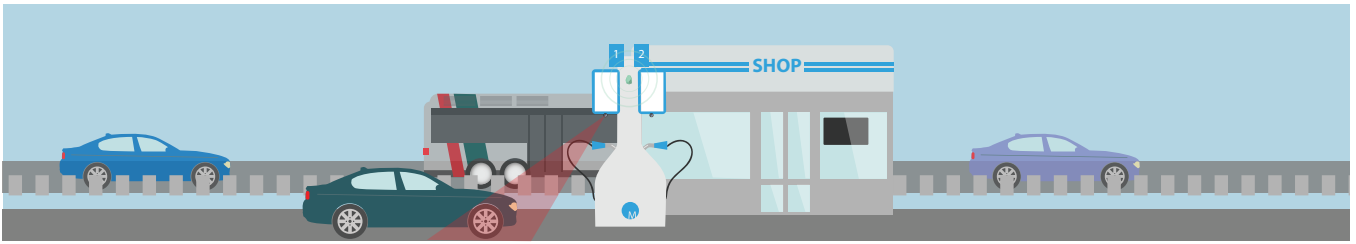
And yes, the future is always now, as paraphrased by CSDM project manager Heloise Bien. "Technologies such as programmatic marketing, personalised messaging and several analytic tools to analyse the customer's behaviour, and indeed to even predict it, as well as offering specific advertisement / content slots and services and products based on the obtained profile: all this is already deployable now. What is yet to come is the connected car enabling you to not only reach the customer at the service station, but also at home and en route. But here too, the central idea is that you want to get to know a customer through and through, and you do this by enriching data profiles." From this perspective, it is quite conceivable that sites will be adapted, certainly once customers drive electrically in the future and spend more time at a petrol station. "A petrol station in the city, for example, serves a different target group, more business people, than one in a village with, for example, people with a very conscious

lifestyle. So you adapt your station to these elements. In some stores, you ensure it has an ecological market, while others also have a hairdresser, a beauty salon and a pick-up point for parcels."
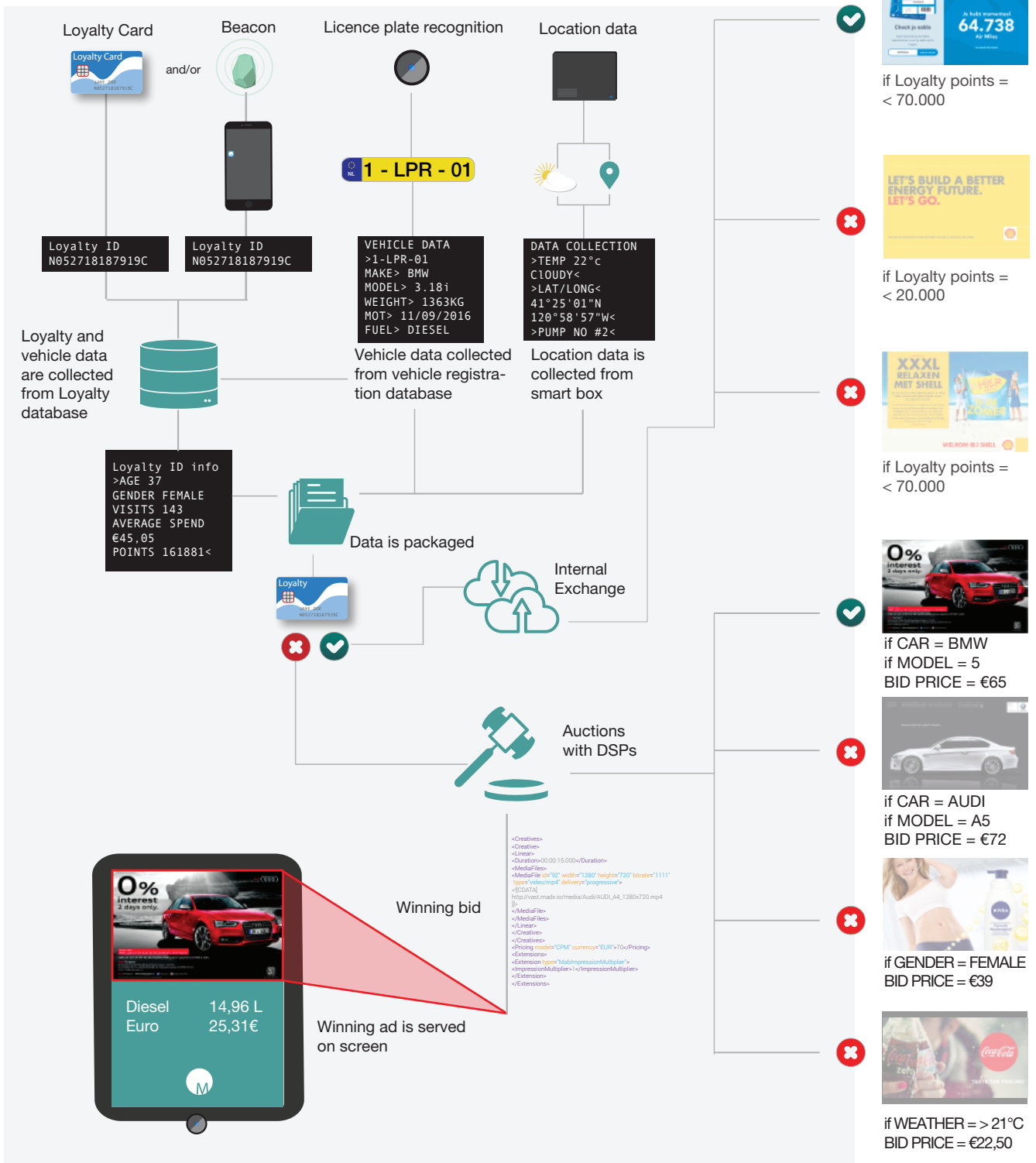
'The central starting point is that you want to get to know a customer through and through, and you do this by enriching data profiles'

At this point, sites often still have one formula for everybody; CSDM believes this will change. There is a great deal of space near a petrol station, it is easy to access and there are good parking facilities. "Such a site might become a small town. In any case, the central starting point is that you get to know a customer so well that you are able to offer them exactly what they need. Indeed, using the technology I just mentioned will also change the hierarchy between customer and company. A company does not offer a product or service in general, but in a fully personalised way based on the data profile and the feedback of customers. A proper revival of 'the customer is always right'."

Figure on the right> *programmatic buying process based on various data sources at petrol stations*

Programmatic Buying

Loyalty Card

Beacon

and/or

Licence plate recognition

Location data

1 - LPR - 01

```
Loyalty ID
N052718187919C
```

```
Loyalty ID
N052718187919C
```

```
VEHICLE DATA
>1-LPR-01
MAKE> BMW
MODEL> 3.18i
WEIGHT> 1363KG
MOT> 11/09/2016
FUEL> DIESEL
```

```
DATA COLLECTION
>TEMP 22°c
ClOUDY<
>LAT/LONG<
41°25'01"N
120°58'57"W<
>PUMP NO #2<
```

Loyalty and vehicle data are collected from Loyalty database

Vehicle data collected from vehicle registration database

Location data is collected from smart box

```
Loyalty ID info
>AGE 37
GENDER FEMALE
VISITS 143
AVERAGE SPEND
€45,05
POINTS 161881<
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Data is packaged

Internal Exchange

Auctions with DSPs

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</MediaFile>
</MediaFiles>
</Linear>
</Creative>
</Creatives>
<Pricing model="CPM" currency="EUR">70</Pricing>
<Extensions>
<Extension type="MabImpressionMultiplier">
<ImpressionMultiplier>1</ImpressionMultiplier>
</Extension>
</Extensions>
```

Winning bid

Winning ad is served on screen

| Diesel | 14,96 L |
| Euro | 25,31€ |

64.738

if Loyalty points = < 70.000

LET'S BUILD A BETTER ENERGY FUTURE. LET'S GO.

if Loyalty points = < 20.000

XXXL RELAXEN MET SHELL

if Loyalty points = < 70.000

0% interest 2 days only.

if CAR = BMW
if MODEL = 5
BID PRICE = €65

if CAR = AUDI
if MODEL = A5
BID PRICE = €72

if GENDER = FEMALE
BID PRICE = €39

if WEATHER = > 21°C
BID PRICE = €22,50

Roel Pennings
Director Operations

Drive for
innovation

"In my capacity as manager, initially responsible for the operational departments including Support and subsequently Development and for the project managers as well, I have been able to experience how CSDM has become professionalised over the past six years. Among other things, our increased in-depth knowledge, control of complex processes, working methods, communications, and last but not least our continued drive for innovation, enable us to adequately serve major clients such as RET, GVB, Shell, Pathé and ABN Amro. My role has therefore become more challenging and creative at its core.

