# VIOOH integrates Outernet London’s premium screens to boost programmatic DOOH reach



VIOOH has expanded its programmatic digital out-of-home (DOOH) advertising reach by integrating Outernet London’s premium inventory into its trading platform. Announced on 15 July 2025, the partnership provides advertisers with real-time, programmatic access to nine high-impact digital screens located in one of central London's busiest and most iconic media hubs—at the intersection of Tottenham Court Road and Charing Cross. These screens, including the external-facing Landing and Vista displays alongside the impressive Now Building’s four-storey, 16K resolution 360-degree digital canvas, generate over 233 million monthly impressions, representing approximately 2.5% of the UK’s total digital OOH market spend.

Outernet London stands out not only for its size but also for the technological sophistication and premium location it offers. It forms part of a dynamic media and entertainment district known as Europe’s most advanced digital entertainment destination, combining large-format digital advertising with live music venues, retail spaces, and cultural programming. This seamless blend provides advertisers with unique opportunities to integrate campaigns with experiential marketing, reaching diverse audiences throughout the year. Outernet’s strong position in London’s entertainment landscape is further enhanced by spaces like the 2,000-capacity HERE live music venue and the intimate Lower Third performance area, as well as a not-for-profit recording studio on historically significant Denmark Street.

The partnership between VIOOH and Outernet London leverages VIOOH’s advanced supply-side platform technology to offer advertisers a flexible, precise, and efficient programmatic buying experience. Advertisers benefit from real-time audience measurement, continuous inventory optimisation, and dynamic pricing adjustments based on demand and audience composition. This technological infrastructure allows campaigns to be fine-tuned in real time, maximising engagement and return on investment. As Gavin Wilson, Global Chief Commercial Officer at VIOOH, remarked, the integration represents a significant milestone by bringing premium, large-format DOOH inventory to VIOOH’s marketplace, underpinned by the high footfall and broad appeal of Outernet’s screens.

Tom Perrett, Chief of Sales at Outernet London, highlighted the enhanced brand connectivity potential enabled by the partnership. He emphasised that programmatic access via VIOOH simplifies entry to Outernet’s expansive inventory, facilitating sophisticated targeting strategies that connect with millions of visitors annually. This precision targeting is particularly valuable in high-traffic areas where audience demographics shift throughout the day, allowing brands to adjust campaigns to capture relevant segments effectively.

The integration reflects broader industry trends towards increased adoption of programmatic DOOH advertising globally. Market data shows that nearly one in three campaigns included programmatic DOOH in the past 18 months, with forecasts predicting growth to 35% in the near term. Advertisers are reallocating budgets from traditional digital channels to programmatic DOOH to leverage its flexibility and data-driven targeting. Investments in digital out-of-home overall are expected to surge alongside these programmatic advancements, signalling a paradigm shift in how outdoor advertising inventory is bought and optimised.

VIOOH’s role as a global digital out-of-home supply-side platform extends beyond this partnership, with robust connections to over 50 demand-side platforms and operations in 34 markets worldwide. Its recent collaborations, such as the partnership with ECN to expand programmatic access to premium office building screens across the UK, France, and Germany, underscore the platform’s growing influence in the DOOH ecosystem. These partnerships enable advertisers to access diverse, high-quality inventory across key business and cultural districts throughout Europe.

