

DIGICAB #MEDIA KIT 2025

DooH it



INNOVATION IN-VEHICLE DOOH

For over 10 years, DooH it has been the leading ad network for in-vehicle Digital Out-of-Home (DOOH). Our flagship platform, DigiCab, operates across thousands of taxis and rideshare vehicles throughout Europe and Africa. Powered by embedded AI developed with Probayes (La Poste Group), DigiCab enables ultra-targeted ad delivery based on age, gender, socio-professional category, and trip context (airport, business, nightlife...).

DIGICAB A high-impact media with societal value

DigiCab offers immersive ad formats, including :

- **Contextualized video campaigns (audience profile + trip context)**
 - **Interactive touch screen spots**
 - **Onboard sampling & flyering**
 - **Vehicle takeovers for branded activations**
-
- DigiCab goes beyond advertising with 80%+ of the fleet is hybrid or electric, supporting eco-responsible mobility, campaigns generating additional income for drivers and our DigiCab Club gives drivers free access to cultural events — enhancing social inclusion.

DooH it is reinventing in-vehicle advertising by combining performance, innovation, and social impact.





KEY NUMBERS

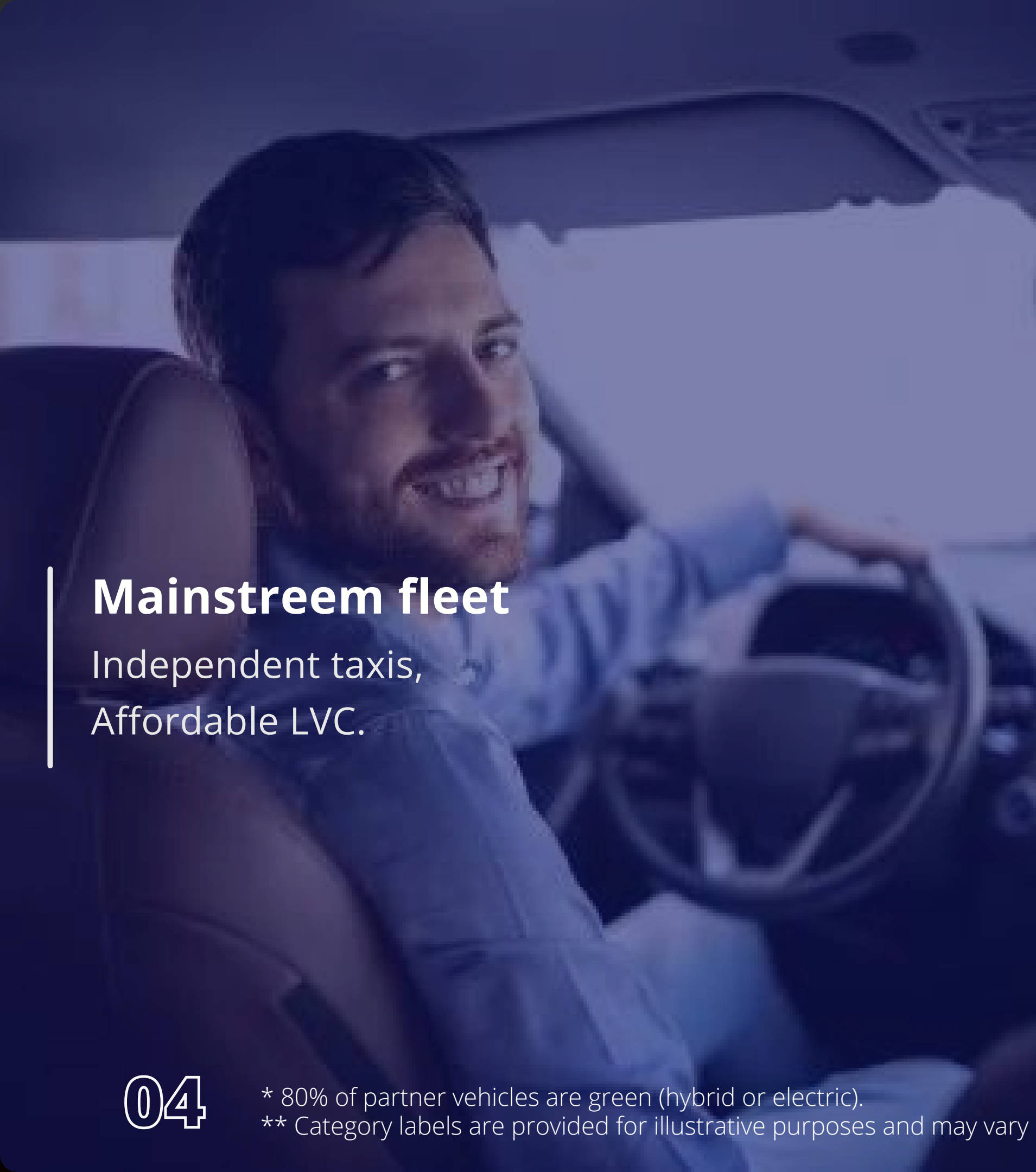
1.940 screens / active vehicles



+23M monthly impressions (logged)
exclusively in front of audience

+3mns of audience's attention*

<30sec video format with 20% SOV

A man with a beard and short dark hair is smiling and looking towards the camera while driving a car. He is wearing a light blue button-down shirt. The car's interior, including the steering wheel and dashboard, is visible.

Mainstream fleet

Independent taxis,
Affordable LVC.

A man with short dark hair and a beard is wearing a dark suit, white shirt, and patterned tie. He is holding a mobile phone to his ear with his right hand and looking out the window of a car. The car's interior and a blurred view of the outside are visible.

Premium/Business fleet

Premium taxis,
Sedan class VTC.



MEDIA DIGICAB

AUDIENCE PLANNING AND HIGH ATTENTION

Device & Offer



Media loop

Video <30s (20% SOV), loop of 3/4mns,
Format 16:10, son activated by tap-on,
Loop with 1 NGO & 2 cultural content.



