What is the Outernet?

The 'Outernet' is a term coined by the Moving Walls Group and typically defines any moment for brands to target audiences while they are not on the Internet. It is completely the opposite of internet advertising, in other words, it's outdoor advertising, hence the word 'Outernet'.

The Rise of the Outernet Media

Today, Outdoor media is one of the oldest forms of traditional media, but yet is still growing.

How can this medium still grow?

- While we compare the advertising spends on digital spends and OOH spends, it is $332B to $31B. This means digital ad spend is 10 times more than OOH spends.

- However, comparing ad spends and time spent on the outernet vs the internet, we can see that there is a significant amount of missed opportunity in the OOH market.

- Advertising spends continue to shift to online, and Out of Home eluded the media decline by transforming itself with digital technologies.

- The medium also continues to expand and digitise. We have way more outdoor advertising screens now than we did before. Some of the newer forms of screens are kiosks, sanitising machines, in-taxi screens, tabletops- these are just some of the few.

What are the new types of data available on the Outernet?

When it comes to analysing outdoor, location data can come from a few sources. Ad-tech providers like Moving Walls uses a Patented Multi Signal Audience Prediction Model derived from the following sources:

- Social data (Digital)

- Traffic Data

- Telco Data

- Mobile Apps

- Smartphones

- IoT Devices

The Outernet is Underrated

Although the spends are 10 times more on the internet because people spend a significant amount of time online. However, the outernet doesn't get the same recognition as the internet does despite the fact 70% of people spend time out of their homes.

There are several factors for this: Simply put, Out of Home does not have the same ROI-to-Media Spends transparency as online does. There wasn't a standard of measurement and transparency for advertisers to plan an outdoor campaign.

However, this is no longer the case. Outdoor NOW offers advanced technologies which enable programmatic and dynamic campaigns while its data capabilities help advertisers target the right audiences. OOH is still a unique one-to-many, mass reaching medium but now can be traded similar to its counterpart - online.

The Outernet Marketing Innovation Group

The Outernet Marketing Innovation Group is an elite group that was created for brands, leading marketing brands - to share their knowledge, experience and best practices when planning an offline campaign.

Coming from All over Asia, from multiple business verticals, they will be given the Moving Walls location media platform to run dynamic and contextualised campaigns. The learnings, experiences and best practices will later be used for public knowledge. They will be able to see firsthand the influences of offline media on online engagement as well as measuring their offline's impact on their digital spending.

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