The combination of Outernet’s technological prowess, central London’s prime location, and VIOOH’s cutting-edge programmatic capabilities sets a new standard for premium digital out-of-home advertising. This development not only enhances campaign effectiveness through real-time data insights and inventory flexibility but also opens possibilities for global expansion as Outernet develops similar entertainment districts in cities like Los Angeles and New York. Advertisers now have unprecedented access to some of the most visually stunning and strategically placed digital screens in Europe, marking a significant evolution in the DOOH landscape.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://ppc.land/viooh-adds-outernets-premium-london-inventory-to-programmatic/), [[2]](https://www.exchangewire.com/blog/2025/07/15/viooh-partners-with-outernet-to-deliver-premium-programmatic-dooh-in-londons-most-iconic-entertainment-destinations/), [[3]](https://marcommnews.com/viooh-partners-with-outernet-to-deliver-premium-programmatic-dooh-in-londons-most-iconic-entertainment-destinations/), [[4]](https://lbbonline.com/news/VIOOH-partners-with-Outernet-to-deliver-premium-programmatic-DOOH-in-Londons-most-iconic-entertainment-destinations)
* Paragraph 2 – [[1]](https://ppc.land/viooh-adds-outernets-premium-london-inventory-to-programmatic/), [[2]](https://www.exchangewire.com/blog/2025/07/15/viooh-partners-with-outernet-to-deliver-premium-programmatic-dooh-in-londons-most-iconic-entertainment-destinations/), [[3]](https://marcommnews.com/viooh-partners-with-outernet-to-deliver-premium-programmatic-dooh-in-londons-most-iconic-entertainment-destinations/)
* Paragraph 3 – [[1]](https://ppc.land/viooh-adds-outernets-premium-london-inventory-to-programmatic/), [[2]](https://www.exchangewire.com/blog/2025/07/15/viooh-partners-with-outernet-to-deliver-premium-programmatic-dooh-in-londons-most-iconic-entertainment-destinations/), [[3]](https://marcommnews.com/viooh-partners-with-outernet-to-deliver-premium-programmatic-dooh-in-londons-most-iconic-entertainment-destinations/), [[4]](https://lbbonline.com/news/VIOOH-partners-with-Outernet-to-deliver-premium-programmatic-DOOH-in-Londons-most-iconic-entertainment-destinations)
* Paragraph 4 – [[1]](https://ppc.land/viooh-adds-outernets-premium-london-inventory-to-programmatic/), [[2]](https://www.exchangewire.com/blog/2025/07/15/viooh-partners-with-outernet-to-deliver-premium-programmatic-dooh-in-londons-most-iconic-entertainment-destinations/), [[3]](https://marcommnews.com/viooh-partners-with-outernet-to-deliver-premium-programmatic-dooh-in-londons-most-iconic-entertainment-destinations/), [[4]](https://lbbonline.com/news/VIOOH-partners-with-Outernet-to-deliver-premium-programmatic-DOOH-in-Londons-most-iconic-entertainment-destinations)
* Paragraph 5 – [[1]](https://ppc.land/viooh-adds-outernets-premium-london-inventory-to-programmatic/), [[6]](https://blog.viooh.com/programmatic-dooh-adoption-globally-expected-to-rise-to-35-in-the-next-18-months)
* Paragraph 6 – [[1]](https://ppc.land/viooh-adds-outernets-premium-london-inventory-to-programmatic/), [[5]](https://www.businesswire.com/news/home/20250107333860/en/ECN-partners-with-VIOOH-to-expand-programmatic-digital-out-of-home-to-premium-European-offices/)
* Paragraph 7 – [[1]](https://ppc.land/viooh-adds-outernets-premium-london-inventory-to-programmatic/), [[2]](https://www.exchangewire.com/blog/2025/07/15/viooh-partners-with-outernet-to-deliver-premium-programmatic-dooh-in-londons-most-iconic-entertainment-destinations/), [[3]](https://marcommnews.com/viooh-partners-with-outernet-to-deliver-premium-programmatic-dooh-in-londons-most-iconic-entertainment-destinations/), [[4]](https://lbbonline.com/news/VIOOH-partners-with-Outernet-to-deliver-premium-programmatic-DOOH-in-Londons-most-iconic-entertainment-destinations)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://ppc.land/viooh-adds-outernets-premium-london-inventory-to-programmatic/> - Please view link - unable to able to access data
2. <https://www.exchangewire.com/blog/2025/07/15/viooh-partners-with-outernet-to-deliver-premium-programmatic-dooh-in-londons-most-iconic-entertainment-destinations/> - VIOOH, a leading global digital out-of-home (DOOH) supply-side platform, has announced a programmatic partnership with Outernet London, a media and entertainment company operating Europe's largest digital screens. This collaboration grants advertisers programmatic access to nine premium digital screens generating over 233 million monthly impressions, representing 2.5% of the UK's digital OOH market spend. Outernet's central London inventory includes the external-facing Landing and Vista screens and the Now Building, offering advertisers unrivalled scale and reach in one of London's most sought-after locations. Audience measurement and inventory are tracked and optimised in real-time, ensuring maximum campaign effectiveness. VIOOH's advanced technology platform and global footprint seamlessly connect buyers and sellers in the DOOH space, offering a streamlined programmatic advertising experience. Through programmatic buying, advertisers can benefit from enhanced flexibility, precision targeting, and improved efficiency, ensuring maximum impact and engagement in one of London's most dynamic locations.