Tech

**Embedded AI for targeted broadcasting
and attention/interest measurement.**

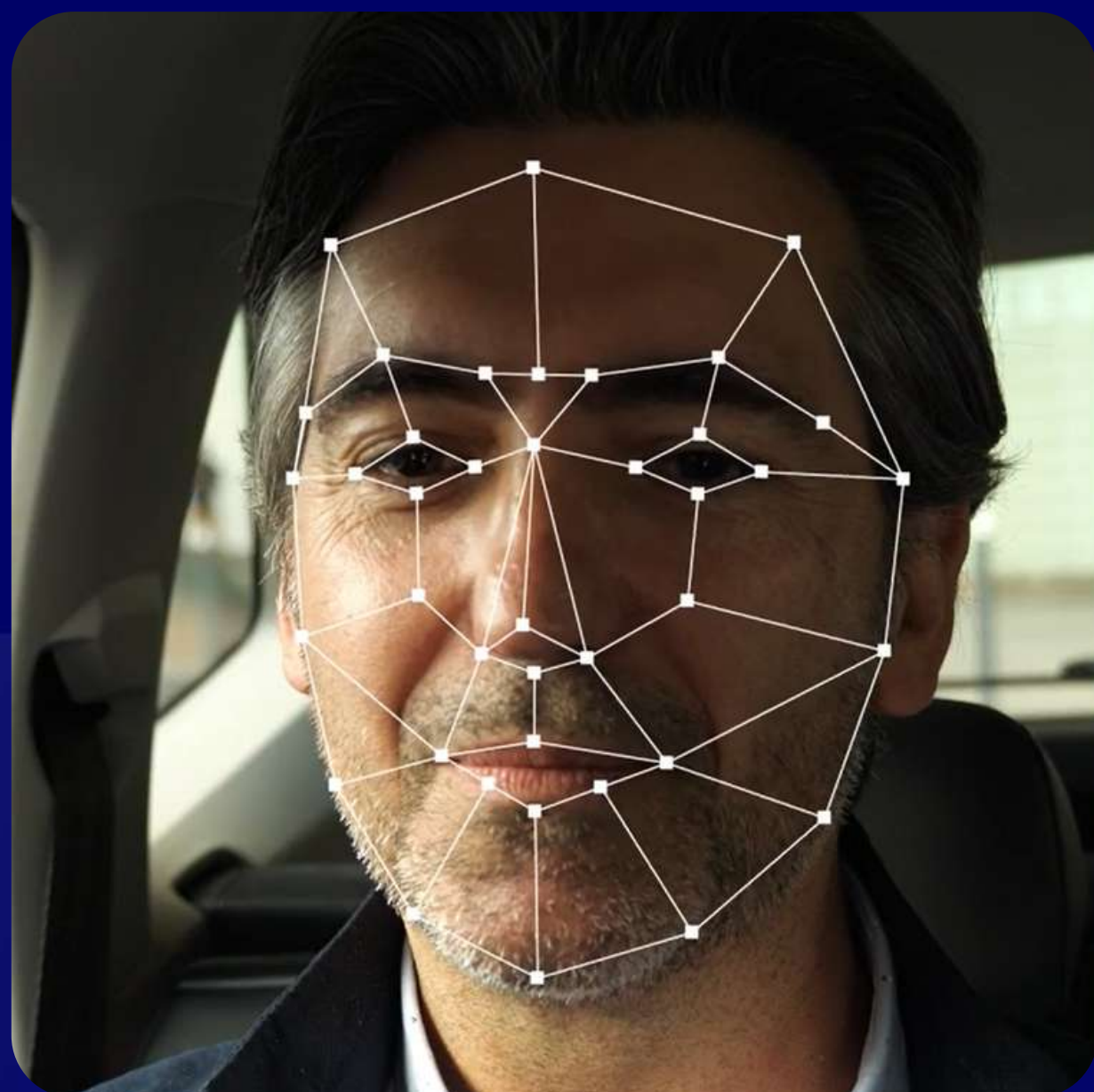


Service-based experience / Drive-to-web

**81% of our exposed audience plug in
their phone during the ad experience
— making DigiCab a high-attention
touchpoint.**

The power of our AI

DigiCabs are equipped with on-board artificial intelligence. It analyzes the facial features of audiences to determine their profile and determines their attention in front of the screen.



120 250 faces

Used to train our AI to estimate precisely audience's profile



6 points

From the face determines the attention of audiences in front of the screen by measuring the duration of gaze in seconds at each spot broadcast.



Datas and KPI

Are collected by AI such as: attention rate, average age, gender of your audience and geolocation of your campaign

In compliance with GDPR legislation, DigiCab does not take photos/videos of audiences and does not collect any personal data.



