

Seizing the Future of Advertising: VIOOH x FRAMEN

FRAMEN and VIOOH Unite to Unleash the Power of Digital Out-of-Home Advertising

Unleashing the Potential of Programmatic Booking to Reach Audiences in Semi-Public Spaces

Berlin, 13.06.2023 - FRAMEN, the leading content distribution platform for screens in semi-public spaces, is thrilled to announce a strategic partnership with VIOOH, the leading premium global digital out-of-home (DOOH) supply side platform. This collaboration will provide advertisers with seamless access to FRAMEN's extensive inventory for programmatic booking of out-of-home campaigns, utilising the VIOOH platform.

By joining forces, FRAMEN and VIOOH offer advertisers unprecedented opportunities to engage with their target audiences through the extensive network of over 6,000 screens located in coworking spaces, gyms, hotels, bars, gas stations, and other semi-public locations. Advertisers can receive up to 500 million impressions which includes exclusive access to audiences at premium locations such as WeWork, Holmes Place, B&B and more. Digital out-of-home advertising in semi-public settings enables advertisers to precisely identify and target their audience based on contextual relevance, reaching business executives in coworking spaces, health enthusiasts in gyms, or shoppers in malls and supermarkets.

Initially, the integration partnership will be launched in the United Kingdom, France, and Germany, leveraging the strong presence of FRAMEN's screen inventory in these markets. However, both FRAMEN and VIOOH have ambitious plans to expand together into additional markets in the near future, offering advertisers unparalleled reach and impact.

Moreover, quickly following this new partnership, VIOOH and FRAMEN have already lined up and integrated the first demand side platform (DSP), Blis, a truly unique planning and buying platform that delivers multi-channel campaigns with a single and unified audience without relying on personal data.

*"We're delighted to be announcing our strategic partnership with FRAMEN, whose specialised screens at semi-public spaces, such as gyms, co-working spaces and hotels, nicely compliments our existing inventory," said **Gavin Wilson, Global Chief Customer and Revenue Officer at VIOOH**. "I look forward to seeing the many exciting campaigns to come from this new partnership. By utilising VIOOH's premium supply side platform, and with access to FRAMEN's leading OOH inventory, this collaboration will allow more advertisers to create high-impact, data-driven DOOH campaigns across the UK, France and Germany - with more markets to follow soon," added Wilson.*

"The future of content distribution lies in Digital Out Of Home. We are delighted to be working with VIOOH to create smart synergies that will further simplify content distribution. Customer centricity is in our DNA - by working with VIOOH we are strengthening our promise to create a simple and flexible distribution platform." Magdalena Pusch, Co-Founder and CMO at FRAMEN.

"As consumers' path to purchase evolves, expanding Blis' solutions across screens is one of our main goals," said Lucas Noordhoorn, Country Manager Benelux & DACH at Blis. "Thanks to our partnership with VIOOH, our clients will now be able to access Framen's premium DOOH inventory through our integrated planning and buying platform, Audience Explorer. Expanding our access to digital out-of-home inventory is a key milestone for our region, as it marks the next step in Blis becoming a true brand campaign partner for our clients by delivering a fully omnichannel offering."

The collaboration between FRAMEN and VIOOH empowers advertisers to create impactful, data-driven, and efficient digital-out-of-home campaigns. By leveraging the programmatic capabilities of VIOOH's SSP, advertisers can seamlessly book FRAMEN's screen inventory, ensuring precise targeting and optimization of their campaigns.

For more information about FRAMEN and its services, please visit www.framen.com. To learn more about VIOOH, please visit www.viooh.com.

About VIOOH

VIOOH is a leading premium global digital out of home supply side platform. Launched in 2018 and with headquarters in London, VIOOH's platform connects buyers and sellers in a premium marketplace, making OOH easily accessible. Led by a team of digital OOH and programmatic tech experts, VIOOH is pioneering the transformation of the OOH sector, championing its role in enhancing omni-channel digital campaigns through the use of programmatic capabilities and data. VIOOH currently trades programmatically in 19 countries, with more to follow.

About FRAMEN

FRAMEN is a content distribution platform for screens in semi-public spaces. The media-tech scale-up can connect to and offer playback on any standard display available. Through FRAMEN, advertisers and location providers can find each other and share appropriate content with their target audiences. FRAMEN is headquartered in Berlin and operates in 10 countries. For more information, visit www.framen.com.