



What is Play+

A new goal-based approach to buying DOOH. Play+ delivers guaranteed footfall and views.



Powered by LEXI, the award-winning^[1] audience understanding video analytics system is a technology that enables the measurement of views and footfall.



What are the benefits of Play+

Play+ is automated, flexible and measurable.

Automated

Buy based on guaranteed goals, not just locations.



Speed

Ability to deliver campaigns initially from one week to just one day.



Flexibility

Multi-dimensional with a suite of add-on solutions available.



Proof of Play

Post-campaign reports will consist of the following:



Total number of Screens, Playcounts and Views or Footfall.



A weekly graph displaying Playcounts against Views or Footfall.



An overview map on the areas covered.

For more information, contact sales@clearchannel.com.sg

^[1] Marketing Magazine, The Spark Awards 2017, Gold Award for Best Insights and Research Project by a Media Owner.