

20

years of vision
and a few blind spots

The Quividi Story, 2006–2026 and beyond

Quividi

*To the people behind the screens,
the engineers, retailers, operators, creators, and visionaries,
who quietly made twenty years of progress possible.*

Thank You

To every client who trusted us with their networks,
to every partner who challenged us to do better,
and to every colleague who stayed curious when
the work was hard, thank you.

This journey has always been a collective one.
We are grateful for the people and organisations
who helped shape what Quividi is today.

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Some words from Olivier

Dear Friends and Partners,

Twenty years ago, in 2006, Quividi began with a simple but ambitious idea: to help media owners and retailers understand how people really interact with screens and shelves in physical spaces, and to bring transparency and accountability to audience measurement through privacy-first technology. At the time, this was not an obvious thing to do. In fact, it was not yet clear that anyone was even asking for it: something our first ten years, marked by patient persistence, a few anxious moments, and more than one close encounter with running out of cash, did a very good job of reminding us.

Measurement in physical Retail Media and Digital Out-of-Home relied largely on assumptions, traffic models, and well-intentioned guesses. We believed that observing real people, in real environments, in a way that respected privacy, could bring clarity and trust to media that were growing quickly but lacked solid foundations. In hindsight, we may have been a little early - but being early also gave us time to learn.

Two decades later, what stands out most is not any single technological breakthrough, but the consistency of the principles that have guided us throughout this journey. Some of the ideas we were convinced would reshape the industry took far longer than expected, and a few never quite arrived in the form we imagined. You will even find a few bold predictions in the pages that follow, which, with the benefit of experience, should probably be taken with a healthy dose of curiosity. But one belief never changed: physical media deserves to be measured with honesty and care.

As we mark this 20-year milestone, I am proud of what we have built together. More importantly, I am proud that we have stayed true to our core values: delivering practical, scalable, and responsible AI-powered audience measurement. In an industry often driven by momentum and novelty, we have tried to remain focused on what actually matters: actionable insights that support real business decisions, without compromising on privacy or ethics.

As you turn these pages, you will discover the milestones, experiments, and partnerships that shaped Quividi's journey across in-store, in-mall retail media and Digital Out-of-Home. You will also encounter the stories of the clients who chose to build with us along the way. Having worked with more than 800 partners across 80 countries, we are grateful for every collaboration that pushed us to learn, adapt, and do better year after year.

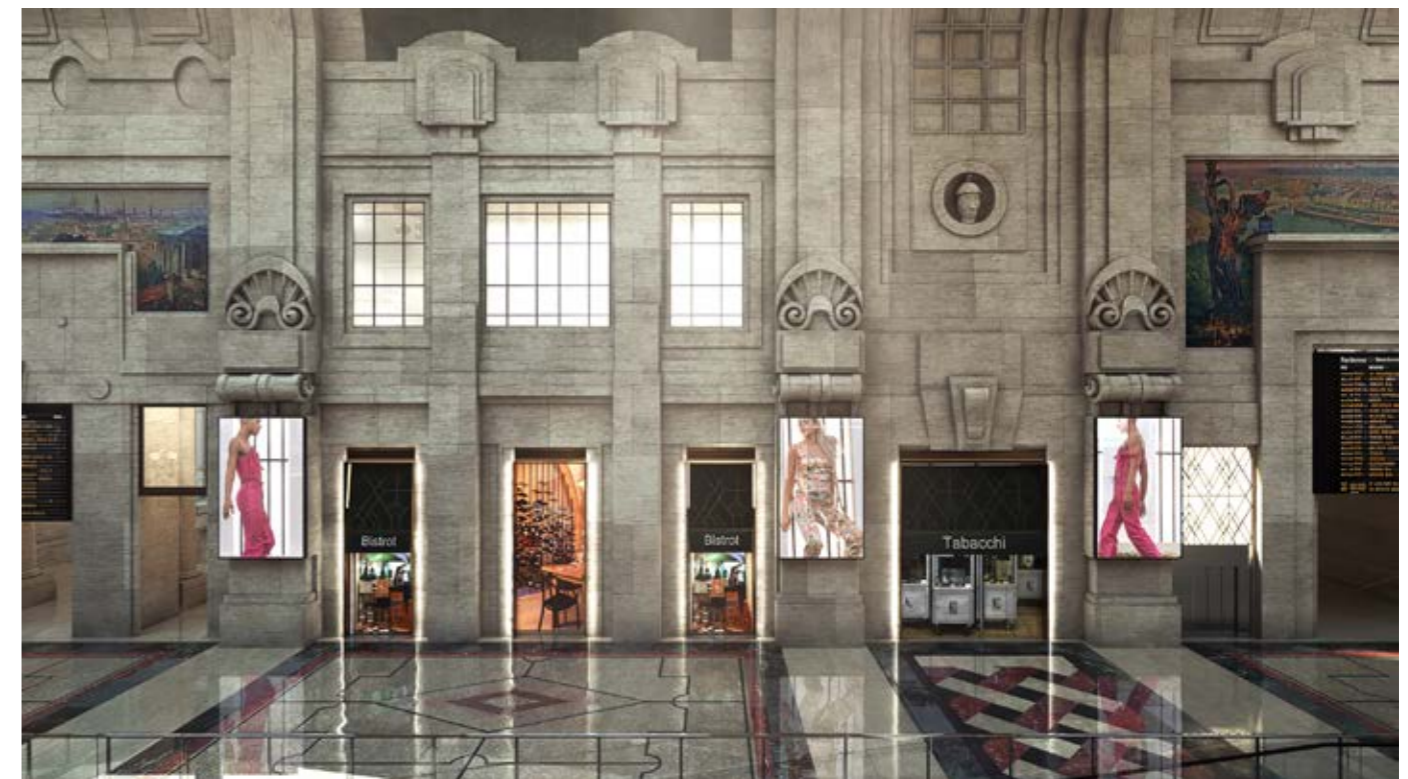
Behind every innovation stands a team - engineers, data scientists, customer success specialists, and industry experts - who made it all work in the real world. Their rigor, curiosity, and ability to keep going when things got complicated are what turned ideas into something that could actually be deployed.