CSDM has a number of qualities. I will mention a few: skilled and capable people. If you see what our software developers pull off, for example; and the extent to which we control the media chain as CSDM. But the operational and strategic chain and our 'concepting' deserve a mention as well. CSDM understands the market and anticipates what clients need without them always having to ask for it. Needless to say, this requires a good deal of capability in order to be able to connect with such a business and its partners, but in practice you see we are flexible in this.

I am proud of our business platform MyAdbooker and our projects with Shell, but I also wish to draw attention to our specials here (think of EBS on the buses, enabling you to book at geo-location) that might seem simple to the public, but it is certainly not. The latter are delivered successfully as well and this really deserves a compliment. Finally, it may be called a feat that CSDM has continually performed first in a number of areas: on the platforms and on the buses, abroad. Of course, occasionally things went wrong, and long nights would ensue. But we were up to the task and still are, and we did not let this advantage slip away. On the contrary, we want to continue to build on this. Together with our clients, because our engine runs best in this way."

"Time flies at CSDM. I have worked at CSDM for two years now, as a project manager, mainly for Shell Global Retail Innovations and the RET. The projects I am responsible for are development projects, so when software projects come up I will often be the one managing the project. It means specifying the requirements of the client, setting up the project and ensuring that we are able to deliver the products in time and as agreed. I originally worked in mental healthcare, which is a very different compared to CSDM. Oddly enough, there is a major similarity, which is the service to clients.

CSDM is an inspiring and exciting business. There are many developments, there is a great deal of innovation and there are challenging, international assignments. The mere fact that we implement CIS in various countries makes it challenging. We are currently busy with preparations for optimising the implementation of CIS. This means we are developing various tools to ensure countries are able to implement CIS as independently as possible.

'CS Digital Media stands for development, innovation and challenging, international assignments'

I like working with other cultures. The various forms of interaction, different hierarchic relationships and discovering diverse cultures presents a great learning experience that requires flexibility and sensitivity. Some cultures focus on the details very much, as a result of which the initiation process of a project may take a bit longer sometimes. But I am grateful to contribute to projects where customers staff tell me that we have improved their way of working."

Heloise Bien
Project Manager

Challenges in the Far East

CS Digital Media operates in more than ten countries, supplying a wide range of products and services there. In Asia – in Oman, Thailand and Malaysia to be precise – CSDM arranged the implementation of Customer Interface Screens (CIS) at Shell's petrol stations.

The cases discussed have been classified with colours according to reach, message, optimisation and buying.

Reach	Buying
Message	Optimisation

Network coverage Asia
Legend

Shell CIS-locations
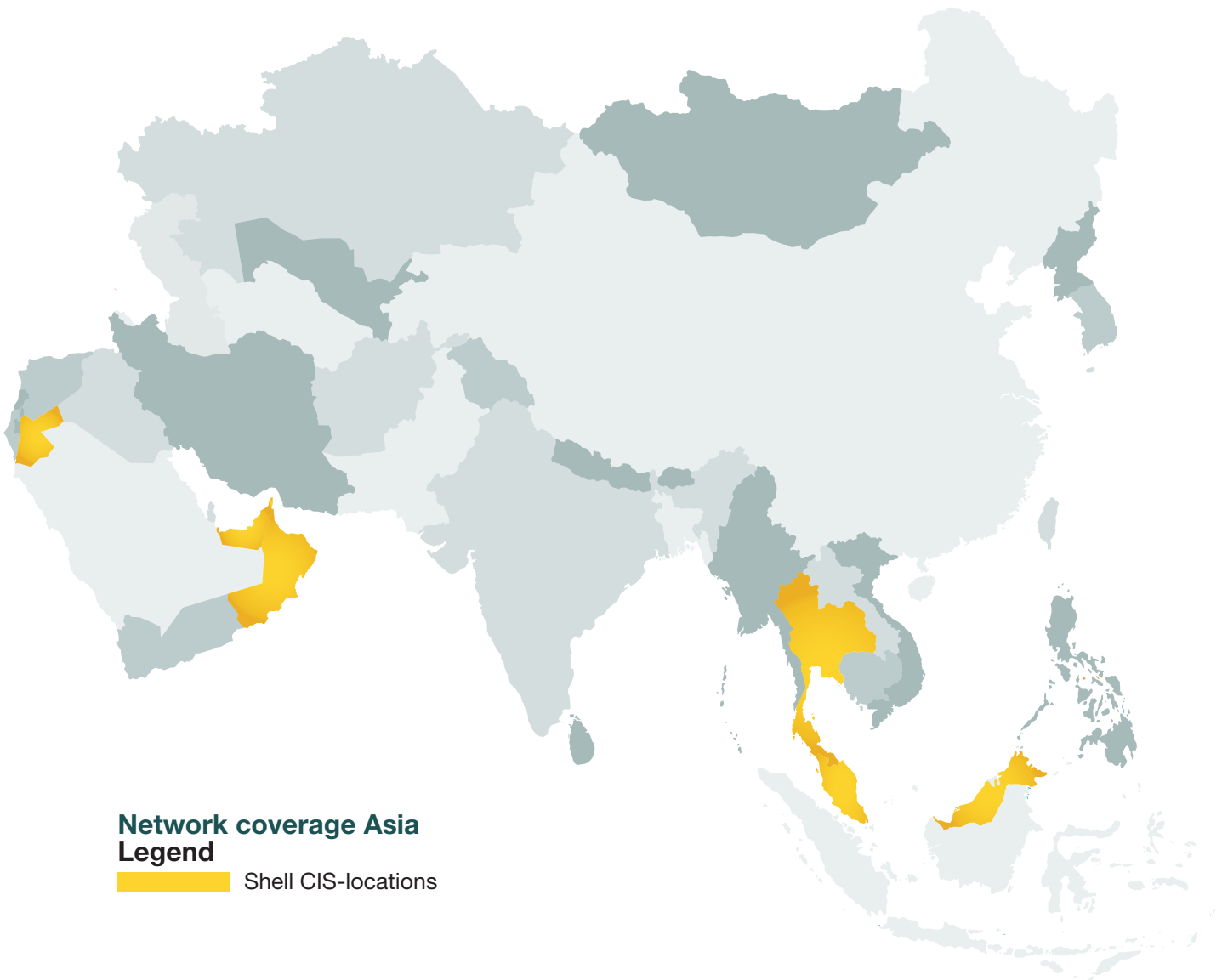
#1 'Love my car'

Around Valentine's Day, CSDM rolled out the Striking campaign 'Kiss Your Car' in four countries, to promote Shell's V-Power. At the station, customers were asked by Shell promotional workers to give their car a kiss. Customers who did this and shared the picture taken of the kiss on social media, could win a holiday. The campaign did not go unnoticed: various media paid attention to it and it went viral in social media.

Locations: 50
Countries: 4 (The Netherlands, Turkey, the Philippines and the United States)
Paticipants: 12,000

#2 Thailand - Shell Portable

In Thailand, customers are not allowed to refuel and this is done by a Shell attendant. This is why the Shell CIS experience was specially designed in tablet format. Customer will stay in the car during refuelling and receive a tablet they can use to place an order at the Deli or play a scratch game.

#3 Oman - Special cooling devices

In Oman, temperatures may rise to 40 to 50 degrees in the summer. Because of the high temperatures, these units at Shell are fitted with special cooling devices that ensure temperatures in the casings cannot rise too high.

#4 Malaysia - Content in three languages

Malaysia is the third country in which CIS has been rolled out. Malaysia is a country with various ethnicities. For example, it was important to show the clients Chinese, Malaysian and English content via CIS. Another new element here was that commercial space was and is sold at CIS by a third party: MS Media. CSDM has developed a portal for this to have them independently plan third party advertising at CIS.

