



UEFA European Championship:

The FIRST live OOH audience data recorded at Wembley Stadium from AdMobilize and Open Media



Background

The UEFA European Championship was one of the key sporting events of 2021, with many matches being played at Wembley Stadium and tens of thousands of fans travelling to the venue for the games.

Open Media's Box Park full motion curved digital screen is situated on the doorstep of Wembley Stadium, on Wembley Way. The high value site is seen by the tens of thousands of fans travelling from Wembley Park Tube Station to the stadium and is the only digital out-of-home opportunity for brands wanting to target the huge audience of fans attending the games.

The Challenge

Open Media's high value Box Park screen is in a prominent position, in a high footfall area, with thousands of fans passing by on their way to the Euro matches. However, audience measurement of the screen had previously been based on historic averaged data, which doesn't highlight the event peaks that advertisers and sponsors are targeting in this particular location. Open Media sought a true, real-time understanding of their Box Park screen audience during this period and beyond, with transparent, accountable reporting on the performance of their clients' campaigns.

The ability to access real-time audience data would enable Open Media to demonstrate the true value of the screen for advertisers, unlock its programmatic capabilities and showcase the true success of the screen. And by providing best in class measurement reporting and analytics, they could also deliver the transparency and accountability their clients need and demand on a campaign-by-campaign basis.

The Solution

AdMobilize, the leading AI computer vision analytics company for digital signage and UniLED, the leading digital out-of-home products and services company, partnered to provide Open Media with an end-to-end solution, which delivered real-time audience measurement and campaign performance data, analysed for individual clients' campaigns by UniLED's OOH reporting and independent verification platform UniLIVE.

Using AdMobilize's AI software, UniLED installed a single camera on to the Box Park screen to measure the traffic around the site 24 hours a day, 7 days a week.

The real-time data captured was then fed into Open Media via AdMobilize's cloud-based dashboard and API. The data could then be processed by the UniLIVE platform, bringing all the data together, to show advertiser, campaign and play level data vs the recorded audience and providing Open Media's clients with accurate hourly reporting of their campaign performance.

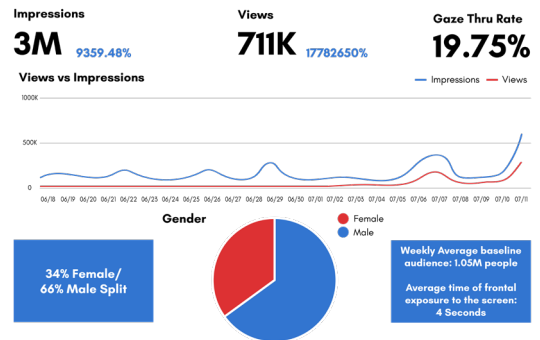


Results

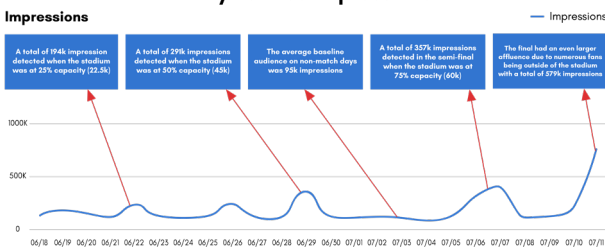
Using the data captured Open Media were able to quantify their audience in real-time and 100% anonymously. Data was available on the AdMobilize dashboard and APIs within 1 minute, providing a true real-time view of the Box Park audience.

The data captured showed that on non-event days the average daily audience was 100K, with a significant uplift to 150K on the days where events were being held at Wembley. This is a significant increase on the previous averaged data reporting of 1.6m impressions per month, with AdMobilize **reporting a total of 3.6m impressions captured across just the 24 days of the tournament.**

Location Analysis



Fully Verified Impressions

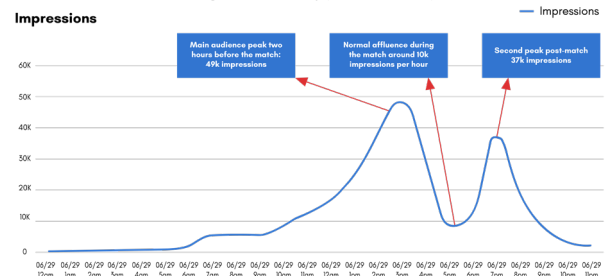


Admobilize were also able to report audience fluctuations. As Wembley Stadium's capacity was limited throughout the tournament, increasing to 75% capacity for the final, the data captured was able to show the evolving real-time daily audiences as the stadium capacity increased.

The data was also able to demonstrate the granular fluctuations in audience peaks across the different games and in the hours before, during and after each game.

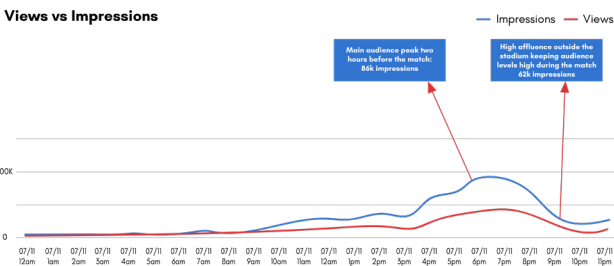
Match Day

Tuesday 29th June 2021 - R16:
England vs Germany (17:00, local time)



Match Day

Sunday 11th July 2021 - Final:
Italy vs England (20:00, local time)



On both the Semi-Final and Final match days the main audience peak was seen 2 hours before kick-off, this then dipped whilst the match was underway. However, during the important England vs Italy final, the impressions remained high, with many fans congregating outside the stadium during the match.

Summary

Through the Admobilize and UniLED partnership, Open Media can access accurate, real-time, audience data for their Box Park digital out-of-home screen and include this location for the first time in UniLIVE reporting and analytics, providing advertisers with accurate actual impressions per campaign.

Access to this information has significantly improved the value of the screen, by showing the audience fluctuations seen across event days and demonstrating the true value of the screen for advertisers. The granular and real-time nature of the data allows advertisers to make the most of audience fluctuations as they happen, and ensures the screen is fit for a programmatic DOOH future.