This book is a reflection on what twenty years of real-world deployment have taught us about measurement, monetization, and responsibility in retail media, and, just as importantly, what it takes to keep learning when reality refuses to follow the script.

Thank you to the clients, partners, and teams who shaped this journey with us. We are proud of what we have built together, and, after twenty years of getting some things right and a few things wrong, we remain very curious about what comes next.

Thank you for being part of our story,

Olivier Duizabo, Quividi co-founder and President



Grandi Stazioni Retail - Italy

Part 1

What twenty years in the field taught us

The questions that never changed

Twenty years on, the most striking realization is not how much technology has changed, but how consistent the underlying questions have remained.

How do you prove value?

How do you earn trust?

How do you scale, without compromising credibility?

From the beginning, Quividi's path was shaped less by technological ambition than by these practical questions. Early choices - privacy-first architectures, on-device processing, and an insistence on anchoring measurement in observed reality - were often slower and more demanding than the alternatives. They required restraint at a time when the industry was driven by speed, shortcuts, and legacy "good-enough" audience proxies.

Over time, those decisions compounded. They shaped the partnerships we built, the markets we entered, and the role we came to play. Most of all, they taught us a simple lesson that our customers reinforced again and again: measurement only matters when it is trusted, and when that trust translates into real business outcomes. For physical media, that meant building the same level of credibility that digital channels had already made standard.

Our mission : Trusted & accurate measurement to unlock incremental revenue

Since 2006, Quividi's mission has been to deliver trusted and accurate audience measurement for Retail Media and Digital Out-of-Home (DOOH).

That mission drives a constant focus: using privacy-respectful sensors and high-fidelity data to deliver actionable audience and engagement insights that support monetization - whether that means increasing advertising revenue, improving product sales, or strengthening the commercial credibility of physical media.

Our objective has always been practical. We help media owners and retailers operate, monetise, and optimise their networks with confidence. Measurement, in our view, is not an end in itself. It is a means to unlock incremental revenue, improve experiences, and support sustainable growth.

Trust makes
budgets possible

Measurement
makes trust
contractable

Attention &
relevance make
media valuable

Standardization
makes it scalable
and tradable

Trust is the gatekeeper of budgets

In the early days of retail media, retailers had screens and footfall, but struggled to consistently attract advertiser budgets - particularly from non-endemic brands that did not sell products in-store. The challenge was not audience reach, but credibility.

Advertisers were often asked to buy impressions based on traffic assumptions or proxy metrics. What was missing was proof.

Quividi focused on a simple but demanding capability: observing real people in front of screens and grounding audience measurement in what actually happens in physical space. This ground-truth approach changed the conversation. When advertisers were presented with verified impressions rather than purely modelled assumptions, uncertainty gave way to credibility.

A defining moment came in 2010, when 7-Eleven Taiwan deployed Quividi's technology at national scale. For the first time, a major convenience retail network could show advertisers how many real people were actually in front of its screens, rather than relying on traffic models or declared footfall. Verified audience data changed the commercial conversation: confidence increased, reporting became defensible, and budgets followed.

That same dynamic soon began to repeat itself across very different markets, each with its own media culture, maturity level, and commercial expectations.

In the United Kingdom, by 2012, Amscreen was operating one of Europe's largest convenience-store retail media networks, spanning thousands of screens embedded in everyday, high-frequency retail environments. While footfall was undeniable, advertisers remained cautious. Buying decisions were still anchored in assumptions about traffic rather than verified exposure, limiting both confidence and pricing power.



Building one of Asia's first large-scale retail media networks

Context

In 2010, 7-Eleven Taiwan was already operating one of the most extensive in-store screen networks in Asia, with more than 6,000 screens deployed nationwide. To monetize this inventory credibly and attract national advertisers, the network needed a scalable way to measure real audiences and move beyond assumed footfall metrics.

Deployment

Quividi's audience measurement platform was deployed at scale across the 7-Eleven Taiwan network, providing continuous insight into verified impressions, dwell time, and audience engagement within store environments.

What changed

For the first time, 7-Eleven Taiwan was able to sell advertising based on Verified Impressions and soon after introduced a Cost-Per-View (CPV) model, charging advertisers for proven audience exposure and engagement. This shift unlocked demand from non-endemic, national brands that had not previously considered convenience retail media.



By embedding audience measurement directly into its retail environments, Amscreen shifted the conversation. Advertisers could move away from assumed footfall and begin buying against real audiences, with visibility into who was actually present in front of the screen, and when. This change did more than improve reporting, it repositioned convenience retail media as an accountable channel capable of supporting more sophisticated planning, segmentation, and pricing strategies. This credibility became a differentiator.

In the MENA region, the challenge was different. Markets such as Lebanon, Jordan, UAE, Qatar and later parts of North Africa were experiencing growth in digital out-of-home inventory, but campaign measurement largely relied on declarations and high-level estimates. Networks such as Pikasso and Elan Media introduced granular, screen-level audience reporting as a way to build confidence in a market that had never been shown what real audience exposure actually looked like.

This transparency changed expectations. Advertisers could now understand how campaigns were actually served to real audiences - how many people had an opportunity to see each placement - creating a basis for learning, dialogue, and long-term trust. This model would later be replicated by Pikasso as it expanded into new geographies.

In Croatia, Go2Digital made trusted measurement a foundational pillar as it built its network. Screens deployed across shopping malls, city centres, and smart-city kiosks were accompanied by transparent reporting from day one. As a result, campaigns were evaluated on observed reach and engagement rather than simple presence, helping establish a national benchmark for accountability in a young DOOH market.