"My tech adventures"

CIS conquers the world

1

Laurens Jermias is a network architect at CSDM. In this role, he travels virtually across the globe to install digital screens (CIS: Customer Interface Screen) at Shell's petrol stations. "Having a good connection with local employees is very important for the quality of the work." A report.

"Kuala Lumpur was my very first trip in 2015. The pumps and screens were already installed there. I had to configure the software on the computers / servers, so that when the nozzle is removed from the Pump the meter starts running and the customer can see how much they have refuelled and for what amount, among others. Below you see weather reports, traffic congestion information and commercials or the promotions of the Shell station itself."

"It was quite exciting to perform out an installation project on my own in a faraway country for the first time, although I was very well-prepared of course. You are dealing with a different culture, different forms of interaction, and not forgetting the language issues. In Malaysia I was fortunate enough they speak the same Malaysian I speak because of my Moluccan roots. We are able to understand each other well and were therefore able to adapt quickly. This greatly helped the installation at the two Shell stations. Moreover, the host there, Ryan, was great. Even now we still have regular contact and I will certainly visit him once more."

"Of course, I encountered a few issues during the installation. Take Oman, where I stayed for two weeks and where I installed digital screens at three stations. The temperature was around 40 degrees there in the daytime! So we had an adjusted

schedule. Our working day started at three in the afternoon and ran on until eleven at night, although sometimes it would be four in the morning because the project had to be finished. We worked till late at night with our clients team. Celebrating a succesfull installation the next day."

"After Oman I flew on to Thailand. This was a great adventure as well. Besides performing the actual installation, I had to transfer my knowledge, so that local parties could perform both the installation and maintenance of the system themselves in the future. I had lunch there every day with the local team so that we could get to know each other better. This resulted in a connection that brought the quality of the working process to a higher level."

'You are dealing with different cultures, different forms of interaction, and not forgetting the language issues'

"I have said it before I want to meet as many different cultures as possible in my work because I believe this broadens your horizon and creates an added value both personally and in business. In this regard, CSDM gives me what I need and more than that. Yes, I am grateful I am granted these opportunities. So I hope to be allowed to serve many more clients in as many countries in the future."
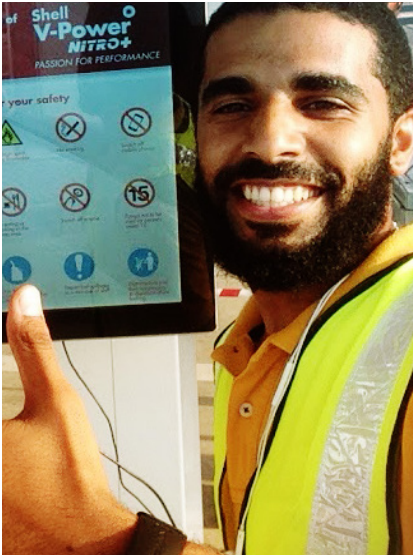
Image 1: The petrol station in Oman has been installed successfully.
Image 2: 'I had a great relationship with the people in Malaysia. We often used to go out and eat in the evening.'
Image 3: In front of the EGMT trade fair in London.
Image 4: In front of the Licensee Summit in San Francisco
Image 5: First trip for the CIS project. The installation proceeds flawlessly in Kuala Lumpur.
Image 6: Licensee summit in San Francisco. 'I have flown all over the world for the CIS project. 'Even from very early on, I have always wanted to work in as many different countries as possible. And I am allowed to do that now. A great experience.'

Wizards behind the screens

"I am the contact point within CSDM where it concerns the development of technology and co-determining the system architecture. And I manage the development team that consists of a group of programmers with various specialisms (front-end, back-end, seniors and juniors, yes, all software wizards). Each day we will start by discussing the workflow and the progress of our projects. We are currently busy with MyAdbooker and Shell among others. The MAB currently runs on technology we do not consider to be fast enough. This has to change and we use state-of-the-art techniques for this. In a certain sense this applies to Shell too. We are currently integrating e-nozzle, electronics with a screen in the nozzle for this company, so that you can read all sorts of useful information on the nozzle while refuelling.

One of the challenges we are faced with is ensuring the architecture of the software is future proof, in such a way that it is transferable to our clients. In addition, we focus greatly on innovation. We are always searching for new things, sometimes outside the box, sometimes after in-depth research. We are always interested to know whether something can work in a way that is more stable, efficient and faster. Indeed, this curiosity, this penchant for discovery is in our genes. We prefer to arrange the so-called maintenance mode via outsourcing, so that we can fully focus on the development of proofs of concepts, in the hope they will ultimately conquer the world of course. Keywords such as passion, ambition and drive are fitting in this strategy."

Michiel Oliemans

Team leader for Development

Steve Schwalowski

Software Developer

"The greater part of my time I spent developing software for the CIS project for Shell. We install the digital pump displays for Shell in several countries, from the Netherlands to Kuala Lumpur. It is an intensive process where we continually have to update the software. Furthermore, I am involved in the development of new functionalities for our own networks and client networks. We are working hard on individual number plate recognition, for example. We are investigating whether one camera will be enough to register data or whether we will have to work with several cameras. Such a choice has quite a few consequences for the software. One central camera runs on one server. If several cameras are required, more servers will be required as well. This will take a great deal more maintenance of course when we update the software. We are in the test phase but hope to roll out everything by the beginning of 2017.

'By scanning number plates we collect data and are able to offer targeted advertising'

However, in some cases permission is required from the driver to use their registration number for the system. They will need to have a special app for this on their phone. Once the registration number has been scanned, the software will run it through an international database. We combine this information with the information from the app. The smartphone subsequently sends a message to a server when the driver arrives at a camera with their car. At this point, we will have information about the person on-site, including nationality, age, gender, interests and visiting frequency for that location. All this information enables us to offer highly focused advertising."

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with consumers throughout the day via its digital screens, using content geared towards time, location and target group: in public transport and at petrol stations in the morning, in companies, schools and supermarkets in the afternoon and in gyms and sports clubs in the evening, among other places.

CSDM places high demands on the content in order to guarantee the attention value and therefore the reach of the screens. For the production and development of this dynamic content, CSDM uses conventions emerging from international research (eye tracking).

Stopping Power!

Impact on the station

'CSDM places high demands both on commercial and editorial content in order to guarantee the attention value and therefore the reach of the screens'

Tablet, smartphone, pc and digital screens 'on the road' – in stores, petrol stations and public transport. Digital technology has become a staple of consumer lifestyle. At the same time, this presents a new challenge for media businesses: how do I ensure my advertisements draw attention? CSDM has developed a palette of stopping power tools and applications for this.

For many years, CSDM has been broadcasting high-quality programming via various networks – from public transport to petrol stations and schools – in various formats. As a rule, they consist of a mixture of commercials, branded content and editorial content (news & entertainment). The starting point is occasion-based here, that is to say that CSDM is in contact with and seeks contact

For example, there appears to be a causal relationship between how consumers value content and the way in which content sticks: the more content 'grabs' viewers (stopping power) or informs, inspires, entices and so on, the longer and more deeply the commercials will nestle in the short and even long-term memory, as is evident from German neurological research. "The study showed that neuro activation in the beholder's brain can be significantly increased if the advertisement is appropriately placed within a suitable programme of editorial content."
The 'substantive weight' as well as the so-called 'conversation value' are furthermore proven success factors. Content is considered to be much more

than a 'entertainment dwell time' alone, and is indeed increasingly regarded as a serious news and information source, and is therefore competing with other (digital) media. This does actually depend on the current character of content (the more current, the more impact), the 'conversation value' (the more relevant for a target group, the higher the attention value) and the way in which it is programmed.

"If I see the same thing appearing 10 times I will lose interest", a viewer at Beurs subway station in Rotterdam once told a CSDM editor. "Fortunately this is not the case here, so I keep watching."
Finally, when increasing the attention value, CSDM frequently uses new technology, where an integrated approach to various

media and applications is increasingly opted for – think of, among other things, social media, face recognition and augmented reality (games). In CSDM's 'stopping power' strategy, (social) interaction in widely differing forms plays a key role. It is for good reason experts such as Neil Morris (Grand Visual) point to the effectiveness of interactive content marketing.

