



Out-of-Home Advertising Course: Site Concessions, Programmatic DOOH and Audience Measurement



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Introduction:

Out-of-home advertising course covering site concessions, programmatic DOOH and audience measurement, held over 5 days for media owner, concession authority and agency OOH planning functions, ending with an OOH Network Operating and Yield Plan for a case organisation. Outdoor networks often run on loose concession terms, patchy permit and safety records, screen loops sold by guesswork and audience figures buyers reject, so valuable sites stay unsold or underpriced. Nominees already manage, sell or plan outdoor inventory and work through case files of concession contracts, site registers and loop schedules. CoreConcept Training Center delivers this out-of-home advertising course.

Course Objectives:

- Classify an out-of-home inventory by format, location type and environment and assess the current performance of each site
- Structure site acquisition terms and advertising concession contracts with clear rent, revenue share, term and reinstatement clauses
- Maintain structure permits, inspection records and safety controls for billboards, street furniture and digital roadside screens
- Schedule DOOH screen networks through a content management system using loops, slots, share of time and dayparts
- Sell digital inventory through direct and programmatic DOOH channels with floor prices, deal types and data triggers
- Price OOH sites from audience measurement and manage asset yield across occupancy, rate and site portfolio decisions

Target Audience:

- Media owner functions responsible for billboard, street furniture and transit site portfolios
 - Concession management functions in public authorities that tender, award and supervise outdoor advertising sites
 - Inventory sales and pricing functions that sell static and digital out-of-home space to advertisers
 - Screen network operations functions that run DOOH content management, playout and proof of play
 - Agency out-of-home planning functions that select sites and judge audience and price evidence
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Course Outline:

Day 1: Out-of-Home Landscape and Site Portfolio Assessment

- OOH Format Taxonomy for Roadside, Street Furniture and Transit
- Static Versus Digital Screen Economics and Asset Lifecycles
- Site Register Build With Location, Visibility and Facing Data
- Media Owner, Concession Authority and Agency Value Chain
- Current Portfolio Occupancy and Revenue per Face Baseline

Day 2: Site Concessions, Permitting and Structural Safety

- Concession Tender Packages and Bid Evaluation Criteria
- Concession Contract Clauses for Rent, Revenue Share and Term
- Landlord Site Leases and Wayleave Acquisition Negotiation Steps
- Structure Permit Files for Size, Lighting, Spacing and Zoning
- Monopole and Gantry Inspection Checklist With Wind Load Review

Day 3: DOOH Screen Networks and Content Scheduling Operations

- Content Management System Set-Up for Networked Screen Playout
- Loop Length, Slot Count and Share of Time Planning
- Daypart and Dynamic Creative Triggers From Weather and Events
- Roadside Screen Dwell, Transition and Luminance Control Rules
- Proof of Play Logs and Screen Uptime Monitoring Reports

Day 4: Programmatic DOOH, Audience Measurement and Yield Problems

- Programmatic DOOH Supply Platforms and Impression Multipliers
- Mobility Data and Visibility Adjusted Audience Estimation Methods
- Camera Based Anonymous Counting and Privacy Safeguard Design
- Rate Card, Floor Price and Package Pricing Models
- Yield Management Across Occupancy, Rate and Unsold Inventory

Day 5: Case Study OOH Network Operating and Yield Plan

- Case Media Owner Site Register and Concession Review
 - Case Permit Gap and Structural Safety Action List
 - Case Screen Loop Schedule and Programmatic Allocation
 - Case Audience Evidence and Rate Card Revision
 - OOH Network Operating and Yield Plan Completion
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Skills You Will Gain:

- Outdoor Site Portfolio Analysis
- Concession Contract Structuring
- Structure Permit Management
- Billboard Safety Inspection
- DOOH Loop Scheduling
- Programmatic DOOH Selling
- Outdoor Audience Estimation
- Inventory Yield Optimisation

Why Attend This Course:

- Deliver an OOH Network Operating and Yield Plan for a case organisation to the commercial director and the concession owner for approval
- Decide which sites to renew, convert to digital, reprice or release when a concession or lease comes up for renewal
- Avoid unpermitted structures, safety incidents, empty screen slots and audience claims that buyers reject during negotiations
- Share the site register template, loop scheduling sheet and rate card method with sales, operations and planning teams

Conclusion:

Back at work, the participant presents the OOH Network Operating and Yield Plan to the commercial director, the concession or asset owner and the head of screen operations. They use it to agree which sites to renew, digitise or release, how screen loops are split between direct and programmatic sales, and which audience evidence supports each rate. After the first full sales period under the plan, the unit should review occupancy per face, permit and inspection status, proof of play gaps and achieved rates against the targets set.

Frequently Asked Questions FAQ:

What should participants know before the out-of-home advertising course?

Participants should already manage, sell, supervise or plan outdoor advertising sites or digital screens. Familiarity with basic media terms such as impressions and rate cards helps. Bringing an anonymised site list, concession extract or loop schedule lets participants apply the methods to their own inventory.

How does an out-of-home advertising course on site concessions and DOOH differ from a campaign media planning course?

It covers running the outdoor inventory itself: acquiring and permitting sites, scheduling screens, selling slots and pricing from audience evidence. Campaign media planning courses decide how an advertiser splits budget across channels, while web programmatic courses deal with online display auctions.

How is audience measured for out-of-home and DOOH advertising?

Audience is estimated from mobility and location data, traffic and footfall counts and visibility modelling that adjusts for viewing distance and angle. Some digital screens add anonymous camera counting of dwell time, with personal data discarded. The resulting impressions support pricing and programmatic sales.

What do participants take back from the out-of-home advertising course?

Participants take back an OOH Network Operating and Yield Plan for a case organisation, with a site register, concession review, permit and safety action list, loop schedule, programmatic allocation and revised rate card they can adapt to their own network.