In Brazil, RZK entered a landscape long shaped by static formats and self-declared audience figures. By introducing verified audience measurement into transit-based digital inventory, RZK enabled advertisers to experience DOOH through a new lens, one grounded in observed presence rather than assumed reach. This shift supported clearer valuation, more confident buying, and a broader move toward data-driven trading.

In the United States, the same trust challenge appeared in a different form - not because of market immaturity, but because of scale and fragmentation.

In 2020, Coinstar operated tens of thousands of kiosks embedded inside grocery stores nationwide. The reach was undeniable, but deploying sensors on every unit was neither practical nor necessary. Still, without credible audience metrics, advertisers remained hesitant to commit budgets at scale.

To address this, Coinstar partnered with Quividi to design a measurement approach that balanced verification and scalability. Ground-truth audience measurement was deployed on a representative subset of kiosks, and Quividi developed an audience model to responsibly extend those observed insights across the full network.

Crucially, the model was anchored in real, observed behaviour and designed to remain explainable and defensible - not as abstract projections, but as extensions of verified data.

A similar dynamic played out at the opposite end of the retail spectrum. EyeCatch Media, a fast-growing in-store media network built inside independent convenience stores across South Florida, set out to compete for national brand budgets in a category traditionally seen as too small, too local, and too opaque to attract serious spend.

By equipping its network with verified audience measurement, EyeCatch was able to give brands, agencies, and store owners a shared, trusted view of what was actually being delivered at the point of purchase. With millions of monthly transactions flowing through its locations, the network could now demonstrate not just proximity and intent, but credibility - repositioning independent convenience stores as a legitimate, measurable retail media channel for both endemic and non-endemic advertisers.

Across these markets and formats, the details differed - but the outcome was consistent. When audience exposure could be demonstrated credibly and transparently, trust followed. And once trust was established, budgets became easier to unlock, scale became possible, and retail media networks could grow on far more durable foundations.

From measurement to guaranteed impressions

Once audience measurement became trusted, it began to change not only how campaigns were reported, but how media itself was sold.

For years, physical media was sold through packages of screens, loops, and plays, translated into audience delivery through estimates and averages. Even as networks became digital, the commercial logic largely remained the same: advertisers bought inventory structures, not verified audience exposure. As a result, much of the financial risk sat with the buyer.

That began to change when measurement moved from being a descriptive tool to becoming a contractual foundation.

In 2017, Unibail-Rodamco-Westfield launched the Westfield Network across its premium shopping centres in the United States. The ambition went beyond building a digital screen estate. Westfield set out to create a retail media platform that could operate with the same transparency, accountability, and performance logic as online digital channels, while remaining firmly rooted in physical space.

To support this, most screens in the network were equipped with Quividi's real-time audience and campaign intelligence platform. Instead of relying on predicted footfall, Westfield could observe how many people had an opportunity to see each screen, moment by moment.

This capability enabled something unprecedented in U.S. in-mall retail media: a guaranteed-impressions model, introduced in 2020.

Under this approach, advertisers did not pay for scheduled plays or theoretical exposure. They paid only for the audiences that were actually delivered. If a campaign under-delivered against its contracted audience, make-goods or credits were automatically applied. Transparency was no longer just an operational benefit, it became a financial promise.



Introducing guaranteed impressions in physical retail media

Context

In 2017, Unibail-Rodamco-Westfield (URW) Brand Ventures launched The Westfield Network, a premium retail media platform spanning hundreds of digital screens across flagship shopping destinations in the United States. From the outset, the ambition was to offer brands more than regular digital display space. Each screen was equipped with Quividi's audience and campaign intelligence capabilities, enabling campaigns to be optimised in ways traditionally associated with online media, including creative triggering, A/B testing, and real-time adaptation.

As advertiser expectations evolved, brands increasingly sought greater transparency, security, and accountability when committing budgets to physical media. URW set out to enhance the network with a trading model that would give advertisers measurable confidence in what they were buying.

Deployment

In 2020, URW built on its use of Quividi's audience and campaign intelligence capabilities by introducing a breakthrough trading model for the U.S. retail media market: guaranteed impressions.

Supported by verified impression data generated through Quividi's measurement framework, the model allowed advertisers to pay only for the audiences actually delivered, with make-goods or credits provided whenever impressions fell short of the contracted threshold.

What changed

The guaranteed-impressions model significantly reduced advertiser risk and strengthened booking confidence, particularly among brands accustomed to performance-oriented digital channels.

The combination of verified impressions, transparent reporting, and the ability to optimise creative execution in real environments helped establish The Westfield Network as one of the most accountable and innovation-led retail media platforms in the market.



The implications were significant. For advertisers, the risk of buying physical media dropped dramatically. Campaigns could be planned with greater confidence, and budgets that might previously have been held back could now be committed. For Westfield, the guarantee model increased trust, improved sell-through, and strengthened long-term relationships with brands that began to view mall media as accountable and dependable.

Just as importantly, the model reshaped how inventory was valued. Screens were no longer interchangeable surfaces; they became measurable audience delivery points with known audience characteristics and predictable output. This allowed Westfield to refine its loop structures, manage supply and demand more dynamically, and price inventory in line with the audiences actually delivered.

What made this shift possible was not simply the presence of technology, but the availability of trusted audience data at the moment of exposure. Without reliable measurement, guarantees would have been impossible. With it, transparency could be converted directly into commercial confidence.

Westfield's experience illustrated a broader lesson for the industry: when physical media can commit to what it actually delivers, it begins to operate under the same commercial logic as online digital advertising. Measurement stops being an after-the-fact report and becomes part of the contract.

This marked a decisive step in the evolution of retail and place-based media. Audience data was no longer only about proving value, it had become the mechanism through which new buying models, new pricing structures, and new forms of advertiser trust could emerge.