Neil Morris: "Sometimes I see things appearing on DOOH screens which are 'over the top'. I understand this choice. You want to use DOOH to capture the attention

of as many passers-by as possible, even if these passers-by are preoccupied with something else, with their smartphone for example. But if you drown yourself out, you may destroy your own campaign and a DOOH screen. The damage caused by bad content or content that is too aggressive is really enormous. Interactive content, whether it is commercial or editorial, can be used to get even closer to consumers, at least if you do it well. It should be done in a pleasant, current and useful way. You have to make people curious. So try to be sympathetic, engaging and surprising. Be part of the daily discussion such as it takes place on social media, or challenge them to do something or let them win something. Do not fire messages that are devoid of fantasy. Once the Facebook generation sees pushy content on a screen that moreover does not add anything, you will not get a second chance. They will stop looking, however many beautiful things you have programmed on the front-end or back-end. They have plenty of alternatives."

‘In CSDM’s ‘stopping power’ strategy, social interaction w various innovate applic plays a key role’

CSDM has often implemented this interactive approach in a playful (‘gamification’ and ‘gesture-based’), creative and distinctive way in practice. For example, in the Rembrandt spectacular for KNP it was possible to have yourself drawn in the style of the great artist. Or

what do you think about swiping your own kitchen, flying a plane to your favourite winter sport destination, or shooting penalties in a real stadium (augmented reality)? Using interactive shelter displays fitted with Kinetic cameras, CSDM enables consumers to experience brands and campaigns live, which adds an effective, new dimension to Out of Home.

‘What could be more fun making a selfie with your fa vourite DJ via a screen, after which you share it on other platforms?’

The ‘stopping power’ of these applications is additionally enhanced when connected to mobile. What could be more fun than making a selfie with your favourite DJ via a screen, after which you share it on other platforms? But interaction with smartphones offers more options that are specifically geared towards the target group and even personalised. Using special tools, live feeds may be pushed, which include current content about sports matches, events and other trending topics. Promotional content including discounts (last minutes) and personal buying advice may also be broadcast in this way as well. Of course, this is a selection of the tools that may already be deployed at this point. The Studio and Development departments are continually looking for new, innovative applications under the motto ‘The Future is The Beginning’.

CS Digital Media Spectaculars

Create more contact opportunities

Having yourself drawn in the style of Rembrandt, swiping your ideal kitchen or flying a plane to your favourite winter sport destination on a shelter display: we make all this is possible. These are some examples of interactive Spectaculars designed by our creative studio together with clients.

Outdoor advertising as a medium is ideally suited to creative opportunities. Many advertisers use it because of the high attention value and visibility offered by the medium. We consider it as a challenge to stand out with original ideas that excel among other campaigns. Because our shelter displays are digital, our attention value is higher than that of other outdoor advertising. Our technical capabilities allow us to design campaigns where you interact with the target group in a playful and creative way.

powerful

link with social media

online reach

striking

Why an interactive campaign?

brand awareness

free publicity

innovative

natural interaction

UW MERK

UW CAM-PAGNE

UW CAMPAGNE

Personal Branding

Exclusively purchase our screens and we will provide additional impact by applying stickers on the screens, a special casing, a promotion team and many other creative options; you can make it as spectacular as you want. In short, turn your campaign into a Spectacular!
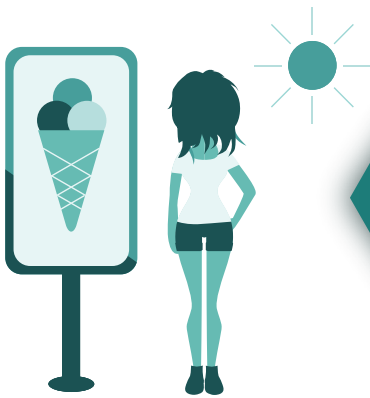
Realtime targeting

Who thinks of breakfast in the evening? Who wants to eat ice cream when the weather is bad? Usually nobody. Via real-time targeting, you can plan your campaign in such a way that you only communicate with your target group at times when it is relevant. Think of weather conditions, parts of the day, events; in short, the options are many.

Photo template

Want to make a selfie? Built-in cameras allow consumers to be part of a campaign. Being in a picture with your favourite DJ, lying on a beach chair at Copa Cabana beach, featuring in a masterpiece by Rembrandt: anything is possible. Forward the selfies to social media, in order to surprise and inspire consumers at other platforms as well.

Live feed

Pushing relevant and current online content to your target group. Examples include live football matches, trending topics, last-minute offers and tweets.

Live connection

This tool enables you to communicate live with your customers. Live connections between you and your consumer or between consumers. Any form of communication is possible on our platform. Think of a skype-like application here. Give your customer direct advice or have two customers communicate live with each other via a dating site, for example.

Gesture based

Let the consumer experience your brand/campaign in an interactive way. Shooting penalties, flying a plane or car racing: the consumer can personally control the screen via a Kinect camera in our shelter displays. This form of gamification lends Out of Home in to a new dimension.

Mobile connected

Pushing promotions or controlling our screens: all this and much more is possible with your smartphone. Indeed, with the latest technologies it is possible to make a connection between digital screens and smartphones. Use this option to reach your consumer on their most personal possession.

Augmented reality

Imagine yourself in a different world! Using the latest animation techniques, we can position consumers in a fully surrealistic setting. For example, you can recreate prehistoric times for your consumer with lifelike dinosaurs, take a walk on Mars or 'just' try on clothing in virtual reality.

Motion sensor

The motion sensor is a sensor that ensures an advertisement can appear at specific times. Think of the arrival of a subway, and the resulting passing of the crowd or an individual. This enables you to create 'station domination', where all screens simultaneously switch to your campaign.

Create more contact opportunities

CSDM explains why

Digital Out of Home (DOOH)

5th screen

5th screen in the responsive multi-screen mix

Scope DOOH

Engage

Social

Promote

Affilate, ADS, Direct Marketing

Discuss

Blog, Bookmarking, Article Marketing

Optimise & monitor

Website, Analytics

my adbooker

Create

Video, pictures
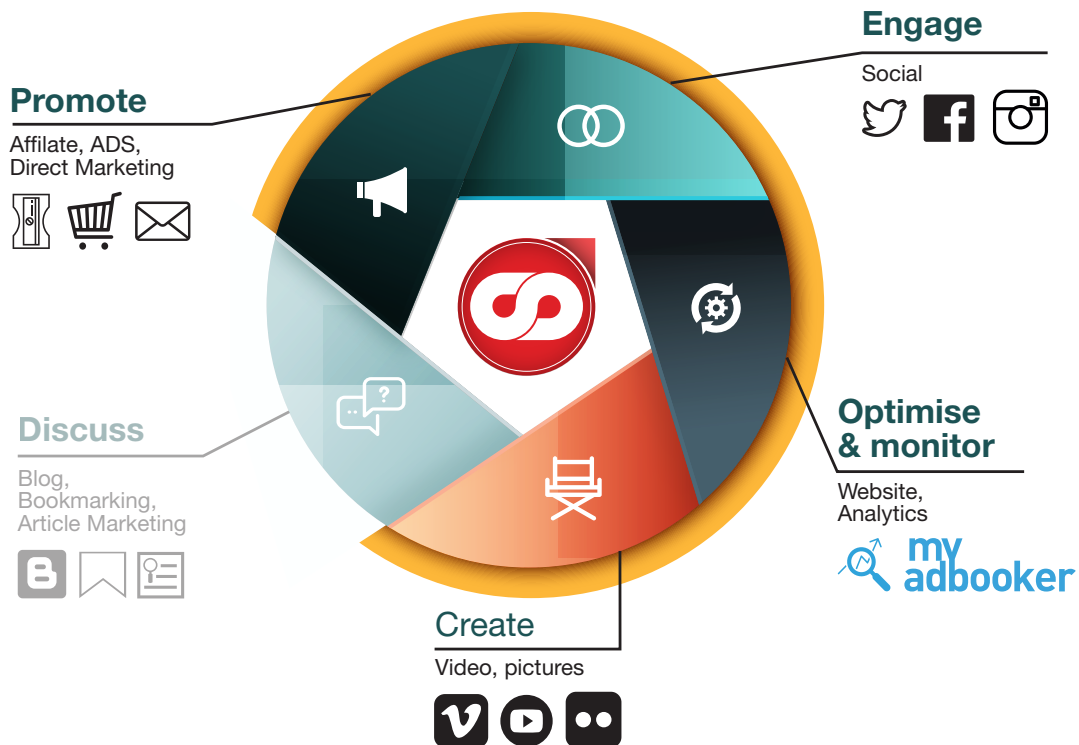
An extra addition in the customer journey

Increase the media pressure by increasing the number of contact opportunities throughout the day. Use the power of repetition to reinforce your position within the customer journey. The surprise effect will enhance the recognisability of your product.