MEDIA DIGICAB

TARGETING BY QUESTION, AD DELIVERY CONTEXTUALIZATION

Offer

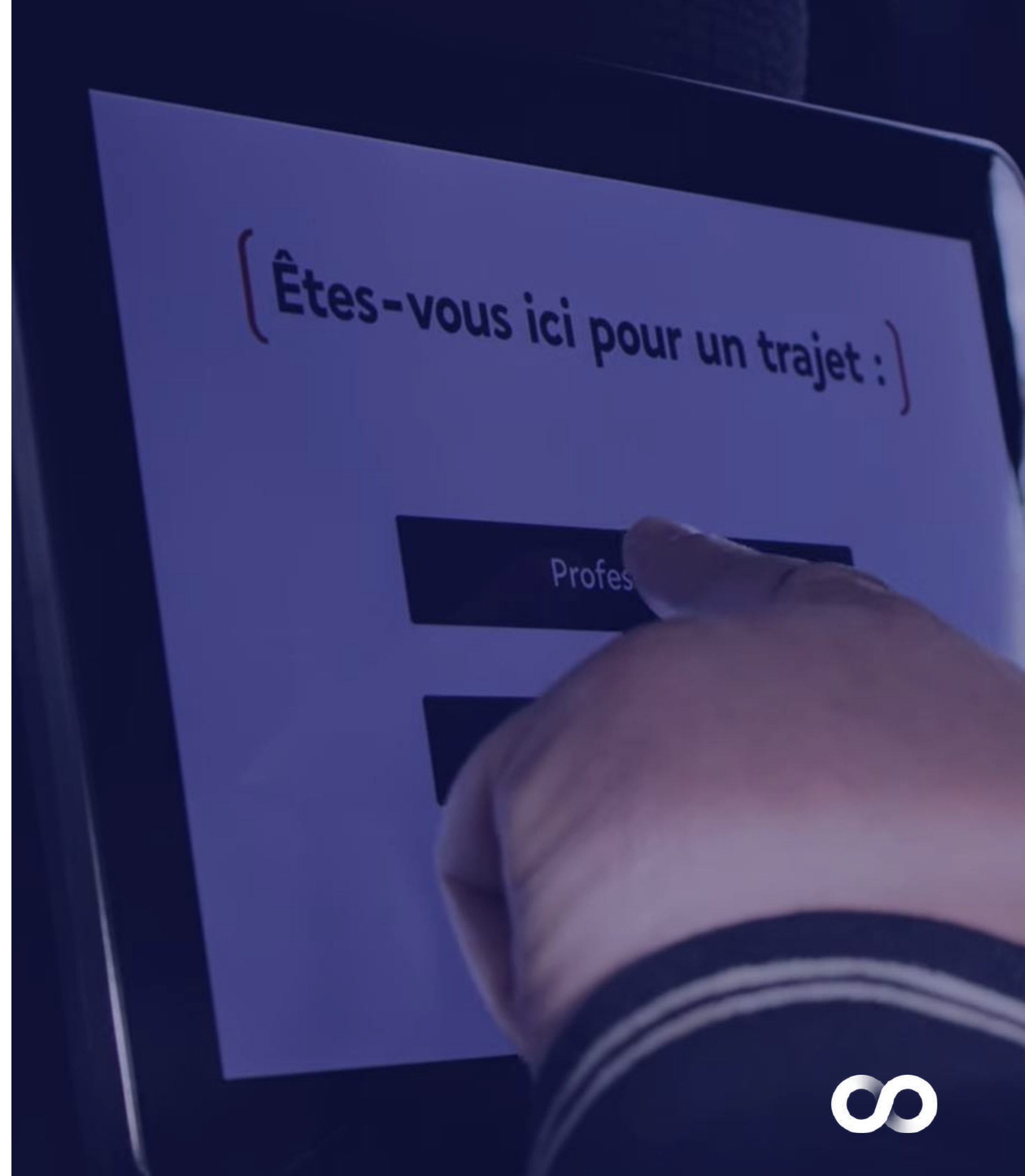


Interactive slot

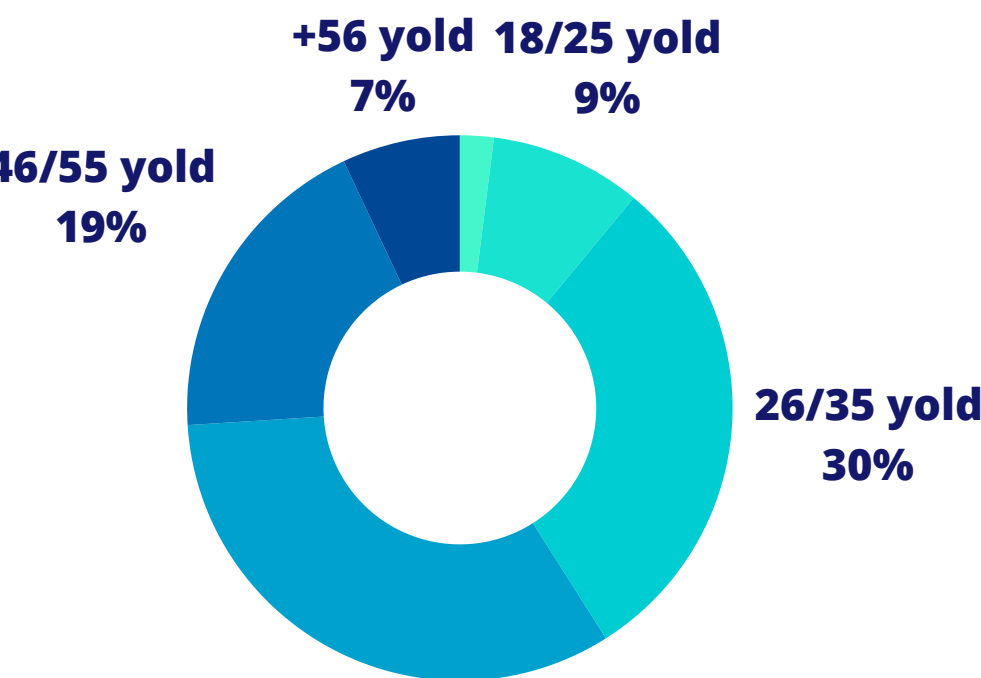
Interactive slot of 60s (exclusivity on loop)