From Exposure to Attention and Connection

Verified impressions gave retail media something it had never truly had before: credibility. For the first time, advertisers could trust that real people had an opportunity to see their messages. But once that foundation was in place, a new question inevitably followed.

If we know how many people pass in front of a screen, can we also begin to understand how to speak to them more meaningfully when they do?

One of the first answers to that question came not through attention, but through audience-based relevance.

At Westfield centres in Australia and New Zealand, Scentre Group's SmartScreen network was already equipped with Quividi's real-time audience intelligence when Optus launched its Samsung Galaxy S10 campaign. Instead of running the same creative everywhere, Optus used live demographic signals to trigger different versions of the campaign depending on who was actually present in front of each screen. When the intended audience was more strongly represented, the relevant creative was shown.

The result was not just better reporting, but better connection. Targeted versions of the campaign delivered significantly higher engagement than untargeted plays - generating more watchers per play, longer viewing time, and a measurable uplift in sales during the campaign period. It showed that once audiences could be observed, in-store screens could move beyond exposure and begin to deliver contextual, audience-aware communication.

That principle - connection through relevance - became even more powerful when attention data was added.

In most markets, opportunity to see remains the trading currency. But in a small number of pioneering networks, attention began to play a different role - not replacing impressions, but adding a new layer of meaning to them.



Scentre Group, (Australia & New Zealand) & Optus

Activating audience segments to drive stronger shopper engagement

Context

Scentre Group's BrandSpace division operates the SmartScreen network across Westfield living centres in Australia and New Zealand, creating one of the region's most sophisticated in-mall retail media environments, spanning more than 1,700 digital screens. These centres are not just places to pass through; they are places where people browse, compare, and decide.

For the launch of the Samsung Galaxy S10, Optus wanted to go beyond blanket exposure and test a more precise idea: if creative messages were aligned to the people actually standing in front of the screens, could that increase attention and, more importantly, influence purchase behaviour?

Deployment

Because the SmartScreen network was already fully equipped with Quividi's audience intelligence platform, Optus could activate demographic-responsive creative in real time.

Different creative variants were mapped to different audience profiles - for example, younger or more male-skewing audiences versus older or more female-skewing ones. As the composition of shoppers changed in front of each screen, the system automatically triggered the most relevant version of the campaign.

At the same time, Quividi's analytics recorded how attention, dwell, and engagement varied by time of day, location, and audience mix, allowing BrandSpace and Optus to understand not just what was shown, but how it was received.

What changed

The impact was measurable and commercial. Compared with the network benchmark, targeted messages delivered:

- +65% more watchers per play
- +29% increase in average attention time
- +11% uplift in sales.

Beyond the immediate results, the campaign demonstrated something more important: in-mall retail media could behave less like static signage and more like a responsive communication channel - one that adapts to who is present and learns which contexts generate the strongest response.



At 7-Eleven Taiwan, the same measurement framework that first established verified impressions was extended into a Cost-Per-View (CPV) model.

Advertisers could choose to pay not just for exposure, but for observed engagement: how many people paid attention to an ad, and for how long. CPV did not replace traditional buying; it coexisted with it. But it demonstrated what becomes possible when attention is measured with the same discipline as reach.

This added a new dimension to physical media. Networks could now understand not just how many people had a valid opportunity to see a screen, but how long they remained within view and how different environments shaped engagement. Attention did not redefine trading, but it began to redefine how inventory could be interpreted, optimised, and differentiated.

There is a certain irony here. "Attention is the new currency" was one of Quividi's earliest slogans back in 2006. In hindsight, it was... optimistic. The industry was not ready, and neither were most buyers. It would take more than a decade, and a great deal of verified measurement, before attention could even begin to be treated as something more than an abstract idea.

Even today, attention is not the dominant trading metric. But in a few pioneering cases, it has started to prove its practical value. In Ireland, Pearl & Dean's (ex Adtower) retail media network was fully equipped with Quividi's real-time audience measurement. When Vodafone launched its Red Max SIM campaign, agency OMD used our live attention and dwell-time data to rebalance campaign allocation across the network while it was running. Rather than relying on fixed plans, the campaign was progressively shifted toward screens that generated higher engagement. Over five weeks, this

adaptive approach drove a 37 percent increase in attention time, a 151 percent uplift in web visits, and a 54 percent increase in SIM-only sales - showing that attention could be used to make physical media smarter.

In other environments, attention enabled something equally important: the ability to validate experiential formats.

Hologram Media Network operates immersive holographic displays in premium U.S. malls, not designed for passive viewing, but to invite people to approach, stop, and engage. Using high-definition audience measurement, HMN has been able to observe how people move toward the installations, how long they remain within proximity, and how engagement varies across age groups.

Our attention data shows that audiences spend far longer with holographic content than with traditional mall screens, with three times more viewers watching for ten seconds or more and particularly strong affinity among Gen-Z and Millennial shoppers.

It was also especially rewarding to see our attention analytics move beyond measurement and into creativity, helping shape some of the most visible social-impact campaigns in retail media and DOOH. Across campaigns for Women's Aid, Movember, and Malaria Must Die, screens responded in real time to the presence and engagement of passers-by, turning public spaces into responsive storytelling environments. In these activations, attention was not just measured, it became part of the creative mechanism itself. The more people looked, approached, or engaged, the more the message evolved, making attention a driver of both meaning and momentum, and in some cases helping translate awareness into real-world action.



Letting campaigns learn while they are live

Context

Pearl & Dean's (formerly Adtower) network is Ireland's largest in-store retail media platform, operating across high-traffic retail and leisure environments. Fully equipped with Quividi's solution, it measures shopper presence, dwell, and attention continuously across locations.

When Vodafone launched its Red Max SIM campaign, the objective was not simply to book inventory - it was to understand where and when real engagement happened, and to use that intelligence to actively steer shopper engagement.

Deployment

Working with agency OMD, Vodafone ran a five-week programmatic DOOH activation in which Quividi's attention and dwell-time data were analysed on a screen-by-screen basis each week.

