

# THE LARGEST DIGITAL OUT OF HOME NETWORK IN BARS & RESTAURANTS





Measured by  
**geopath**  
AUDIENCE LOCATION MEASUREMENT

## WHY TVM DOOH

### DELIVERY

- TVM DOOH adspots are seen 400M times a week on 5000 screens across the world

### TARGET AUDIENCE

- Access the 21+ bar and restaurant audience, plus hundreds of audience segments to find your customer

### REACH

- From local to national initiatives, TVM DOOH is in the top DMAs, and 21 states nationwide

### ENGAGEMENT

- Benefit from TVM DOOH's dynamic, informational screens, and long dwell times for unmatched impact and exposure



# THE ULTIMATE BRAND & ENGAGEMENT PLATFORM

Long dwell time, and captive audiences provide the ideal opportunity to engage.



Engaging



Optimal Placement



Guaranteed Reach



1h 45min Dwell Time



21+ Targeted



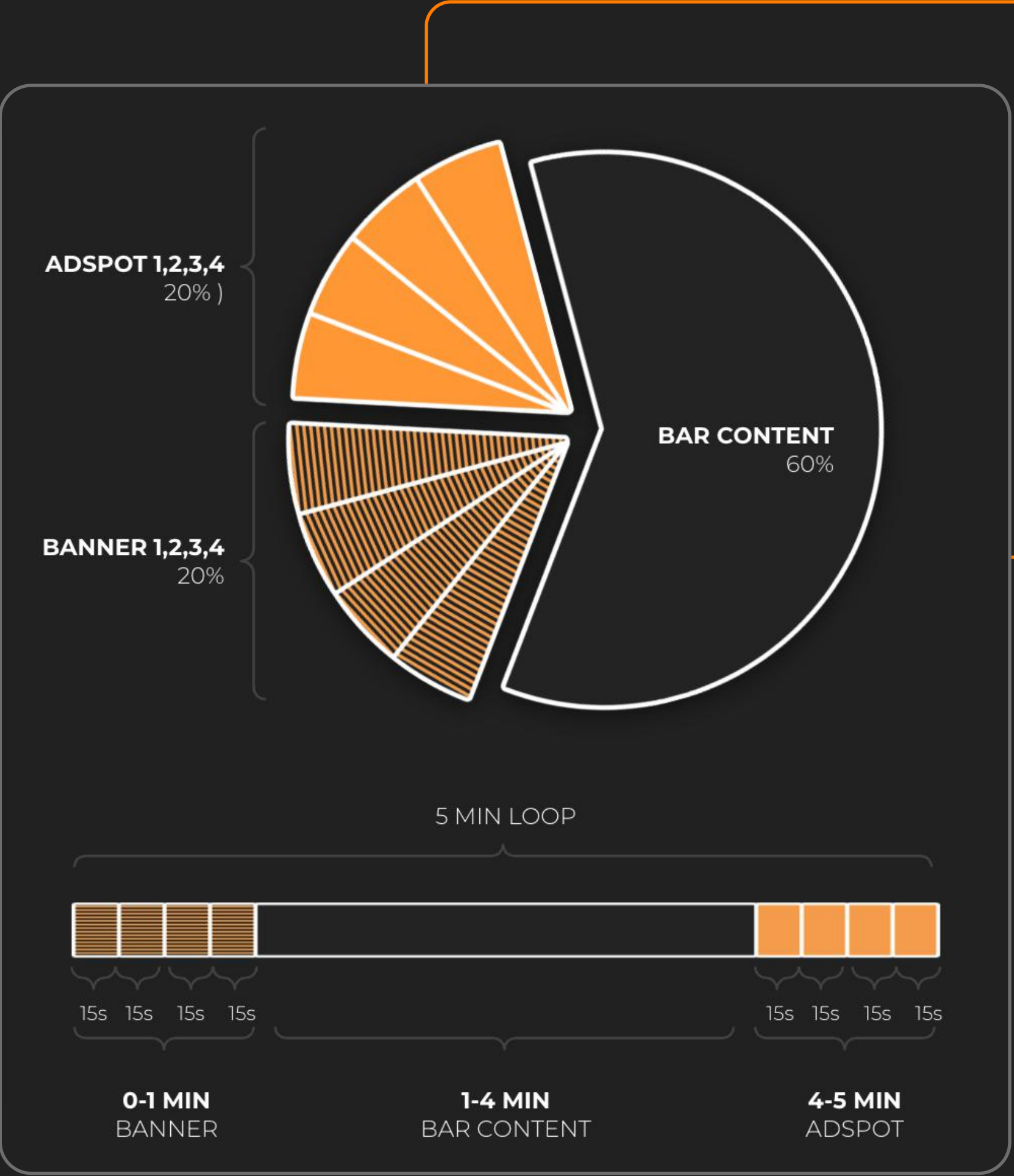
Vertical Orientation



# REACHING THE RIGHT PEOPLE AT THE RIGHT TIME.

- Interactive content
- Social Environment
- Long Dwell Time
- Close to POS
- 15 sec Adspot

AD BANNER



ADSPOT

**Cocktails & drafts menu**

- Happy Hour! - 2-4-1**  
Monday-Friday: 11am-7pm, Saturday & Sunday: 3pm-7pm
- Fireball - \$4**  
All day, every day!
- After 7pm: St Pete Distillery - \$5**  
Vodka, Rum, Spiced Rum, Gin, & Whiskey
- After 7pm: Jose Cuervo - \$5**  
Margaritas, Shots, and Cocktails
- After 7pm: Absolut Vodka - \$5**  
All Flavors
- After 7pm: Makers Mark - \$7**  
Shots or Cocktails
- After 7pm: Three Olives Vodka - \$4**  
All Flavors
- After 7pm: Jack Daniels - \$7**  
Shots or Cocktails

View our entire menu and much more scan the QR or visit: [whatson.bar](#)