Format 30s question(s) + 30s creative,

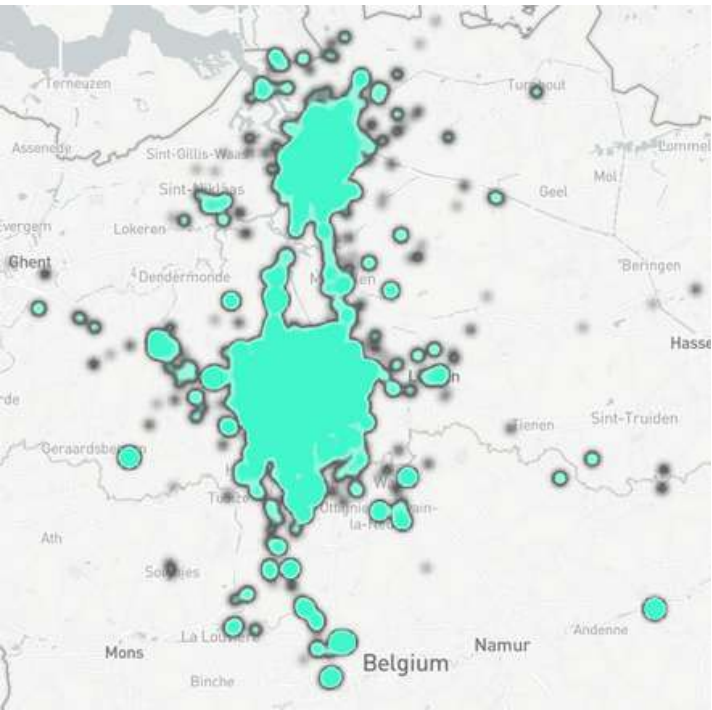
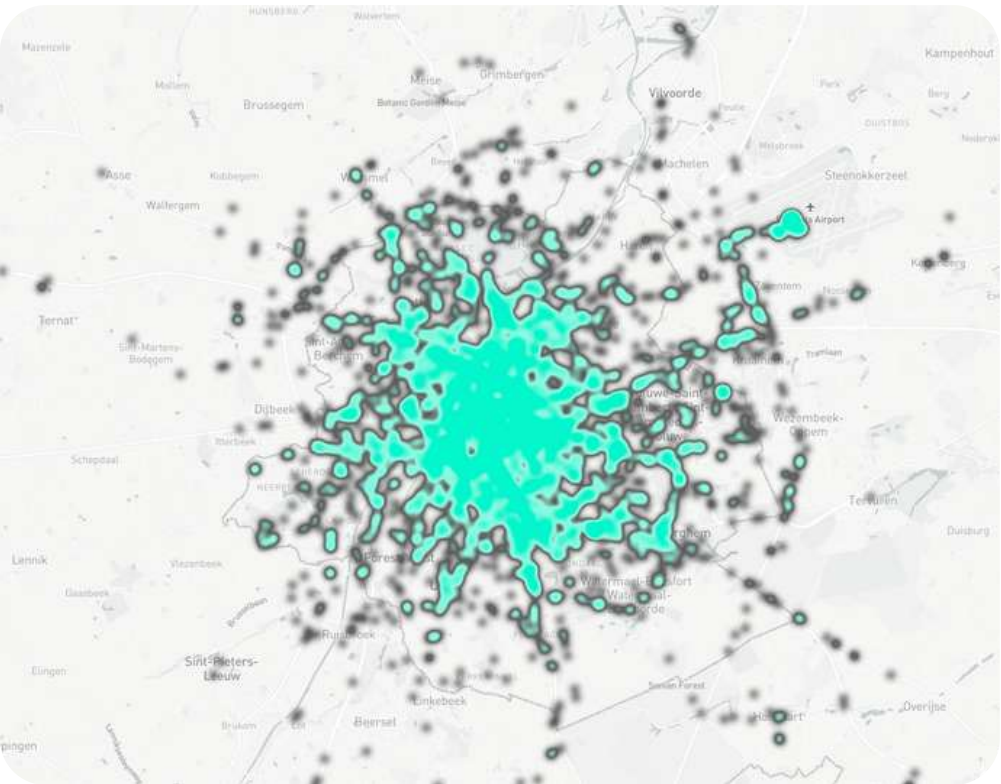
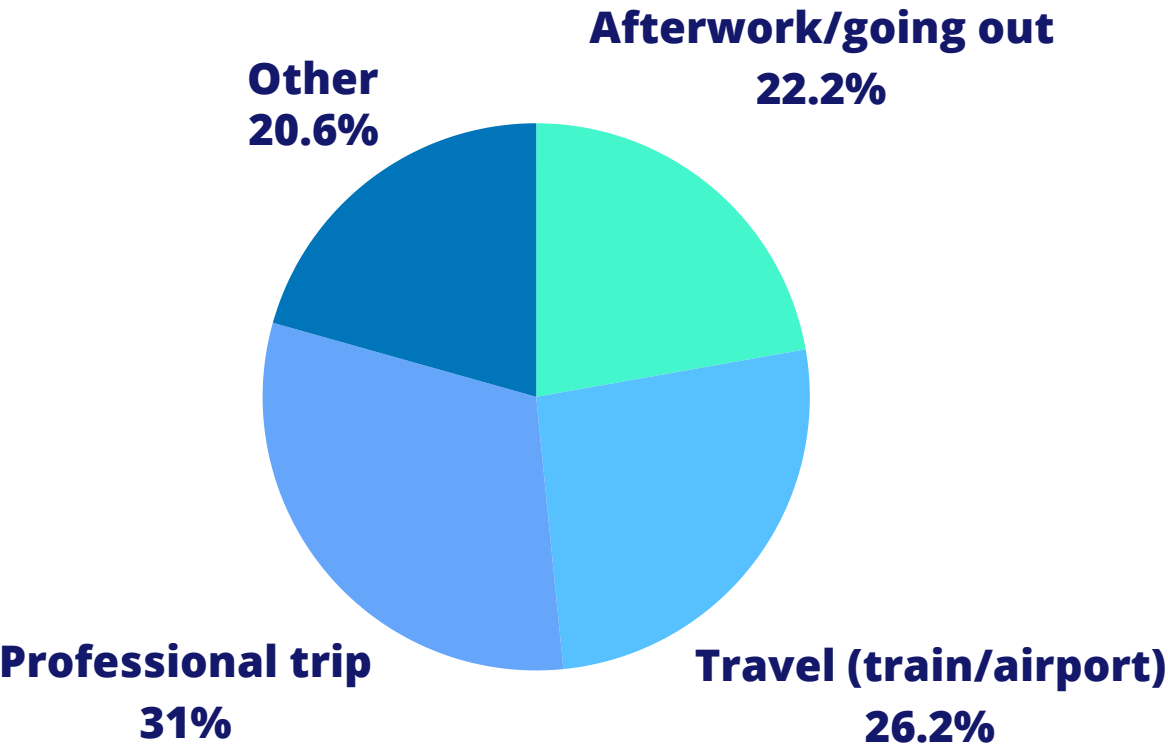
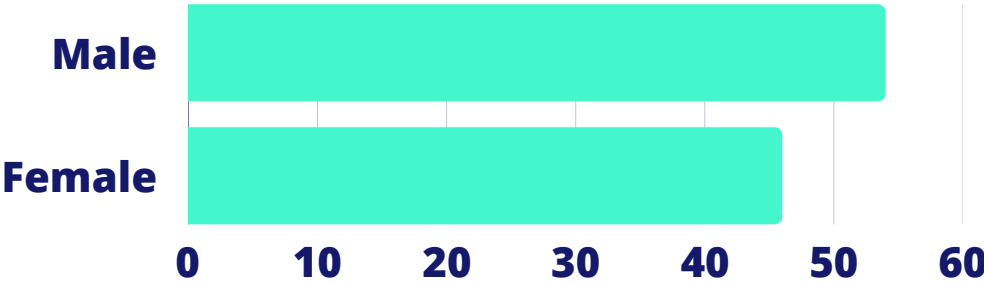
- **Additional targeting** by asking a question (pro or personal trip, frequent flyer...)
- **Contextualization of ad delivery** based on the answer (what is most important to you ? ...),
- **Interactive game ...**