Instead of locking media plans in advance, the team progressively shifted the campaign toward the screens, locations, and day-parts where shoppers showed stronger engagement. The campaign didn't just run - it adjusted itself based on observed behaviour in the real world.

What changed

The learning-while-live approach produced clear results:

- +14% increase in average dwell time
- +37% rise in attention time
- +151% uplift in weekly web visits
- +54% increase in SIM-only sales.

This campaign showed that attention could be used as a steering signal - helping physical media become adaptive, not just scheduled.



Experiential & Social Impact Campaigns

When attention becomes empathy

Across campaigns such as Movember, Women's Aid, and Malaria Must Die, Quividi's platform enabled screens to respond to audience presence and engagement in real time. These activations showed how measurement can support interactive storytelling in public space - helping cause-driven messages become more visible, more contextual, and more emotionally resonant, while maintaining a privacy-respectful approach.



Recognising participation through playful interaction

As part of the global men's health initiative, Movember sought to spark engagement and conversation in public environments. Running across VMO's DOOH network in Australia - a long-standing Quividi retail media partner, screens used our audience-responsive capabilities to react playfully to different viewer appearances - acknowledging moustaches and facial hair with contextual messages that invited participation. The activation reinforced Movember's tone of encouragement rather than instruction, demonstrating how light-touch interaction in public space can create empathy and social connection at scale.



Attention as an act of solidarity

In partnership with Ocean Outdoor and WCRS, Women's Aid created a powerful DOOH experience addressing domestic violence. As people looked toward the screen, the image of an injured woman gradually healed - a metaphor for the idea that collective attention and action can help break cycles of abuse. Quividi's attention signals powered this interaction, allowing the screen to respond to the presence of passers-by in real time.

The campaign received international recognition, including two Cannes Lions awards, and became a widely cited example of how responsive media can support social awareness.



Bringing urgency into public space

For the Malaria Must Die initiative, interactive DOOH and augmented reality experiences were used to draw attention to the ongoing global fight against malaria. Quividi's technology helped capture engagement dynamics across locations, enabling the campaign to understand how people interacted with the experience in different contexts. The activation contributed to a broader movement that helped mobilise significant international funding commitments, showing how immersive storytelling and evidence-based engagement can reinforce advocacy at a global level.



Attention does not stop at awareness. For GMC, interactive screens in shopping malls detected presence and triggered location-specific storytelling designed to guide interested shoppers toward a nearby showroom. By linking observed engagement in the mall with downstream foot traffic, the campaign demonstrated how physical media could begin to connect exposure to real-world movement.

Attention also made it possible for creative to evolve while it was still in market. In 2017, working with Dentsu on the United Nations' Global Goals campaign, Quividi's Campaign Genius system used live attention data to recombine creative sequences automatically. Messages and visuals that held attention were reinforced; those that didn't were progressively removed. At some locations, average attention time increased by more than 30 percent over the course of the campaign, a first glimpse of how physical media could begin to adapt itself to its audience.

Across all of these use cases, attention added something that exposure alone never could: a link between what was shown and how people actually responded. This is where physical media began to move beyond exposure toward connection - not by replacing impressions, but by giving them context and meaning. And once attention could be observed, physical environments could start to learn from their audiences, not just count them.



Turning attention into physical footfall

Context

GMC wanted to create an in-mall experience that did more than raise awareness - it wanted to drive qualified shoppers from the mall to a nearby dealership. The challenge was to make the message feel relevant enough to motivate action.

Deployment

Using Quividi's audience-responsive capabilities, GMC built an interactive storytelling experience that adapted to the people standing in front of the screen.

Content changed based on the audience demographics and engagement, guiding viewers toward specific messaging and prompting them toward the dealership located near the mall.

What changed

The experience did more than attract attention. It prompted movement.

The activation was associated with a +50% increase in visits to the GMC dealership adjacent to Santa Monica Place, illustrating how responsive in-mall media can translate interest into drive-to-store action.





THE GLOBAL GOALS
For Sustainable Development

Letting attention guide self-optimizing creative

Context

When the United Nations launched the Global Goals for Sustainable Development, the ambition was not only to reach people at scale, but to make complex global challenges feel relevant in everyday life. The campaign ran across streets, stations, and public spaces where people do not arrive intending to watch advertising - they encounter it as part of their daily movement.

The challenge was therefore not just visibility, but resonance. Could a public-space campaign learn which messages actually held attention, and adapt itself accordingly?

Deployment

To explore this idea, Quividi introduced Campaign Genius, a self-optimising creative system built on an evolutionary algorithm. As the campaign ran across participating DOOH networks, the system measured how long people paid attention to different creative combinations and message sequences. These attention signals were continuously fed back into the algorithm, which iteratively recomposed the campaign while it was being played - reinforcing sequences that held attention and progressively retiring those that did not.

Creative elements that attracted more sustained attention were shown more often. Those that under-performed were gradually removed. The campaign did not follow a fixed media plan - it evolved in place, screen by screen, guided by how real people responded in real environments.

On some screens, certain message orders proved more effective. On others, colour combinations changed the way people engaged. The system allowed the campaign to dynamically adapt to its context

What changed

Across the network, attention increased as the campaign learned. On the best-optimised screens, average attention time rose by up to 32 percent, from 4.2 seconds to 5.5 seconds. Certain creative sequences consistently outperformed others, revealing how subtle changes in rhythm, colour, and ordering influence real-world engagement.

More importantly, the campaign demonstrated something that had rarely been possible in physical media: creative could be refined based on observed human response, not just creative instinct or post-campaign surveys.



Opening the Door to Omnichannel Demand

Verified and guaranteed impressions strengthened direct relationships with advertisers. Once physical media could commit to what it delivered, a new opportunity emerged. To participate fully in national and global media plans, retail media and DOOH needed more than transparency. They needed to become comparable, tradable, and integrable alongside television and online channels.