Re-target

Use geo-fencing data to approach the consumer when you want. Increase brand awareness by targeting your target group at several times during the day via crossed devices: on the way to college via Mobile or Digital Out of Home, at home via Television or Tablet.

The traditional views regarding marketing, in which the focus is on sending by means of advertising and PR are making way for a different realisation. Customers do not want be told what to do, but they will make their own decisions. They appreciate help here, provided it is credible and relevant. Content marketing is very suitable for this.

Vision and mission emerge in content marketing. The immediate objective is not to achieve sales but to make consumers excited about a story, generating goodwill this way. The content may be about how a business deals with social issues, for example, about appealing ambitions or about questions with which people may be faced.

Content Marketing matrix

Make optimal use of DOOH

Patrick de Bruin

Motion Graphic Designer

From interactive to augmented reality

"In the CSDM studio the Mac is my best friend so to speak. I work with this computer every day to create a wide variety of designs for commercials, leaflets, websites, apps and, for the editorial team, magazine items and news items. We work with fixed routine for many clients – a grid or a storyboard. In these cases, we are usually supplied with a PDF that forms the basis for the production of creative, high-quality dynamic content, largely still in 2D. The focus in our work is still on interactive cases. Think, for example, of a game or an app.

Which cases the studio is really proud of? There are several of them because we always raise the bar high and always try to create something beautiful. But if I had to single out a number of cases I would select our PlayStation commercials, the special for the toilet paper manufacturer Page in which you see a dog walking synchronously across several screens, and of course the Rembrandt project for KPN. An enormous, laborious job that has attracted a great deal of attention, to our great delight. For Rembrandt we added the first 3D elements to the paintings; you can see a face blinking somewhere.

Immersing ourselves in augmented reality and 3D animation: that is the future and the challenge of the studio. We are already testing and experimenting with these technologies. The results are so fantastic that we can hardly wait to implement them. No, it is not simple. In augmented reality you work with five or six software programs and platforms with which you can distribute the content to Android, iOS, a game console or a computer. These technologies enable us to add new dimensions to our concepts. So we offer high added value to CSDM clients."

Juliet Buter

Content Process Manager

"My work at CSDM is nice and varied. For example, we make sure that all commercial and editorial content is distributed to our networks via various booking systems and formats. We are furthermore involved in the CMO (content management operations) for Shell Netherlands, France and England. We maintain in close contact with clients such as Coca Cola and Mars about the implementation of promotions on the indoor and outdoor screens of the petrol stations. In addition, we are working on campaign reports and order routing, we do the invoicing of commercials and perform coordination and management of our specials, but we also manage the website, update social media and create the monthly newsletter.

Communication with clients, suppliers, advertising and media agencies and CSDM departments, such as Operations, Sales, Studio and the Editors is of great importance for all these activities. We closely follow current 24/7 news and the other features they offer. We also pay attention to the quality of the pictures, videos and texts.

'Everyday is different in our department. It's dynamic and exciting. I enjoy it'

You see the editors coordinate the news based on the time of day among other things, and they have their own agenda in this respect. The tone is positive; it is OK if the message raises a smile.
Finally, we are closely involved in the programming of innovative, interactive and even live templates developed by the studio and editors, with which they keep the screens relevant. So in this sense we also contribute to the stopping power of our screens.

As content process manager, you are actually a key figure with a focus on traffic. You deal with everything and everybody. This brings responsibilities with it, but it keeps you focused and geared towards solutions. No one day is the same in our department, there is excitement and there are dynamics. I enjoy this."

Public transport Subway stations Amsterdam Shelter displays

Reach among travellers

500,000 consumers travel by metro in Amsterdam on a daily basis. 34 digital shelter displays are placed across 8 subway stations at high-traffic locations. Some of these shelter displays have interactive options and are fitted with Kinect cameras and touchscreen technology. Mobile interaction is possible as well. This makes it possible to deploy effective, interactive campaigns.

8 stations

34 shelter displays

Centraal Station
Nieuwmarkt
Waterlooplein
Weesperplein
Wibautstraat
Zuid
RAI
Lelylaan

Target group

1,069,325 Consumers per week
The number of travellers passing our screens every week. These are all potential consumers who are inspired on a daily basis with catchy campaigns at top locations.
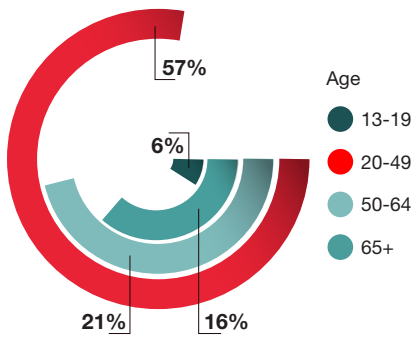
Gender profile

44%
56%

Representation of activity

When is the peak period at our stations? Below you will find a graphic representation of the number of views per unique advertisement on an average Monday at Amsterdam Central Station
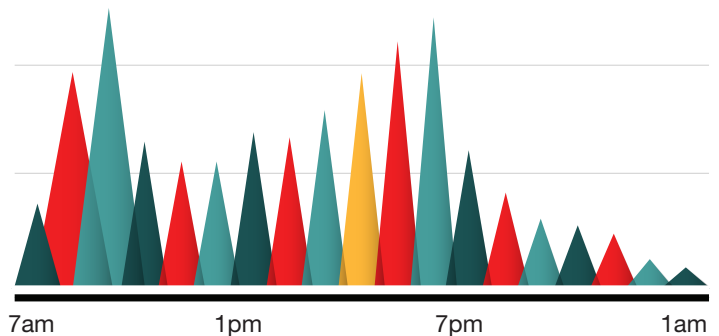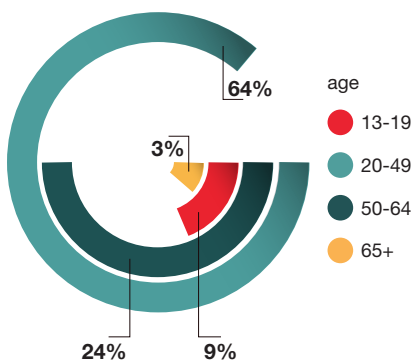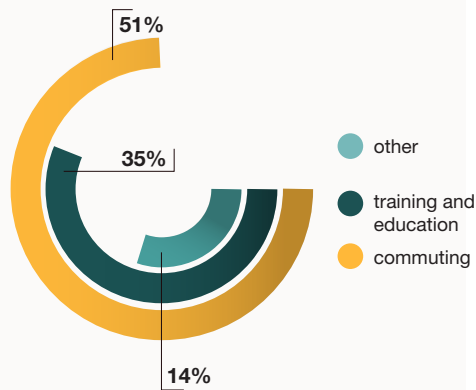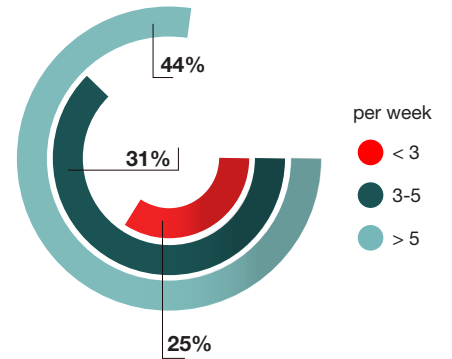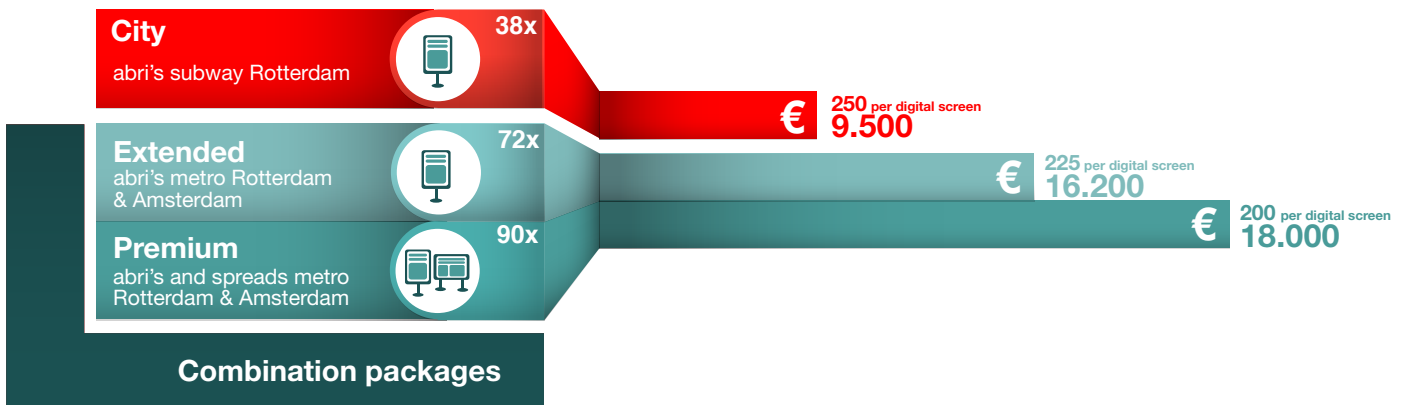
7am   1pm   7pm   1am