AUDIENCE INSIGHTS



Âverage age : 36 years old
Male : 38 years old
Female : 35 years old



DOOH & SPECIAL OPS



PARCOURS
AIRPORT & AFTERWORK



SEASONAL EVENTS
CONTEXTUALIZED LOOP



SPECIAL OPS
SAMPLING & OOH

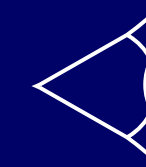


PARCOURS AIRPORT

Targeting inbound and/or outbound traveler



61% Male
37 yold average*



+7mns of attention***



37% decision maker**

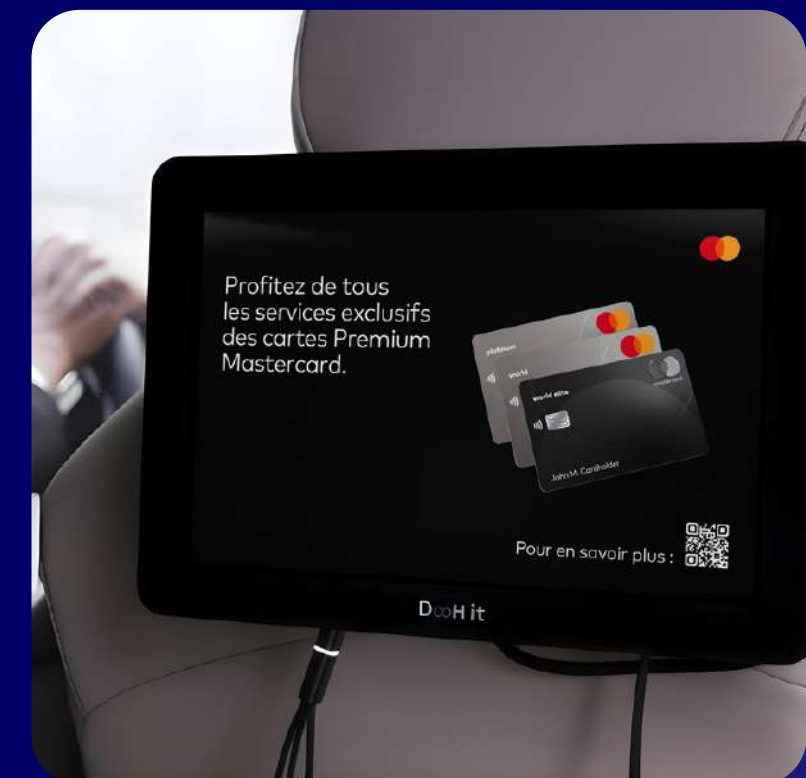


Targeting terminal/flight
API Flight Radar 24



Travelers CSP+

[Click here to see a reels](#)



* Data generated by our AI systems through facial feature analysis of passengers exposed to the screen (example: CDG, France).

** Professional trips / active audiences are qualified based on pick-up location in a business district and the type of vehicle fleet used.

*** Audience attention is measured by DigiCab's sensor using six facial landmarks to track screen-facing gaze duration.



PARCOURS SOIRÉE

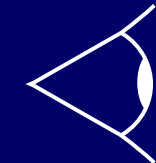
Targeting of 25/45 yold urban active



53% Male
32 yold average*



41% CSP+**



+3mns of attention***



Targeting of locations



* Data generated by our AI systems based on facial feature analysis of screen-facing audiences (ex Natio 2024)
** CSP+ journeys are qualified based on pick-ups in high-income districts and the vehicle category used.
*** Audience attention is measured by DigiCab's sensor using six facial landmarks to track screen-facing gaze duration.

Seasonal event loops



Fashion Week



Valentine's day



Mother's day



Champion's League



Auto show



Black Friday/Xmas

SPECIAL OPS

SAMPLING EXPERIENCE ON BOARD

Offer



Memorable experience + DOOH

Distribution by drivers to passengers.

The driver hands to the audience a sample or a flyer with a brief explanation.