In Italy, Grandi Stazioni Retail confronted this challenge in one of the country's most complex and valuable environments: major railway stations serving hundreds of millions of travelers each year. With its scale and dual retail-and-transit DNA, Grandi Stazioni Retail aimed to attract television budgets at a time when out-of-home advertising in Italy was under pressure. The obstacle was not reach, but language. Without reach and frequency expressed in familiar terms, planners had no reliable way to compare station media with broadcast channels.

Beginning in 2013, Grandi Stazioni adopted a hybrid methodology that combined Quividi's audience data from digital screens with traveler studies and circulation modelling. Developed alongside specialist partners, this approach produced net reach and frequency metrics aligned with GRP-based buying, making rail environments legible to TV buyers for the first time. More than a technical achievement, this was a commercial repositioning: station-based media could now be evaluated, planned, and traded within the same frameworks as television, unlocking national budgets that had previously been out of reach.

As digital buying practices evolved, this alignment extended beyond broadcast. The same logic enabled Grandi Stazioni to integrate into digital and omnichannel planning environments, positioning physical rail media as part of a unified cross-channel marketplace. Measurement had become a bridge between physical presence and digital planning.

In Canada, Cineplex Digital Media (CDM) faced a different but equally structural challenge. Shopping malls are highly variable environments: screens in food courts, atriums, corridors, and entrances are exposed to very different traffic flows and sightlines. Historically, this complexity had been handled through conservative modelling, limiting how confidently inventory could be valued and sold into national media plans.

As early as 2015, CDM began deploying Quividi's audience measurement technology to better understand real exposure across its mall network, moving away from broad assumptions toward observed audience presence. This long-term effort culminated in a full audit and certification by COMMB, Canada's Joint Industry Currency for Out-of-Home, in 2024.

Becoming the first in-mall retail media network globally to achieve JIC-validated, sensor-based measurement materially changed CDM's market position. The network could now be planned and bought more easily within omnichannel media frameworks, including those used by major buying platforms. In this context, measurement was not just about accuracy, it became the condition for participating in a larger marketplace.

Similar shifts were unfolding elsewhere. In 2017, in Australia and New Zealand, VMO was among the first DOOH networks globally to enable a programmatic trading model powered by real-time audience measurement. By equipping its retail and place-based screen networks with Quividi's

live audience data, VMO created the conditions for physical inventory to be bought and sold through the same automated platforms used for online media.

That principle of bringing physical media into the tempo of digital buying soon reached Asia as well. In 2020, Clear Channel Singapore equipped its digital bus shelter network with Quividi's audience measurement technology, bringing verified impression data into one of Asia's most heavily trafficked transit environments. Two years later, in 2022, the network enhanced its programmatic offering by making that audience data available on a near-real-time basis. By feeding seven-day rolling impression updates into programmatic platforms across more than 250 shelters, Clear Channel aligned physical inventory with the speed and recency expected in digital buying, making Singapore the first market in Asia to support near-real-time programmatic DOOH.

Across these examples, a common thread emerged. Whether through GRP-based comparability, Joint Industry Currency validation, or programmatic feeds, physical media was becoming operationally compatible with the broader advertising ecosystem. Measurement was no longer just proving that audiences existed, it was enabling physical environments to be planned, bought, and optimised alongside every other channel.

Two decades of firsts

2026
To be continued

2010

First to Deploy on a 1,000+ Screen Network



Inventor of Anonymous Video Analytics Technology



2017

First AI-Based Self-Optimising Campaign Engine



First to Support a DOOH Campaign That Won Two Cannes Lions

2015

2014

First to Equip Over 10,000 Screens



2016

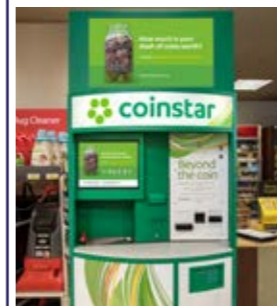
First to Propose an Attention Benchmark for DOOH & Retail Media

2018

Platform Transformation & First to Run on 13MP Cameras

2020

First to Design a Ground-Truth Audience Model for a 10k+ Screen Retail Media Network



2021

First to Achieve 40+ CMS & AdTech Integrations

2024

Introduction of GenAI-Powered Audience Insights

First Computer Vision-Based Audience Data Validated by a D/OOH Joint Industry Currency (JIC)



2006
The Beginning

2008

First to Trigger Campaigns Based on Audience Segments

2012

First to Analyse Over 1 Billion Viewers Analysed



ePrivacy Audit & GDPR Certification

2019

2023

First Dual-Sensor Solutions for Comprehensive Shelf Analytics

2025



Helping Shape IAB In-Store Retail Media Standards

Our impact by the numbers

Over twenty years, Quividi's approach has been deployed at scale with measurable impact across the global DOOH and retail media landscape:

800+

clients across 80 countries

50+

integrations with CMS and ad-tech platforms

2

Cannes Lions Gold awards for campaigns powered by Quividi analytics

2bn

anonymous impressions measured every month

Behind the metrics

These figures are outcomes, not objectives. Each deployment reflects practical decisions made alongside partners operating in complex, real-world environments.

What matters most is not scale for its own sake, but what that scale represents: sustained partnerships, repeat deployments, and continued trust over time. In an industry defined by rapid change, durability has proven to be a meaningful form of validation.

Across all of these examples, the common thread is not innovation for its own sake, but a deeper shift in how retail media is perceived.

As audiences become observable, engagement measurable, and creative responsive to real-world context, in-store and in-mall retail media moves beyond inventory management and begins to function as a fully fledged media channel.

The question now is not whether retail media delivers value.

It is how it will scale responsibly and how it will take its place alongside other major media channels

This is the chapter retail media is entering now.