3. <https://marcommnews.com/viooh-partners-with-outernet-to-deliver-premium-programmatic-dooh-in-londons-most-iconic-entertainment-destinations/> - VIOOH, a leading global digital out-of-home (DOOH) supply-side platform, has announced a programmatic partnership with Outernet London, a media and entertainment company operating Europe's largest digital screens. This collaboration grants advertisers programmatic access to nine premium digital screens generating over 233 million monthly impressions, representing 2.5% of the UK's digital OOH market spend. Outernet's central London inventory includes the external-facing Landing and Vista screens and the Now Building, offering advertisers unrivalled scale and reach in one of London's most sought-after locations. Audience measurement and inventory are tracked and optimised in real-time, ensuring maximum campaign effectiveness. VIOOH's advanced technology platform and global footprint seamlessly connect buyers and sellers in the DOOH space, offering a streamlined programmatic advertising experience. Through programmatic buying, advertisers can benefit from enhanced flexibility, precision targeting, and improved efficiency, ensuring maximum impact and engagement in one of London's most dynamic locations.
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5. <https://www.businesswire.com/news/home/20250107333860/en/ECN-partners-with-VIOOH-to-expand-programmatic-digital-out-of-home-to-premium-European-offices/> - ECN, a leading digital out-of-home office media publisher, has announced a new partnership with VIOOH, a global digital out-of-home (DOOH) supply-side platform. This collaboration expands VIOOH's global footprint to premium office buildings across the UK, France, and Germany. Through this partnership, advertisers worldwide will access ECN’s inventory within premium office buildings, strategically placed in business districts within major cities and regional areas. The ECN network spans 25 cities in the UK and Europe and adds another 870 programmatic screens to VIOOH’s existing inventory. In France, ECN delivers over 26 million monthly impressions across 298 digital screens and 203 office buildings including Paris, Lyon, Marseille, Lille, Nantes, Bordeaux and Toulouse. In Germany, it has over 25 million monthly impressions across 281 digital screens and 216 office buildings in Berlin, Hamburg, Düsseldorf, Cologne, Frankfurt, Stuttgart, Munich, Leipzig, Dresden, Mannheim, Essen and Dortmund. In the UK, ECN sees over 22 million monthly impressions across 276 digital screens and 154 office buildings in key cities including London, Birmingham, Manchester, Edinburgh and Bristol. This new partnership provides an exciting new opportunity for advertisers to connect with many affluent businesses and consumers, located in premium office spaces, across major cities in Europe. It’s another asset strengthening VIOOH’s real-time trading across programmatic DOOH and an incredibly valuable media channel for both international and local-market advertisers.
6. <https://blog.viooh.com/programmatic-dooh-adoption-globally-expected-to-rise-to-35-in-the-next-18-months> - VIOOH, a leading global digital out-of-home (DOOH) supply-side platform, has released its annual research into the programmatic DOOH (prDOOH) market. The global findings show that nearly one in three campaigns from the past 18 months have included prDOOH (27%), which is projected to rise to an average of 35% over the next 18 months. France, Australia, Germany and the US are projected to spearhead this continued growth, with the proportion of campaigns utilising prDOOH in these markets expected to increase the most. The global survey of 1,200 advertisers and agencies across the US, UK, Australia, Germany, France and this year’s guest market Brazil, reveals an anticipated increase in prDOOH investment of 28% over the next 18 months, led by US, UK and French marketers, all projecting a 29% growth in investment. Marketers globally are projected to increase investment in DOOH by 32%, followed closely by prDOOH at 28%. Investment in traditional OOH is also expected to grow (16%), with the surge in digital investment signifying greater adoption of technology-driven solutions in outdoor advertising. Over a third (37%) of marketers are reallocating budgets from other digital channels to prDOOH, a growth of 4 percentage points (ppt) year-over-year (YoY).
7. <https://blog.viooh.com/viooh-continues-to-innovate-for-ooh-media-owners> - VIOOH, a leading global digital out-of-home (DOOH) supply-side platform, has launched a range of intelligent programmatic OOH planning enhancements within the VIOOH Trading Manager platform. As OOH continues to grow and briefs become more specific, the new map-based planning capabilities from VIOOH provide interactive campaign visualisations showing real-time availability, giving media owners the option to layer audience affinity and point of interest data to enrich targeting. Powered by the VIOOH Intelligence Allocation Engine, this intuitive planning functionality applies the specialist inventory knowledge of media owners with audience data segments from their DMP or uploaded segments. It adds smart decisioning to optimise custom deals, satisfying ever more complex briefs from buyers and maximising portfolio occupancy and revenue for sellers. With prDOOH global spend predicted to rise by 32% over the next year, media owners are increasingly creating campaigns and deals across ever more numerous and highly targeted briefs. With millions of parameters to consider across both the audiences and inventory, VIOOH’s new planning enhancements take the best of traditional map-based planning with interactive visualisations and bring in audience indices and live availability. These planning enhancements allow media owners to simply and quickly plan for multiple objectives across different datasets, targeting the right people, on the right screens, at the right time. In addition, the VIOOH Allocation Engine takes care of optimising the complexities of multiple campaigns in seconds, making sure that the media owners’ premium inventory works as hard as possible to answer the needs of buyers for the best possible return.