Exclusivity : 1 sample experience/audience

[Click to see a reels](#)



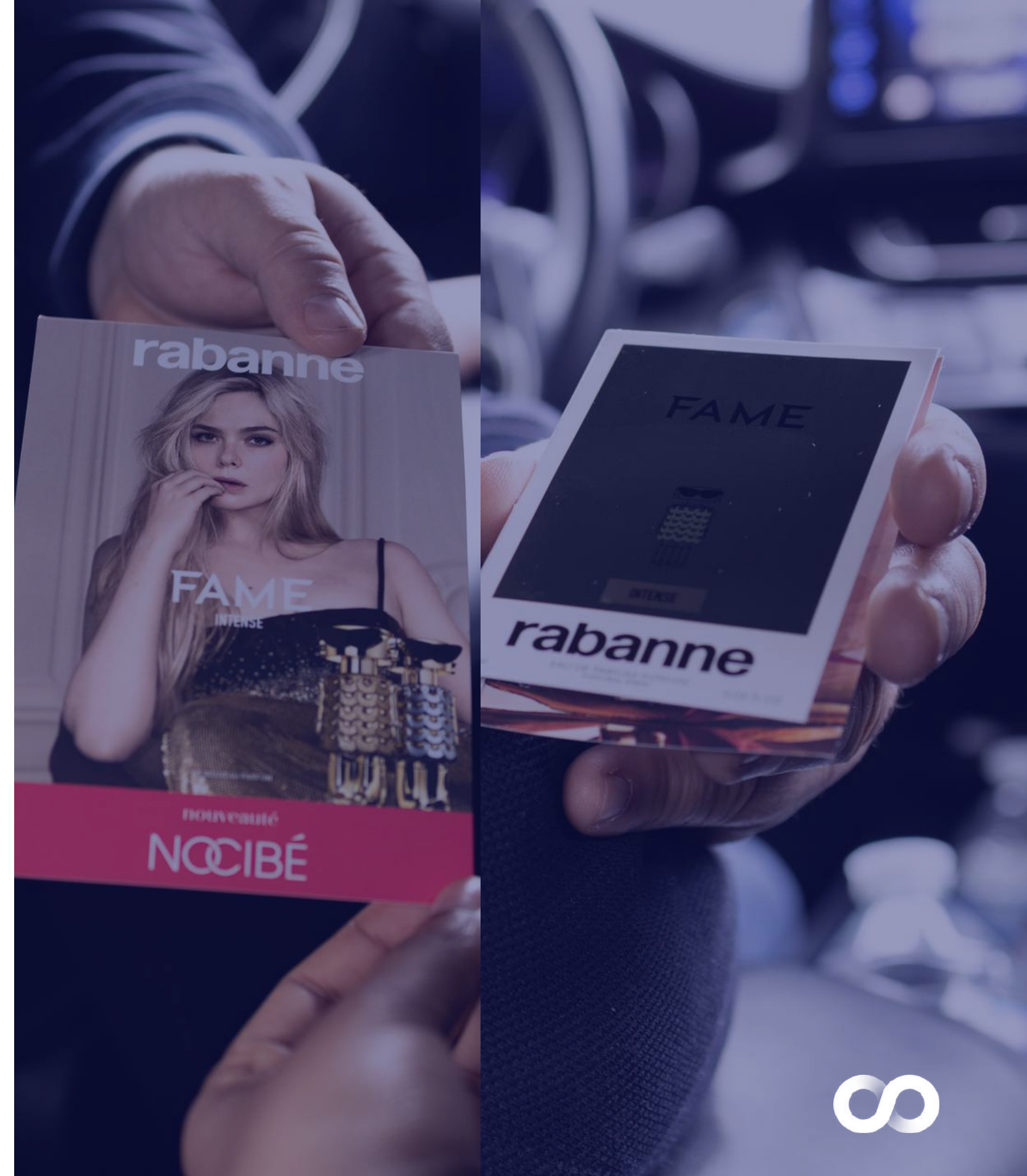
Logistics

We handle :

- delivery,
- distribution of your samples.*

Mystery shoper quality control included, from 1 to 3 depending on volume of distribution.

* Additional fees may apply for repacking before distribution.



SPECIAL OPS

HYBRID OOH / DOOH VISIBILITY

Dispositif



OOH

3m² to 6m² - both sides of the cab

Mass visibility within urban areas.

Average daily distance of 250 to 350kms.



DOOH

Video creative on board with 100% SOV

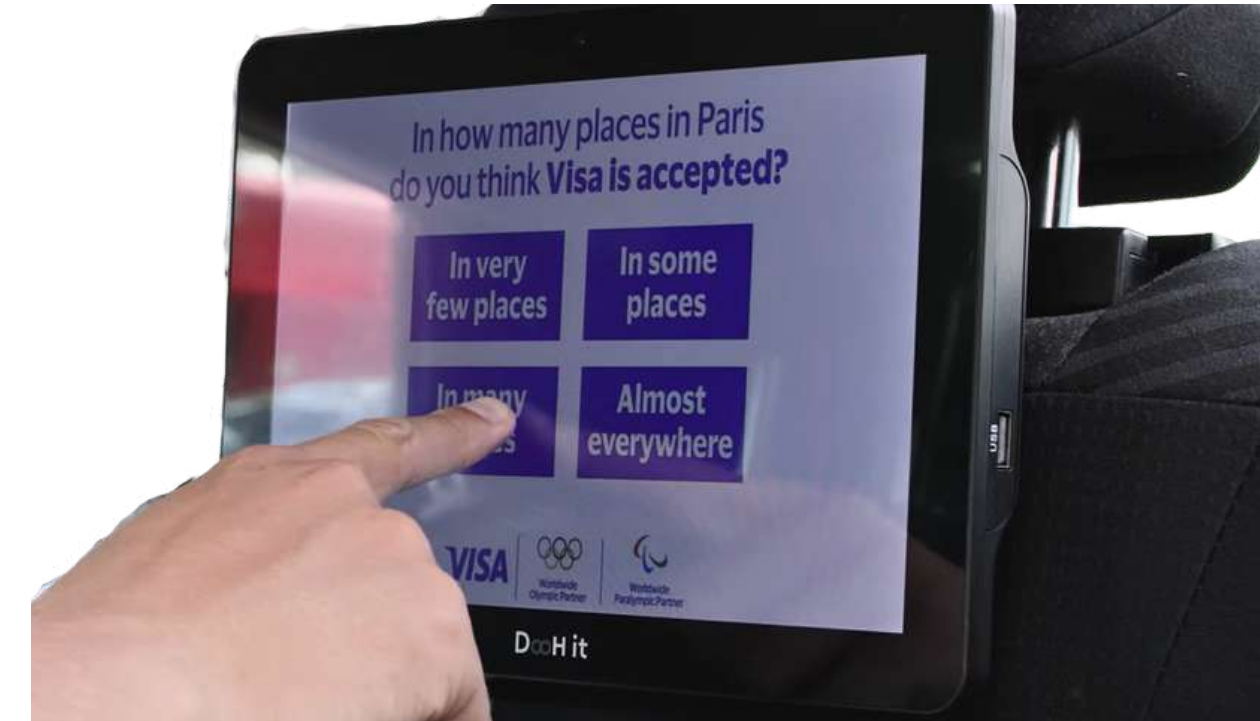
Privatized media loop.