Age profile

64%
3%
24% 9%

age
- 13-19
- 20-49
- 50-64
- 65+

Travel purpose

50%
35%
15%

- other
- training and education
- commuting

Travel frequency

44%
31%
25%

per week
- < 3
- 3-5
- > 5

Rates & packages

City
shelter displays at Amsterdam subway
34x
€ 250 per digital screen
8.500

Extended
shelter displays at Amsterdam & Rotterdam subway
72x
€ 225 per digital screen
16.200

Premium
shelter displays and spreads at Amsterdam & Rotterdam subway
90x
€ 200 per digital screen
18.000

Combination packages

51
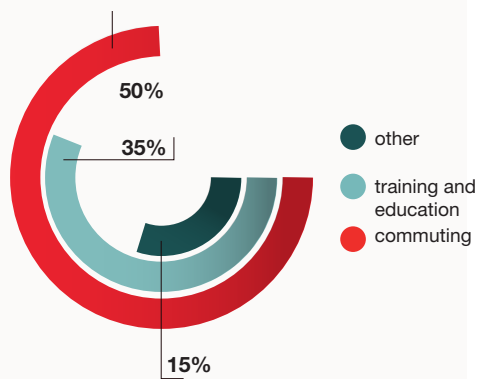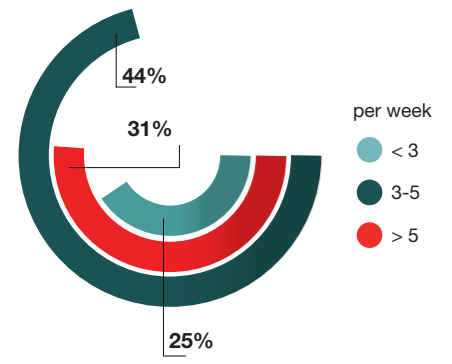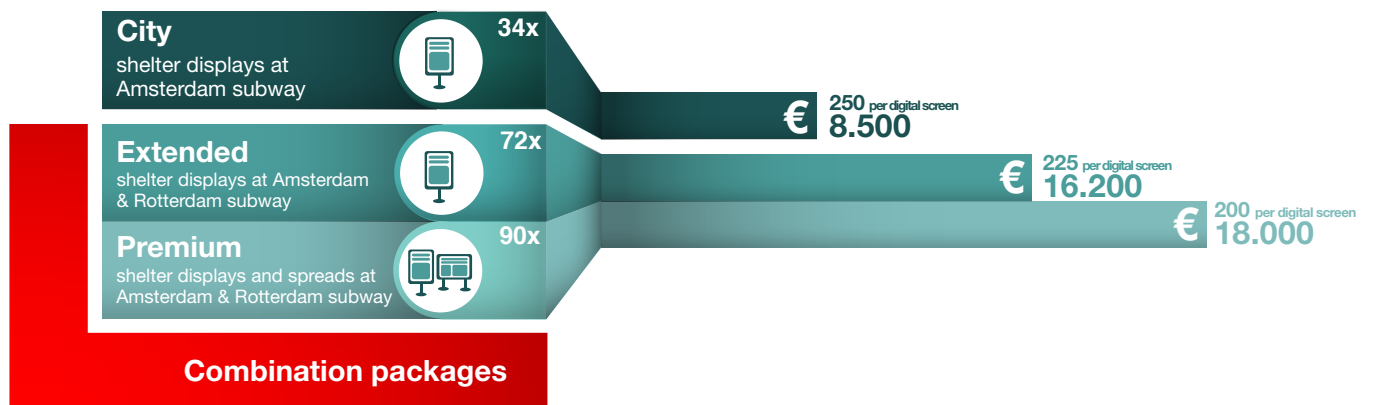
Public transport Subway stations Rotterdam shelter displays

Impact at the station

38 digital shelter displays are placed across 8 Rotterdam subway stations at high-traffic locations. Some of these shelter displays have interactive options and are fitted with Kinect cameras and touchscreen technology. Mobile inter-action is possible as well. This makes it possible to deploy effective, interactive campaigns.

8 stations

38 shelter displays

Schiedam C.
Dijkzigt
Centraal St.
Beurs
Blaak
Kralingse Z.

Wilhelminapl.

Zuidplein

Target group
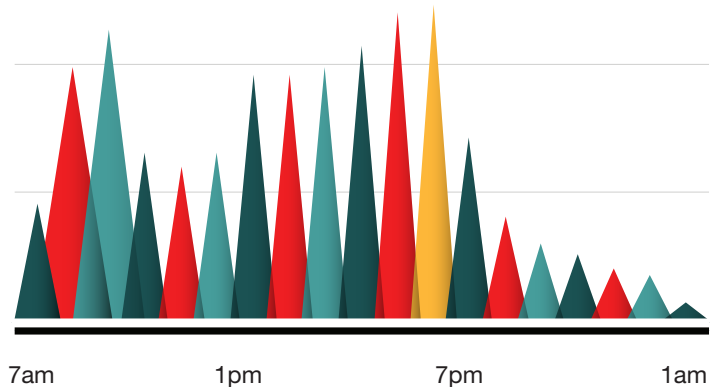
1,389,006 Consumers per week

The number of travellers passing our screens every week. These are all potential consumers who we are inspired on a daily basis with catchy campaigns at top locations.
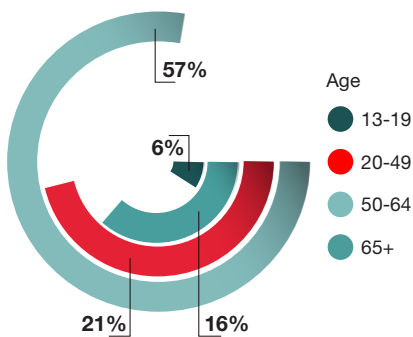
Gender profile