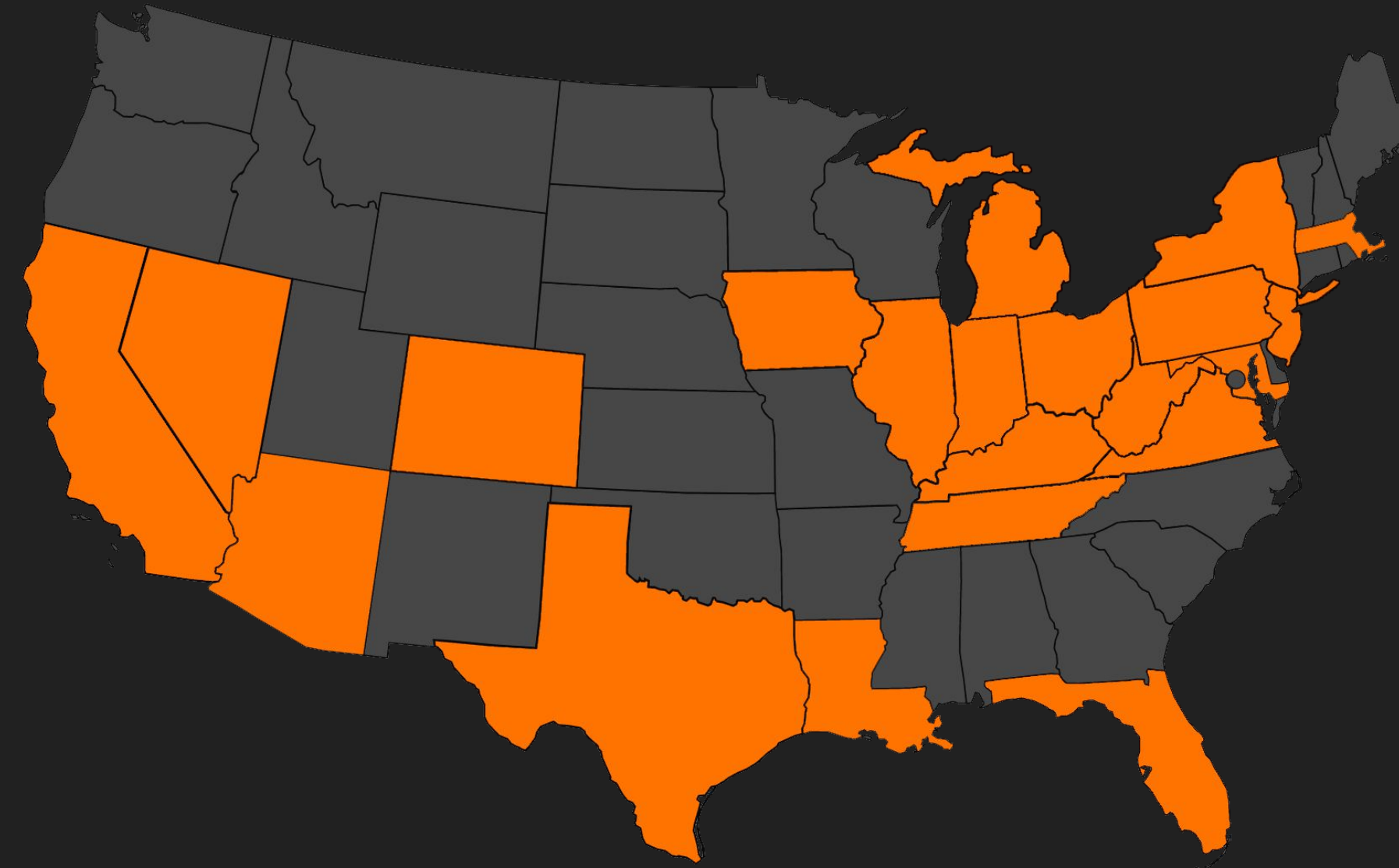
BAR CONTENT



# LOCATIONS & REACH

## TOP DMAs

- New York City
- Los Angeles
- Chicago
- Philadelphia
- Dallas Ft-Worth
- San Francisco
- Boston
- Tampa
- Houston
- Phoenix
- Detroit
- Miami
- Denver