Video format or interactive for a duration <3mns.



Exclusivity, no other brand playing.

[Cliquez pour voir un showreel](#)



CAMPAIGN REPORT

KPI & datas provided in the report

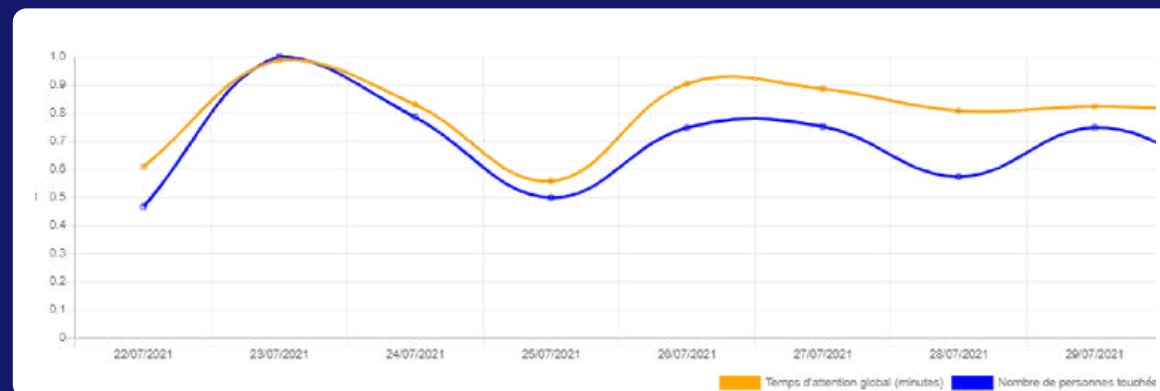
- Number of plays and OTS,
- Number of contacts and audience,
- Audience profile (age, gender),
- Number of views with attention, duration of attention.

Performance measure

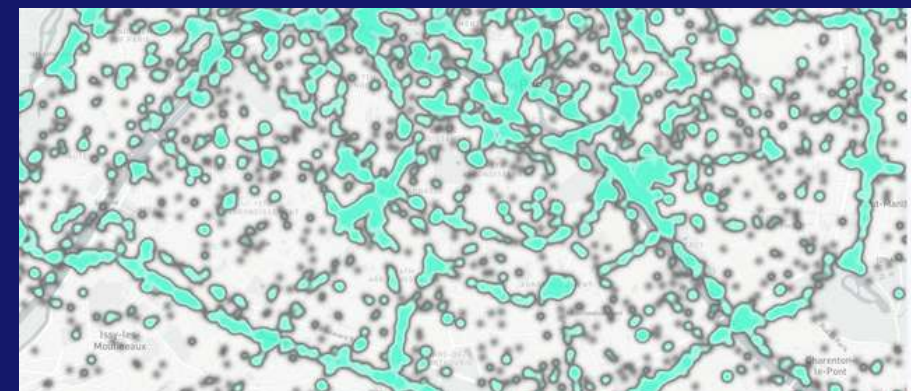
- ✓ Number of QR code scan
- ✓ Measure of memorisation and intention

Insights provided

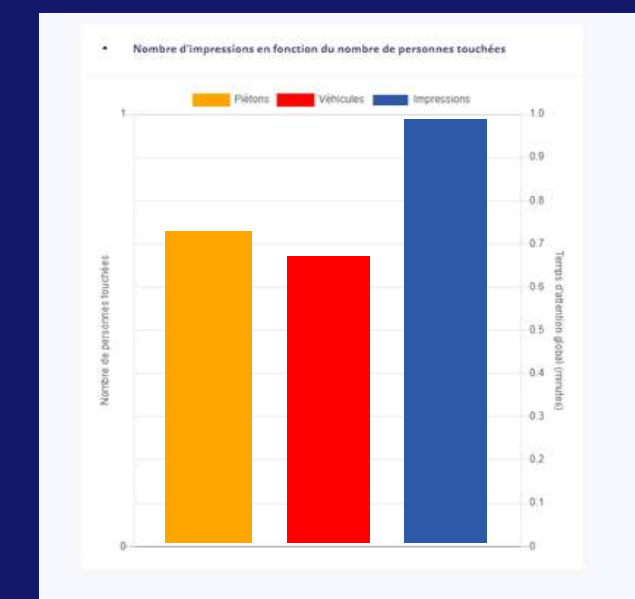
- Which profile of audience are the most exposed to the campaign ?
- Which demographics showed the most interest for the campaign ? (*gender, age, where, when...*)
- For multi creatives campaign, which creative performed better ?