41%
59%

Representation of activity

When is the peak period at our stations? Below you will find a graphic representation of the number of views per unique advertisement on an average Monday at Rotterdam Central Station
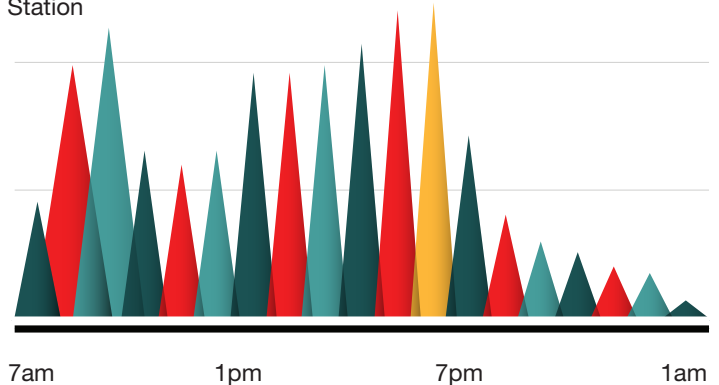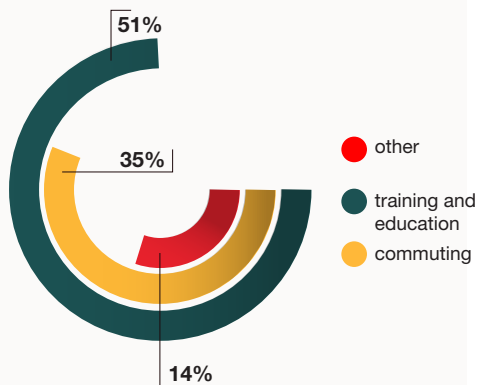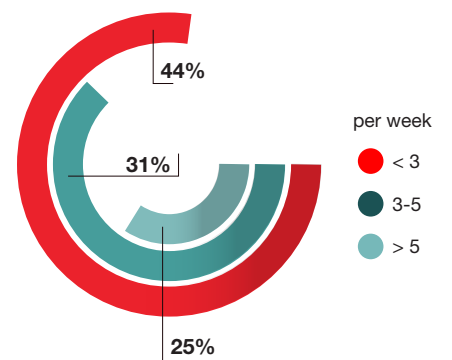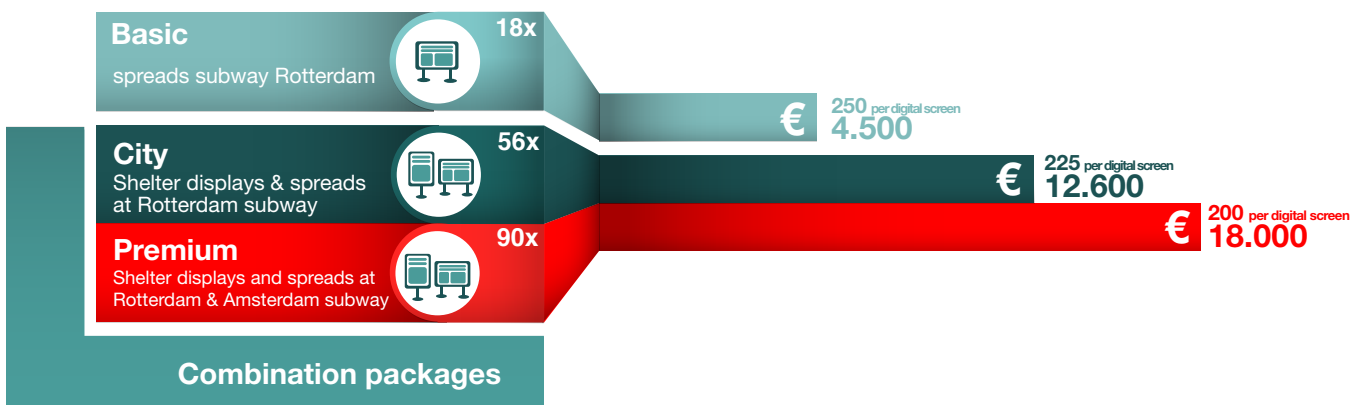
7am   1pm   7pm   1am

Age profile

57%
6%
21%
16%

Age
- 13-19
- 20-49
- 50-64
- 65+

Travel purpose

51%
35%
14%

- other
- training and education
- commuting

Travel frequency

44%
31%
25%

per week
- < 3
- 3-5
- > 5

Rates & packages

City
abri's subway Rotterdam
38x
€ 250 per digital screen
9.500

Extended
abri's metro Rotterdam & Amsterdam
72x
€ 225 per digital screen
16.200

Premium
abri's and spreads metro Rotterdam & Amsterdam
90x
€ 200 per digital screen
18.000

Combination packages

Public transport Subway stations Rotterdam Spreads

'Entertainment dwell time' on the platform

At Beurs, Blaak and Schiedam Centrum subway stations, CS Digital Media deploys 18 large spreads to communicate with consumers who have an average waiting time of 7 minutes. These spreads display a dynamic mixture of news, entertainment and commercials. Campaigns may be purchased based on time period, current events and location.

3 stations

18 screens

Schiedam Centrum

Beurs

Blaak

Target group

352,536 **Consumers per week**

The number of travellers passing our screens every week. These are all potential consumers who are inspired on a daily basis with catchy campaigns at top locations.
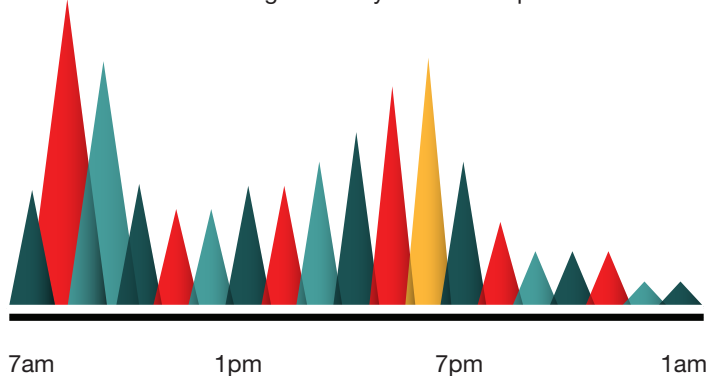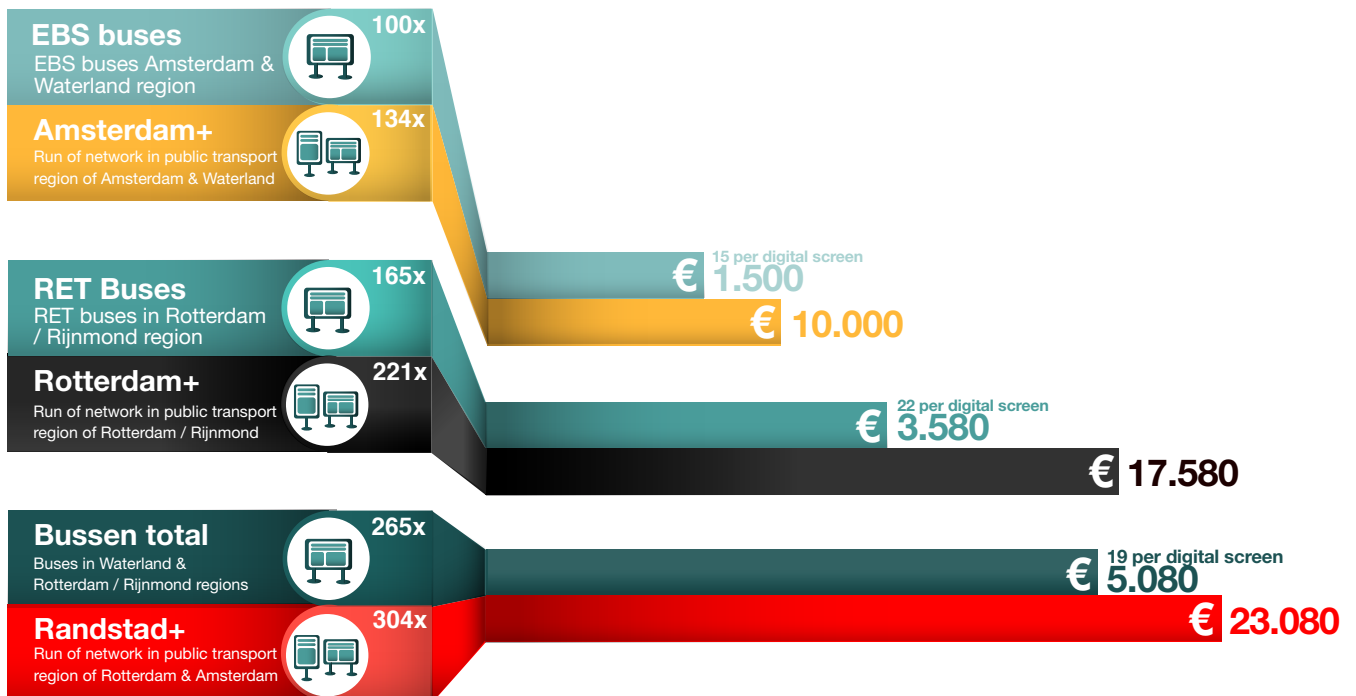
Gender profile

41%
59%

Representation of activity

When is the peak period at our stations? Below you will find a graphic representation of the number of views per unique advertisement on an average day at Rotterdam Central Station

7am   1pm   7pm   1am

Age profile

57%
6%
21%
16%

Age
- 13-19
- 20-49
- 50-64
- 65+

Travel purpose

51%
35%
14%

- other
- training and education
- commuting

Travel frequency

44%
31%
25%

per week
- < 3
- 3-5
- > 5

Rates & packages

Basic
spreads subway Rotterdam — 18x
€ 4.500 — 250 per digital screen

City
Shelter displays & spreads at Rotterdam subway — 56x
€ 12.600 — 225 per digital screen

Premium
Shelter displays and spreads at Rotterdam & Amsterdam subway — 90x
€ 18.000 — 200 per digital screen

Combination packages

Public transport Buses Rotterdam & Waterland

Premium content en route

The buses of public transport operators RET in Rotterdam and EBS in the Waterland region (Amsterdam to Hoorn) are equipped with screens above the walkway and the seats. Their prominent location makes the screens real eye-catchers on the bus. The programming is a mixture of entertainment, news and commercials. This creates intensive contact with consumers, many of whom travel on the bus every day.