- Detroit
- Indianapolis
- Columbus
- Nashville



\*Inquire for the full list of DMAs.

## WEST

- Colorado
- Arizona
- California
- Nevada

## MIDWEST

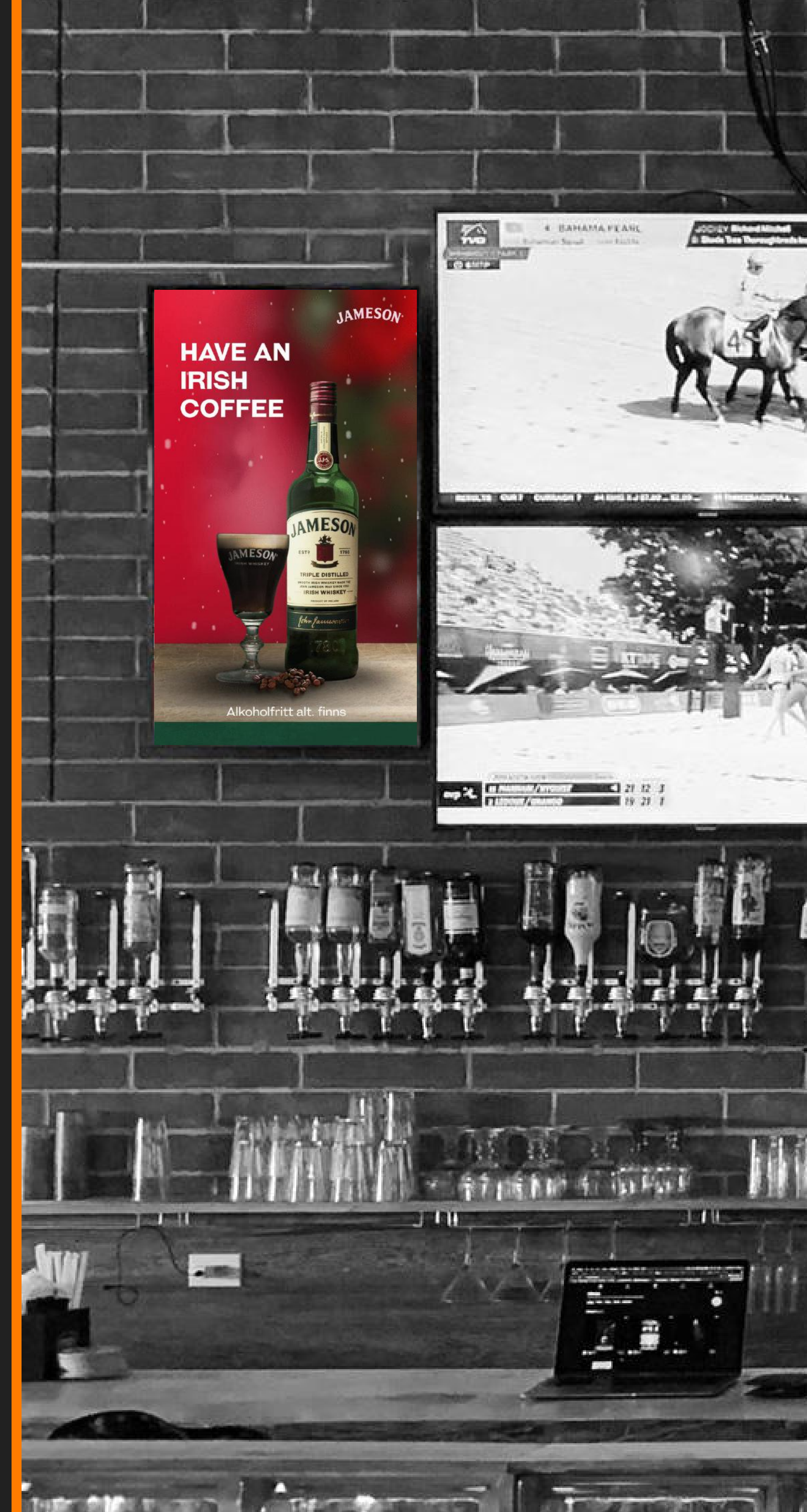
- Michigan
- Iowa
- Illinois
- Indiana
- Ohio