Daily reach



Geolocalisation of audiences

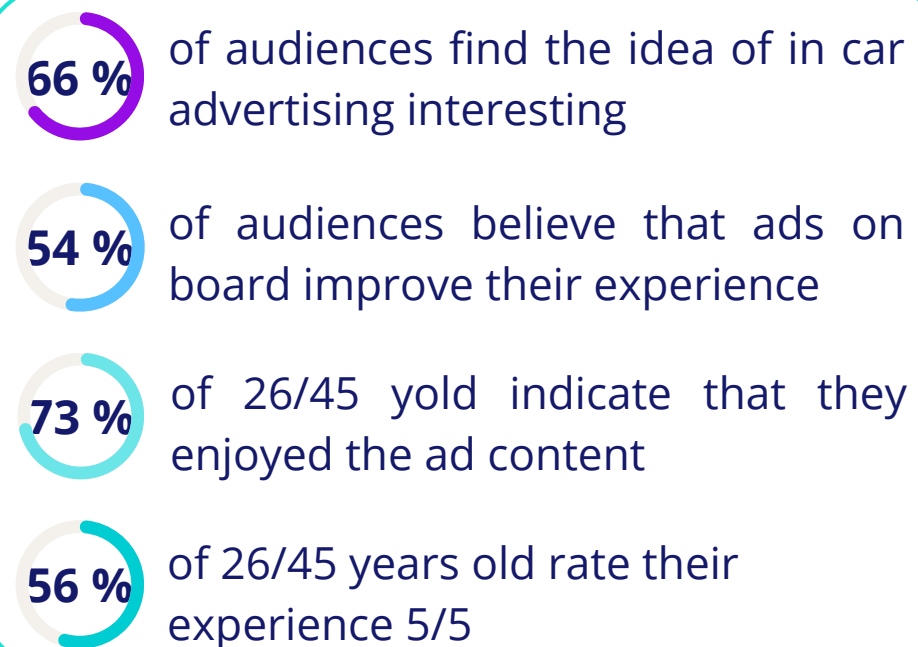


Number of play according to the volume of contacts

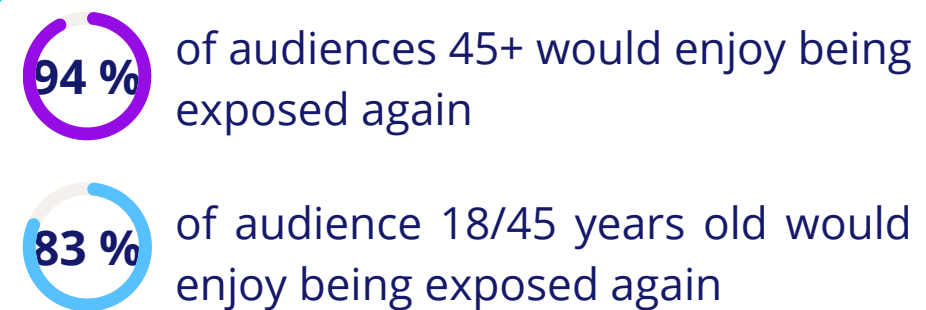
AUDIENCE EXPERIENCE

A MEDIA WIDELY APPRECIATED FOR ITS SOCIAL AND SERVICE VALUE

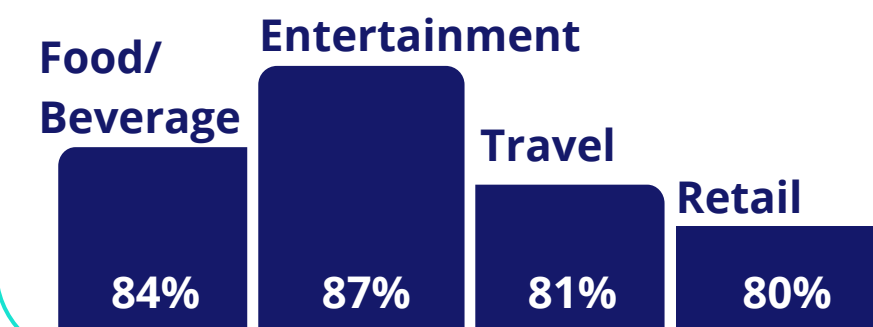
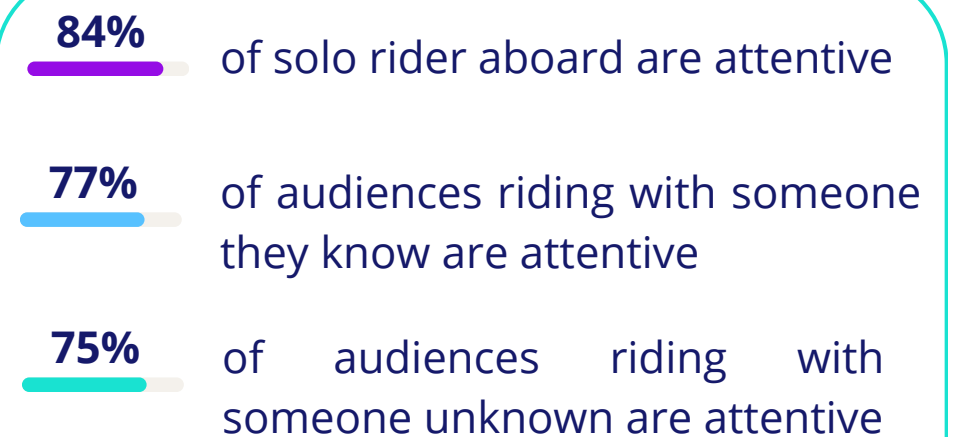
Perception



Experience



Attention/interest



6 ECO-RESPONSIBLE REASONS TO WORK WITH US

Thanks to its design and operation, DigiCab offers a broadcasting environment that consumes less energy, is more respectful of users and has a societal impact.



01.

ASSEMBLING

30% of its components come from Europe.
Assembly is carried out in France.

02.

POWER

Low carbon footprint: DigiCab is powered by the energy generated by the movement of the cab.

03.

PLAY

The DigiCab screen plays the media loop only when a passenger is in front, reducing visual pollution.

04.

CREATIVE COMPRESSION

Broadcast videos are compressed down to 2 MB, with no loss of quality.
This reduces bandwidth and carbon footprint.

05.

GREEN FLEET

80% of the fleet is hybrid or electric. By providing additional income, we encourage and support drivers who use green fleets.

06.

SOCIETAL IMPACT

12% of advertising budgets on DigiCab are paid back to partner drivers, providing them with additional monthly income and giving the ads a societal impact.





RATE CARD

16€ Brut CPM impressions (Wide target)

CPM is determined based upon :

8 different targeting criterias

20% SOV or **100%** SOV

16% tech fees

Ad-serving & driver payout

Doohit
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