What it takes to scale retail media

Retail media is now widely recognised as one of the most powerful growth engines in advertising, not only because it generates incremental revenue, but because it does so at structurally higher margins. What began online is now extending into physical retail, as hundreds of thousands of screens, kiosks, and smart fixtures become part of the media ecosystem inside stores and malls.

Unlocking this opportunity depends on something simple but demanding: the ability to access, understand, and activate audience data responsibly. Without this, physical retail media remains fragmented, difficult to compare, and hard to integrate into modern media planning.

After nearly two decades of observing how retail media networks evolve across markets, one conclusion has become clear: sustainable growth in this channel is built on trusted measurement and actionable insight. Networks that invest in these foundations early consistently attract stronger advertiser demand, command higher CPMs, and integrate more easily into national and global media plans.

The industry now stands at a genuine inflection point. The question is no longer whether in-store retail media will matter - it already does. The real question is how it will mature: how it will integrate into omnichannel buying, how it will remain credible at scale, and how it will transform the moment of purchase into a true media opportunity rather than just a collection of screens.

Across markets, the networks that succeed are not those that deploy the most hardware, but those that understand the realities of physical retail environments and build systems that respect both shopper experience and advertiser accountability.

What follows is not a prediction imposed from outside the market, but a synthesis of what has emerged from years of collaboration between retailers, brands, agencies, and technology providers navigating this evolution in the real world.

Four structural shifts are reshaping how in-store retail media operates.

1 | Ground truth sensor data becomes the reference layer

The first transformation is the industry's convergence around ground-truth observation as the reference layer for impressions.

Today, in-store retail media measurement remains fragmented. Some networks extrapolate from footfall counters. Others rely on mobile location data to infer circulation. The result is a patchwork of numbers that cannot be compared, audited, or traded with confidence.

The market is moving toward direct observation: anonymous, privacy-compliant sensing of who is actually present in front of a screen, how long they remain within view, and how exposure varies by environment. This does not mean identifying people. It means measuring visibility in a way that is empirically defensible.

This matters because impressions are the currencies that connect all media. If a retailer claims ten million impressions, advertisers must know that this means the same thing it means on television, mobile, or online video. Ground truth anchors those numbers in reality rather than assumptions.

Industry frameworks such as IAB and MRC retail media standards exist for exactly this reason: to ensure that audiences are counted as Opportunities To See, not as abstract traffic. The fact that joint-industry currencies now accept sensor-based measurement shows that physical retail environments can meet the same standards as any mature media channel.

2 | Physical retail media becomes an omnichannel trading currency

Physical retail media is beginning to move beyond being a standalone channel and toward becoming a tradable part of omnichannel planning. Supermarkets, convenience stores, and mall media can increasingly be compared, planned, and bought alongside television, streaming and online retail media, as part of the same media ecosystem.

This requires two things. First, a shared measurement language: impressions, reach, frequency, and audience segments expressed in ways that align with how planners and buyers already evaluate other channels. Second, technical connectivity: data and inventory must flow into the same platforms and programmatic pipes that power online retail media today.

Where both of these come together, physical environments begin to unlock incremental budgets that would otherwise remain in broadcast or online digital channels. Measurement becomes more than a reporting layer, it becomes the connective tissue linking physical space to national and global media investment.

3 Attribution becomes privacy-first and probabilistic

We understand the appeal of closed-loop measurement in-store. Online, closed-loop attribution has been one of the engines behind the rise of retail media. But physical retail media is a different beast. Stores operate under a different social contract, one built around trust, anonymity, and shared environments rather than individual tracking.

In theory, it would be ideal to know exactly who saw what and what they later bought. In practice, that model does not scale in physical environments, and attempts to force online-style attribution into stores have slowed the adoption of in-store retail media in several markets.

This is why we believe in-store attribution must be probabilistic, privacy-first, and grounded in aggregated signals. The future lies in combining verified exposure with first-party retail data and privacy-preserving aggregation to understand – credibly and responsibly – how exposure influences behaviour at scale.

4 Measurement becomes live and predictive intelligence

Measurement alone is no longer enough. The next phase of retail media is defined by learning systems – platforms that do not simply report what happened, but continuously adapt what happens next.

Today, many campaigns still run on static schedules with post-hoc reporting. In the future, audience signals flow directly into optimisation engines that test, learn, and adjust creative, rotation, and allocation while campaigns are live.

This shift makes sophisticated optimisation accessible not just to the largest networks with data science teams, but to any retailer that can collect reliable audience signals.

In this model, screens become part of a living system: one that senses how people respond, and evolves accordingly.

Part 3

What connects all four shifts is not technology, but maturity. Retail media is moving from a screen business to an audience business, from placement to planning, from reporting to intelligence.

The winners will not be those who collect the most data, but those who collect the most defensible data and use it to build systems that are trustworthy, interoperable, and shopper-respectful.

In-store retail media is no longer an experiment. It is becoming a pillar of the modern media mix. The question now is how well the industry chooses to build it.


Where Quividi is Going

After twenty years of watching how people move, pause, notice, and walk past screens in stores and malls, one thing has become clear: the future of retail media will not come from adding more screens. Retail media should not turn physical spaces into billboards.

The future will come from making those screens smarter, more relevant, and more respectful of the environments they live in. The future is about creating better connections with shoppers and with the journeys that unfold inside stores.

What follows is not a technology roadmap. It is our view of how measurement, intelligence, and creativity must come together to turn physical retail into a living, learning media environment - one that generates sustainable, incremental revenue for retailers.

This is where Quividi is going.



1

We make retail media measurement trusted and scalable

Physical retail environments do not behave like digital media. People do not arrive in neat sessions. Screens are not loaded one at a time.

Exposure depends on movement, distance, dwell, and context. That is why measurement in physical retail has always been unusually demanding - and unusually valuable.

For twenty years, Quividi has worked from one simple belief: to understand physical media, you must start by observing what actually happens in front of screens. Not what was scheduled. Not what was assumed. What people really did.