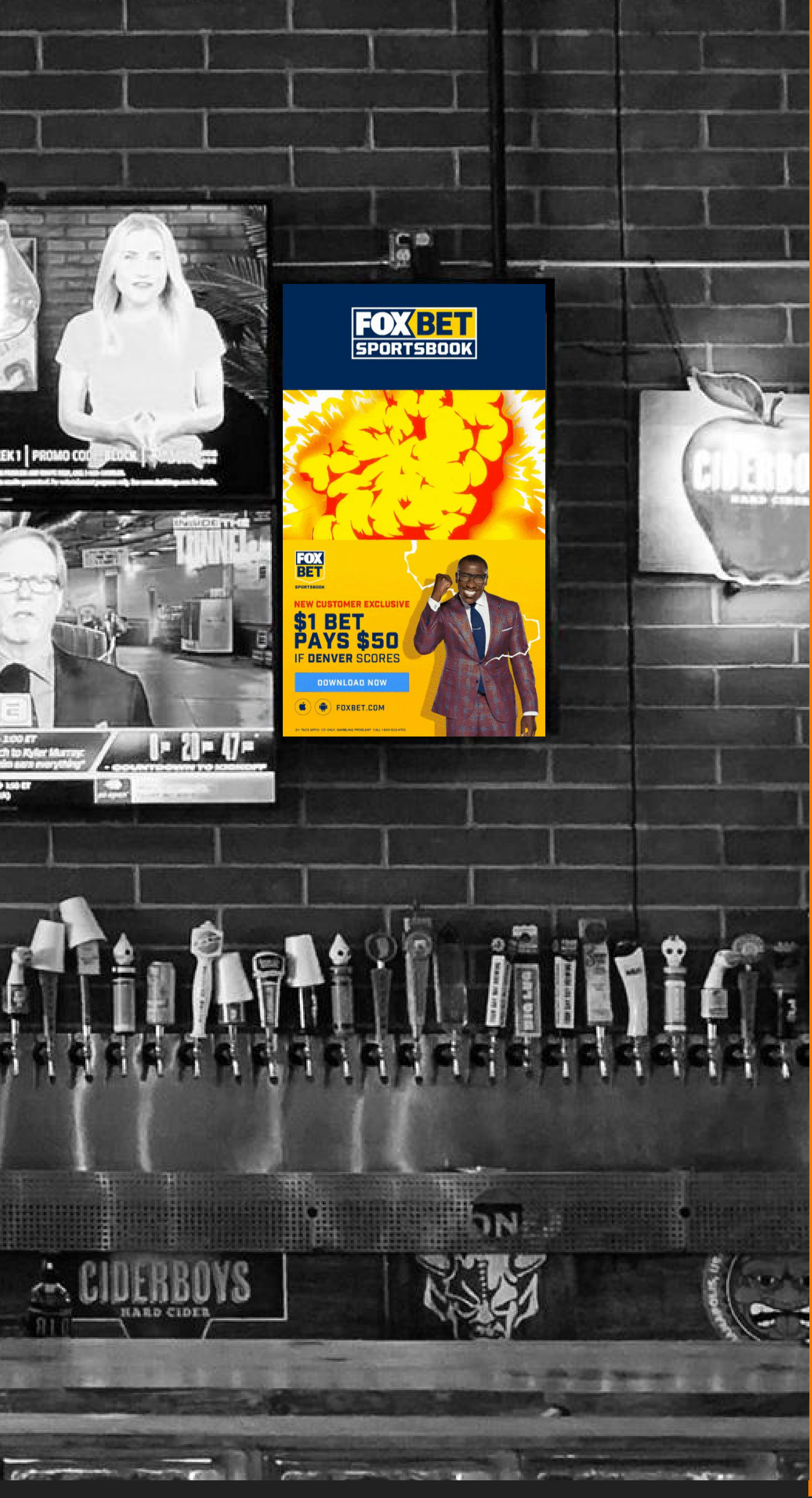
## NORTHEAST

- Maryland
- Pennsylvania
- Massachusetts
- New York
- New Jersey

## SOUTH

- Florida
- Tennessee
- Virginia
- West Virginia
- Kentucky
- Texas





# LOCATIONS & REACH

TVM DOOH is available in most major DMAs with 5,000+ optimally placed digital screens in restaurant & bars, positioned in high trafficked areas and near POS.

With average dwell time of 1h 45min, and captive audiences, TVM DOOH is the ideal format to reach your customer.

Data provided by **geopath**

TVM DOOH is constantly expanding and increasing inventory at the rate of 500+ new screens per month. Please reach out to [sales@tvmdooh.com](mailto:sales@tvmdooh.com) for latest markets.

## KEY TAKEAWAYS



400M+ Impressions / Weekly



1h 45min average dwell-time



21 states



Data from **geopath**



5,000 digital screens  
\*updated January 2022



Proximity to POS & high trafficked areas



# TARGET AUDIENCE

TVM DOOH advertising partners benefit from a captive audience with almost 2 hours of the ultimate engagement opportunity. Audiences are accessible and captivated by highly relevant screen content including live-odds during sport events, menus, drink specials, entertainment and more. With TVM DOOH audience segmentation, contextual and dynamic creative, day-parting and integrations, brands can reach the right audience, with the right content, when it matters most

## TVM DOOH Audience Insights:

- 89% of audiences are 21+
- Average dwell time is 1 hr 45 mins
- Sports fans
- Inquire for hundreds of audience segments



## KEY TAKEAWAYS



Social environment, positive state of mind



21+ Target audience



Reach sports fans in Sports bars watching a game

# BRANDS & CLIENTS

TVM DOOH is the ideal platform for many brands, driving results from local to national objectives in sports betting, beverage, public health, consumer brands, vape, cannabis, casino and more.





