

IDOOH

AG Mafo & Programmatic DOOH

19. Juni 2024

Agenda



1. P&PS 3.0 Methode & Zeitplan
2. IDOOH Venue Taxonomy
3. mediMACH

Aktueller Zeitplan P&PS 3.0



2024

Mrz

Apr

Mai

Jun

Jul

Aug

Sep

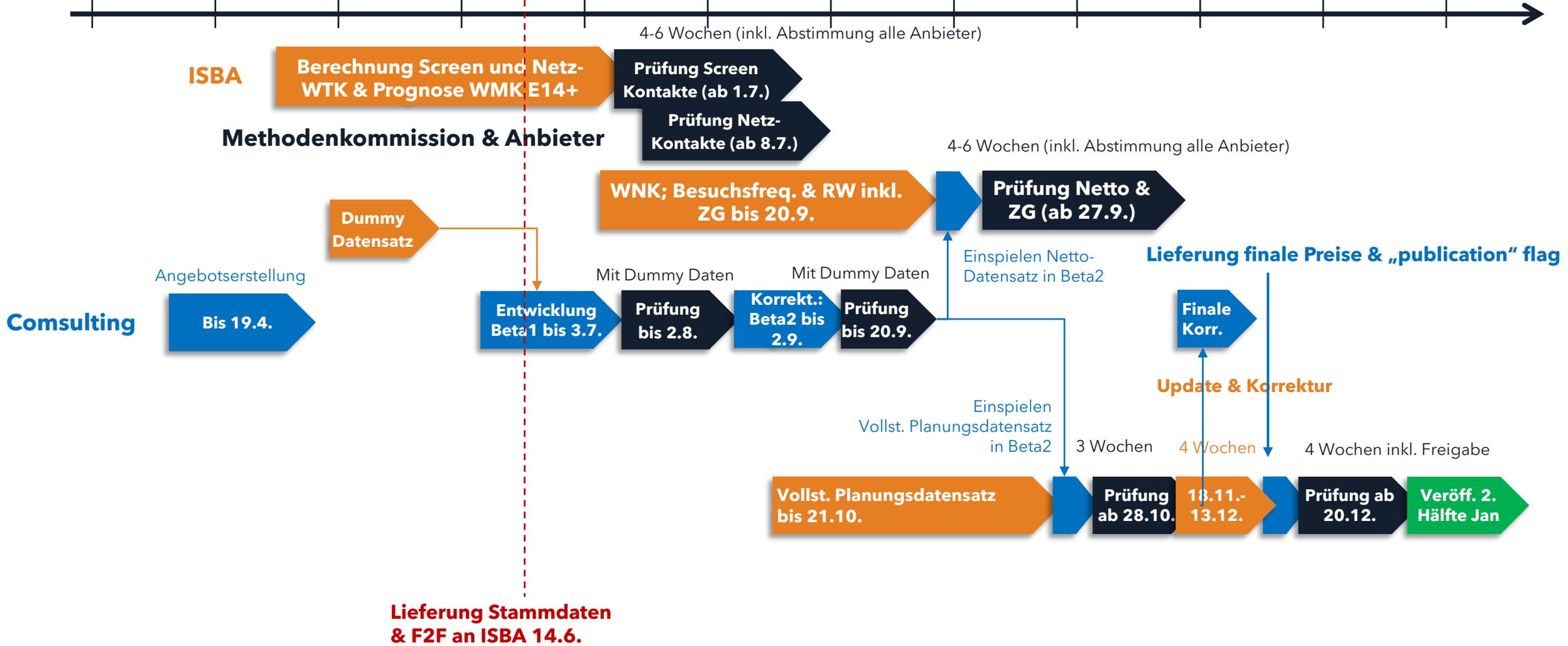
Okt

Nov

Dez

Jan

Feb



Lieferung Stammdaten & F2F an ISBA 14.6.

Zeitplan P&PS 3.0 (mit Floating Car Data)



2024

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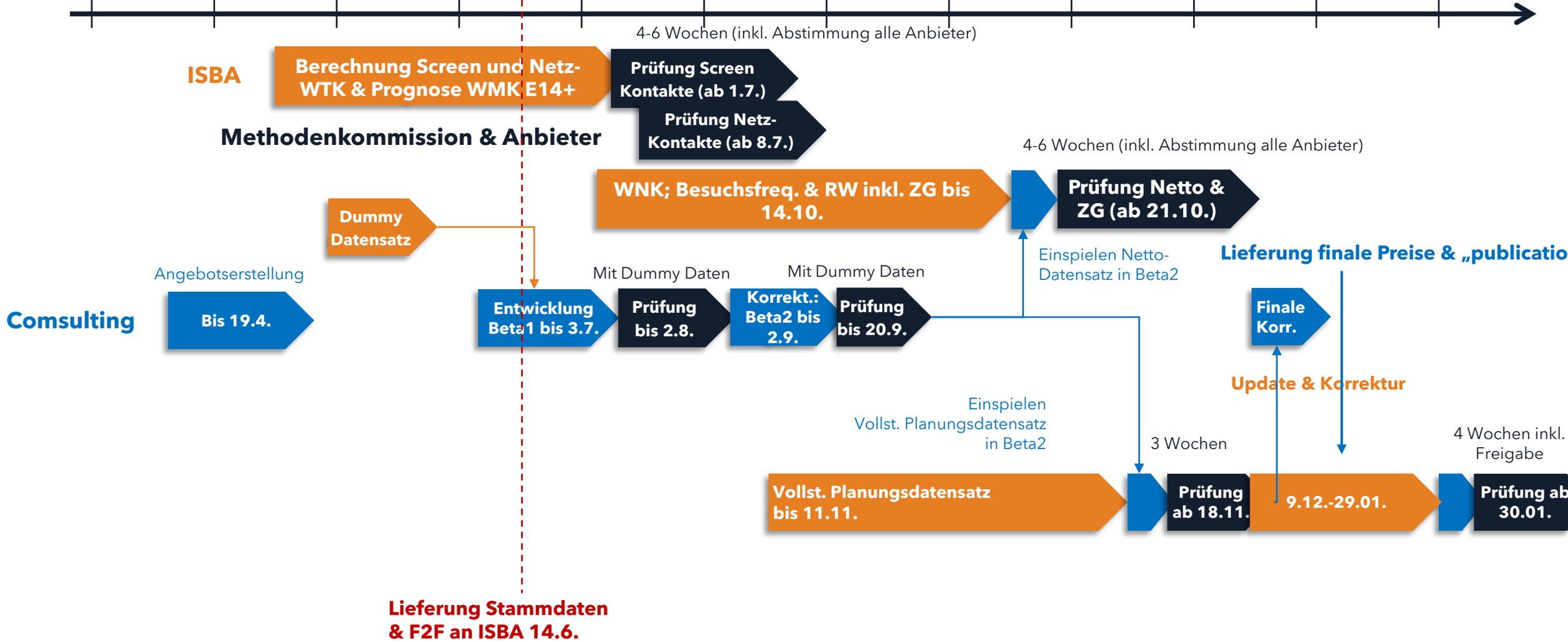
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