EBS ▶

/RET

100 buses

165 buses

100 screens

165 screens

Locations

Representation of activity

When is the peak period on the buses? Below you will find a graphic representation of the number of views per unique advertisement on an average Monday in bus transport.

| 7am | 1pm | 7pm | 1am |

Reach & rates

EBS buses
EBS buses Amsterdam &
Waterland region
100x

Amsterdam+
Run of network in public transport
region of Amsterdam & Waterland
134x

15 per digital screen
€ 1.500

€ 10.000

RET Buses
RET buses in Rotterdam
/ Rijnmond region
165x

Rotterdam+
Run of network in public transport
region of Rotterdam / Rijnmond
221x

22 per digital screen
€ 3.580

€ 17.580

Bussen total
Buses in Waterland &
Rotterdam / Rijnmond regions
265x

Randstad+
Run of network in public transport
region of Rotterdam & Amsterdam
304x

19 per digital screen
€ 5.080

€ 23.080

EBS

200,130
people board
the EBS buses
every week

476,520
unique travellers are
inspired by us on a
weekly basis during
their journeys in the
Rotterdam region

RET

Shell
Petrol stations

Reach motorists

At 206 major Shell petrol stations, CS Digital Media communicates with 1.7 million motorists every week in a modern impactful way. These digital screens display a sophisticated and dynamic mixture of news, entertainment and commercials. This is an ideal network for flexible and fast planning or event/ weather-based planning.

206 stations

279 screens

Target group

856,454 **consumers every week**
The number of travellers passing our screens every week. These are all potential consumers who we inspire on a daily basis with catchy campaigns at top locations.

Gender profile

64%

36%

Representation of activity

When is the peak period at the petrol station? Below you will find a graphic representation of the percentage of petrol station visitors on an hourly basis. The graph shows an average weekly scenario. Each peak represents an hour.

0am   6am   12pm   6pm   0am
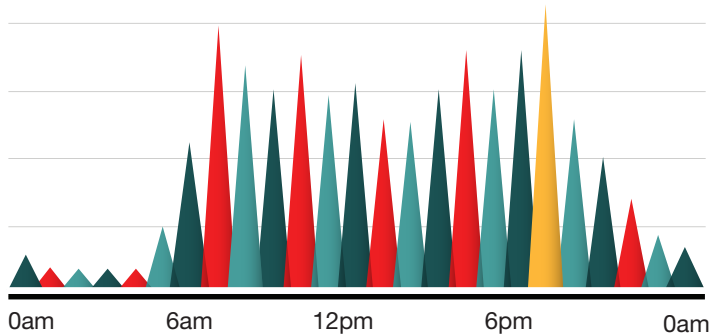
Social class

The very high reach of the profile combination AB1 at Shell petrol stations makes this network an appealing option for top campaigns
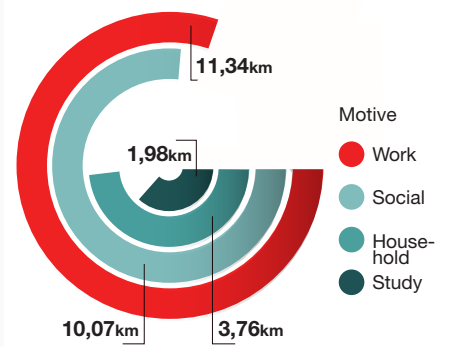
| 21,1% | A | 25,8% | B1 | 20,1% | B2 | 19,9% | C | 10% | D |

Age profile

65%
5%
20%
10%

Age
- 13-19
- 20-49
- 50-64
- 65+
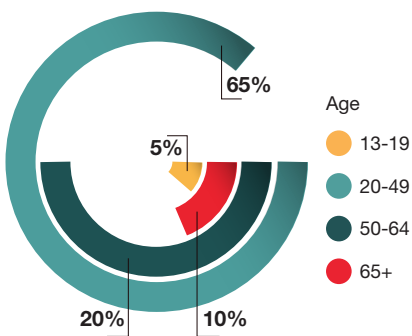
Socio-economic classification

28,4%
25,8%
7%
18,3%
20,5%

Class
- W1
- W2
- W3
- W4
- W5

Travel purpose

11,34km
1,98km
10,07km
3,76km

Motive
- Work
- Social
- House-hold
- Study
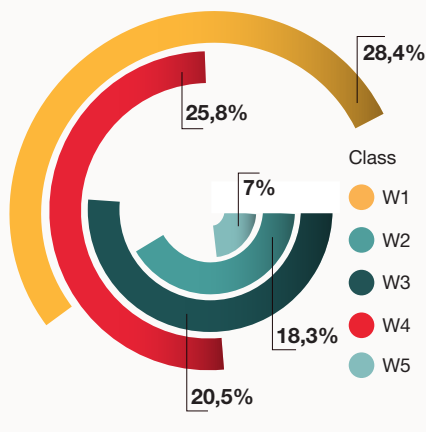
Rate

The package represented is based on a commercial of 15 seconds that is broadcast for a week on our high-quality ultra HD screens in the Shell stores.

Shell

Automotive
Instore screens
Shell Netherlands

279x

€ 9.500

![CS DIGITAL MEDIA logo]

Abbreviations used
CIS – Customer Interface Screens
CMO – Content Management Operations
CSDM – CS Digital Media
DOOH – Digital Out of Home
LPR – License Plate Recognition
MAB – MyAdbooker
OSF – Open Society Foundation
RTB – Realtime bidding
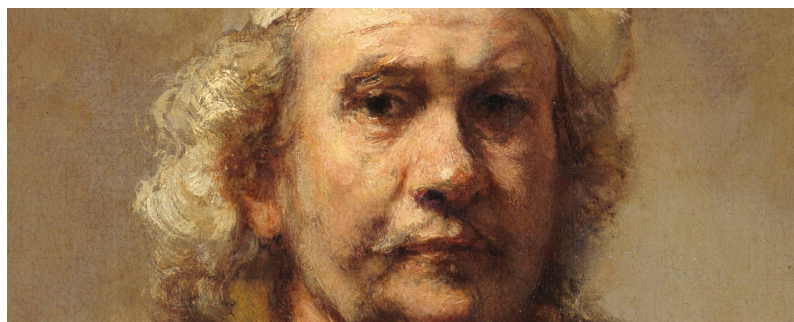
Living Masters
The CSDM networks were deployed for the award-winning
KPN campaign 'Late Rembrandt'. This case drew a great deal
of attention in the Netherlands and abroad. But how did these
impactful campaigns come about? What tools and applications
were used? A reconstruction.

The Network Society Revisited
Information technology and programmatic marketing are having an
almost revolutionary impact on all segments of society. CSDM takes
stock and looks ahead to the future.

Creative Cases
The most striking campaigns and specials of the last six months.

Key figures
CSDM professionals about their work, targets and passions.

Update
The Digital Out of Home market. Developments and prospects.

New in CSDM Magazine!
Must-read! A section featuring recommendations – books, articles,
reports, films and sites – about digital (media) technology and
(programmatic) marketing.

my
adbooker

This page is supposed to be black,
we sold it programmatically...

CS DIGITAL MEDIA