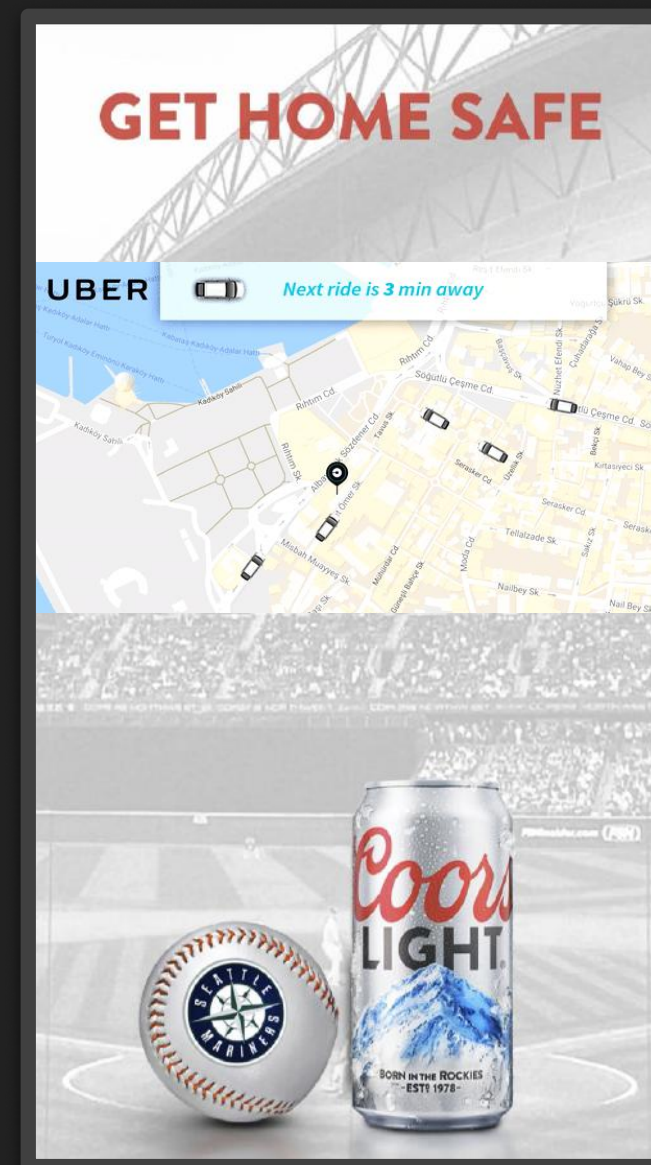
# MEDIA CAPABILITIES & CREATIVES

TVM DOOH encourages creative teams to use their full imagination with technical integrations, advanced graphics and data driven triggers. TVM DOOH's in-house creative and engineering team will assist in enabling the full potential of the platform for your brand.

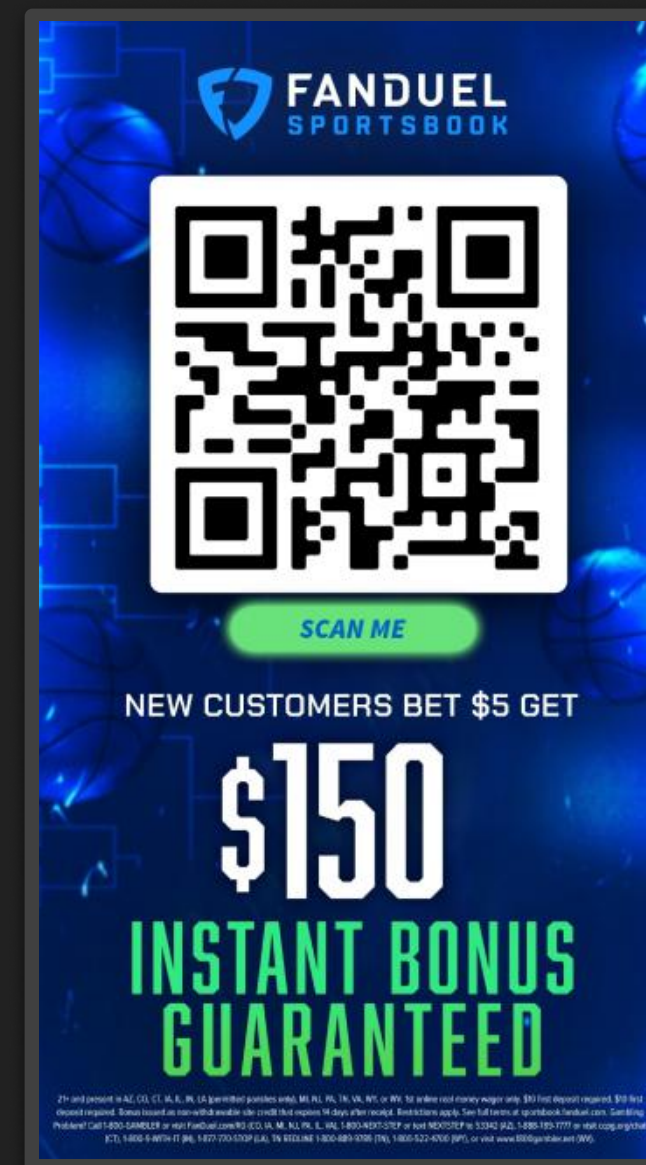
Assets can be submitted either as an image or video. Contact [sales@tvmdooh.com](mailto:sales@tvmdooh.com) for activations and custom integrations.

