

# Retail Media:

## What's all the fuss about?



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# What we'll answer today

1. What is it?
2. What's the big deal?
3. What's in it for you?



# What is it?





**Retail Media = any advertising within  
a retailer's ecosystem**



## **In-store**

Digital Screens

Radio / Audio

Printed / Static



## **On-site**

Sponsored Products

Online Display & Video

In-App Advertising



## **Off-site**

Online Display & Video

Social Media

Digital Screens

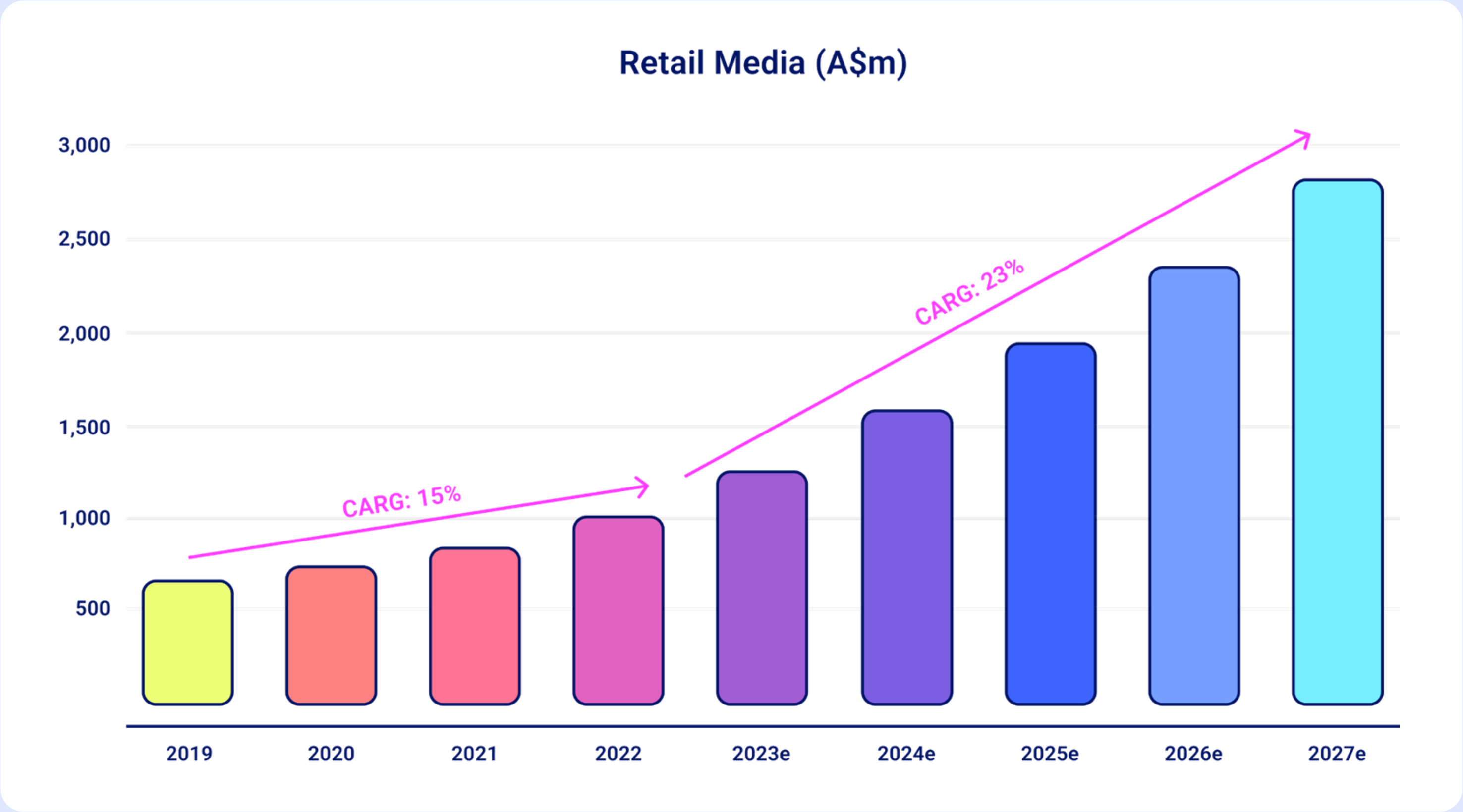
**What's the  
big deal?**





**Retail Media has achieved in 5 years  
what search ads took 14 years to do**

# \$2.8bn by 2027



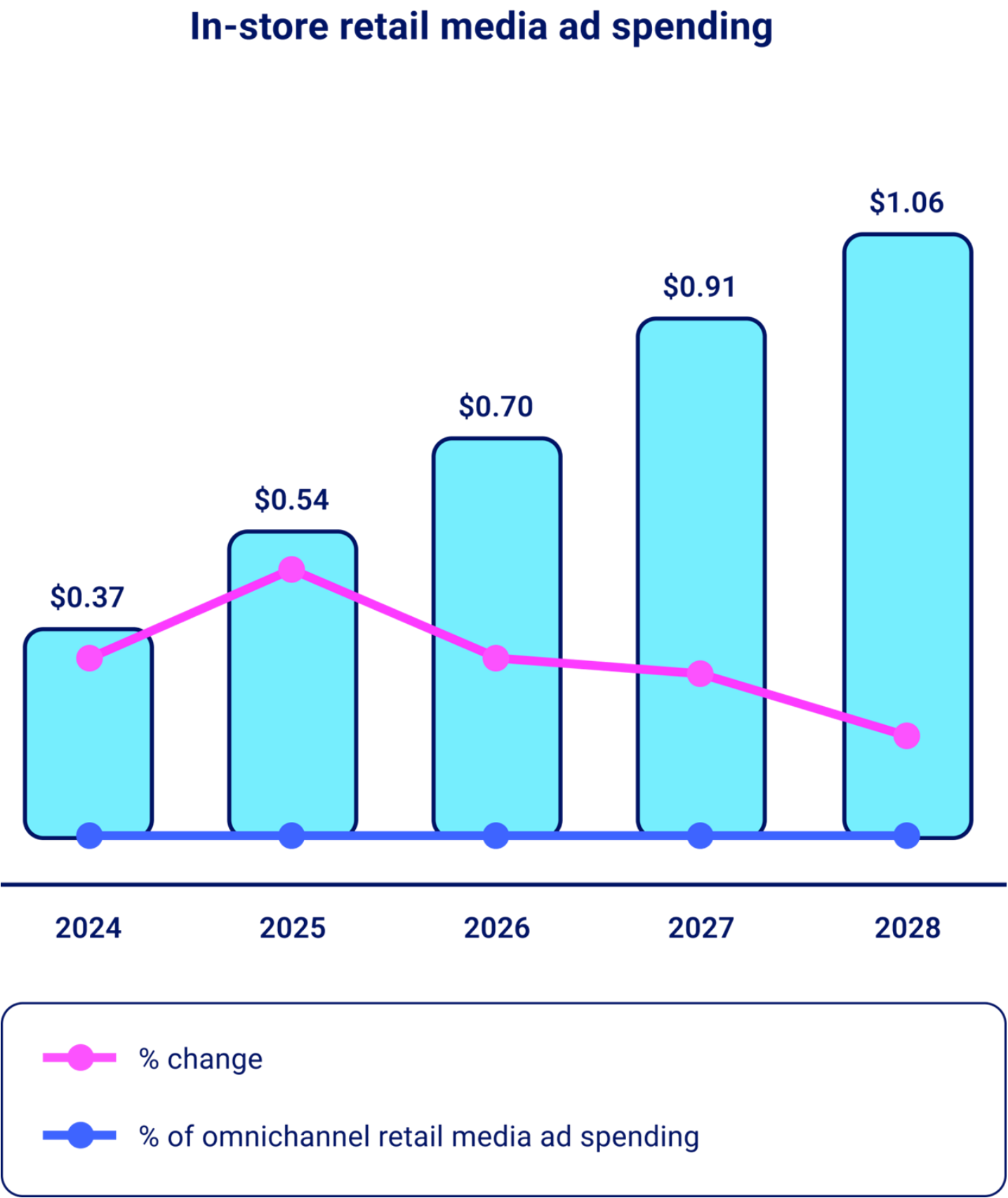


# On-site/off-site is leading the charge



## In-Store Retail Media Spend Will Top \$1 Billion - but Not Reach 1% of Total Retail Media - by 2028

billions in US in-store retail media ad spending, % change, and % of omnichannel retail media ad spending, 2024-2028





**But there's more in-store Down Under**



**What's in it  
for you?**



# What's in it for you?



## Retailers

High margin incremental revenue stream

Deeper brand/supplier relationships



## Brands

More access to retailer first-party data

Greater cut-through  
Deeper retailer relationships



## Shopping Centres

Leverage existing in-centre media assets

Deeper retailer/tenant relationships

# Want to know more?





# Thank you!