## MEDIA FORMATS

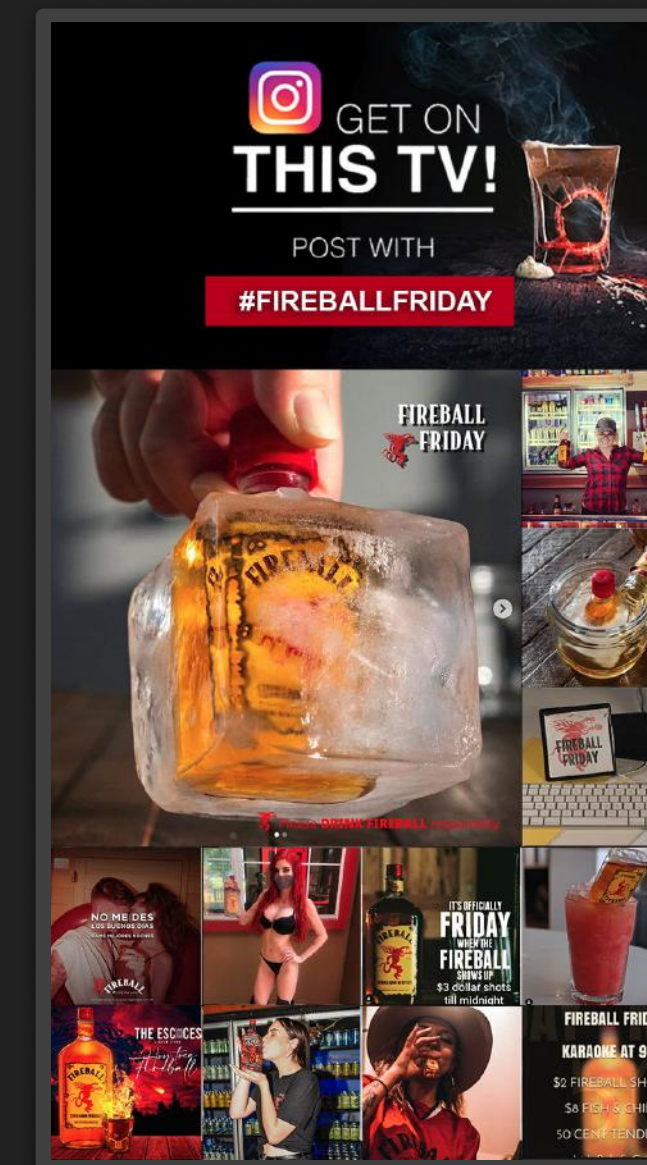
- Static & Full motion
- Length of spot: 15s
- Length of loop: 300s
- Up to 5 rotating items in the same spot
- Resolution: 1080x1920
- Ratio: 9:16
- Format: JPG, PNG, MP4



API integration for real-time live map updates with Uber taxi locations minutes from the location



With this option you can create vouchers or discounts with a QR Code that can be redeemed



Viral campaign with Instagram integration for the hashtag "#" with the possibility of customer interaction

PITTSBURGH STEELERS		
SPREAD	MONEY	TOTAL
-110	-125	O 44.5 -118

INDIANA COLTS		
SPREAD	MONEY	TOTAL
-110	+105	U 44.5 +100

**7 PM  
DEC 27, 2020**

FOX BET SPORTSBOOK  
WHAT'S ON TOMORROW?

TABLE TENNIS ALL DAY	BASEBALL 5:30 AM	SOCCER 2:30 PM FS2
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API integration for live odds, live scores and Twitter updates



# PLANNING, BUYING & MEASUREMENT

For new partnerships reach us at:

[sales@tvmdooh.com](mailto:sales@tvmdooh.com)

Learn more at [www.tvmdooh.com](http://www.tvmdooh.com)

## Measurement

geopath intermx mira

## Programmatic

theTradeDesk

ADOMNI

Hivestack

The Neuron  
Intelligent  
Connections

VISTAR MEDIA

PLATFORM 161

PLACE EXCHANGE





# GET IN TOUCH

Direct contact:

[sales@tvmdooh.com](mailto:sales@tvmdooh.com)

Learn more at:

[www.tvmdooh.com](http://www.tvmdooh.com)

**tvm DOOH**  
DIGITAL OUT OF HOME

The logo features the word 'tvm' in a lowercase, orange, sans-serif font, followed by 'DOOH' in a larger, uppercase, white, sans-serif font. Below the main text, the tagline 'DIGITAL OUT OF HOME' is written in a smaller, uppercase, white, sans-serif font. The background of the logo area is a dark blue-grey gradient with faint, light-colored lines suggesting a digital or architectural grid.