This is what ground truth provides: anonymous, privacy-safe observation of presence, movement, and viewing behaviour in the real world.


But observation alone is not enough.

Not all retail networks can place sensors on every screen, in every aisle, in every store. Scale requires something more: audience models that extend what is observed in some locations to what happens everywhere else.

The future of retail media does not belong to sensors alone. And it does not belong to models alone.

It belongs to systems that can combine both - grounding intelligence in reality, and extending that reality across entire networks.

That is how retail media audience measurement becomes both trustworthy at the screen level and scalable across entire networks.



2 We make retail media audience data liquid across the advertising ecosystem

Retail media audience measurement only becomes truly valuable when its data can move - not just exist.

One of Quividi's core roles is to turn physical-world audience measurement into signals that can flow through the same systems that power modern advertising - retail media platforms, programmatic buying tools, clean rooms, data management platforms, GenAI creative engines...

Our data does not stay trapped in a dashboard. It can be activated across the media stack: to plan campaigns, allocate budgets, optimise audience delivery, shape creative, and connect physical exposure with digital and retail data.

More than ever, Quividi acts as a translation layer between what happens in front of screens and the advertising and activation infrastructure that sits above them.

3 We turn retail media measurement into intelligence

Most media measurement still looks backward. It tells you what happened after the campaign is over.

The future of retail media audience measurement is different.

When audience signals flow in near real time, campaigns can learn while they are running: which screens perform better, which environments generate more engagement, which contexts drive outcomes.

This is how physical media begins to behave like digital - not in how it looks, but in how it adapts.

Retail media stops being a set of placements. It becomes a system that continuously improves itself.

Instead of static schedules and post-hoc reports, retailers and brands gain living systems that test, learn, and optimise creative, rotation, and allocation as audiences move through real spaces.

That is when measurement becomes intelligence.

4 We enable retail media to become a true creative canvas

Once environments can be measured and campaigns can learn, creativity changes.

The same message does not need to run everywhere.

The same version does not need to run all day.

Creative can adapt to:

- where the screen is,
- who is nearby,
- what time it is,
- what type of shopping trip they're engaged.

This is not about personalisation. It is about relevance.

The right story, in the right place, at the right moment - guided by real-world signals rather than guesswork.

In-store and in-mall screens are not just inventory. They are part of the shopping journey.

Large formats, immersive placements, and contextual positioning allow brands to do something no phone or laptop can: combine emotion and action in the same moment.

When creativity is guided by data - not replaced by it - physical retail becomes one of the richest creative canvases in modern media.

A decade from now, some of the most celebrated creative work in advertising will not live on phones or TVs.

It will live inside stores.

5 We design retail media measurement for privacy and trust by default

Retail media lives inside places people trust.

Stores are not just commercial environments. They are everyday spaces - places where families shop, people meet, and life happens.

Any system that measures people in these environments must earn that trust: from shoppers, from retailers, from regulators, and from brands.

This is why the future of retail media measurement cannot be built on identification, tracking, or surveillance.

It must be built on anonymous, aggregated, privacy-first observation - combined with responsible modelling.

Online, closed-loop attribution has been a powerful engine of retail media growth. But physical retail is a different world, governed by a different social contract.

In stores, trust is not a trade-off. It is the infrastructure.

Privacy is not a constraint on scale. It is what allows scale to exist without breaking the environments that retail depends on.

Closing

Looking Back Looking Forward

For twenty years, Quividi has worked in a simple, sometimes unglamorous space: understanding how people move, pause, and notice screens in the physical world.

What we discovered along the way is that physical media is neither random nor fully predictable. People do not behave like algorithms – but patterns do emerge when observation is careful, consistent, and respectful.

That is what measurement is meant to do.

Not to reduce people to data, but to create a shared, reliable understanding of what actually happens in real environments.

Over time, that understanding made new things possible. Retailers could make better decisions about how their spaces worked. Brands could invest with more confidence. And physical media could begin to operate with the same level of accountability expected of digital channels.

As the industry moves toward larger, more connected retail media networks, the question is no longer whether the channel works. It is how it will grow, how it will be governed, how it will be trusted, and how it will respect the people who move through it every day.

The next era of retail media will not be built by those who collect the most data. It will be built by those who understand what data is for.

To help retailers create environments people do not resent.

To help brands speak when it matters – and stay quiet when it does not.

To help media become part of a place, rather than an intrusion into it.

Some systems will rely on sensors. Others on models. Most will combine both.

What matters is not the method, but the discipline behind it.

Quividi enters this next chapter with twenty years of watching real people in real places, learning

from partners, and adapting to how markets actually behave.

The technology will change.
So will the standards.
So will the expectations.

What will not change is the need for measurement that people can trust – and that the industry can build on.

We learned that attention is fragile. That relevance is felt before it is analysed. That people lean in when something speaks to them and quietly walk past when it does not.

We learned that when measurement is done badly, it turns people into numbers. But when it is done well, it does the opposite: it reminds brands that there are human beings on the other side of every impression.

Twenty years in stores, malls, stations, and streets taught us that physical media is not messy – it is alive. It shifts with the time of day. With the weather. With who happens to be passing through.

No model will ever capture that perfectly. But a system that observes carefully, learns continuously, and respects boundaries can come surprisingly close.

Quividi's story is not really about software or screens. It is about patience.

About choosing ground truth over shortcuts.

About believing that trust, once lost, is almost impossible to earn back.

As retail media enters an age of scale, automation, and modelling, that belief matters more than ever.

Because in a world where everything can be measured, the only thing that truly counts is what people choose to pay attention to.

And that, in the end, is what we have been watching all along.

Embark On
Your Audience Data Journey
With Quividi

Join over 800 clients across 80 countries who have
trusted Quividi to power their audience measurement
and in-store retail media strategies.

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20

years

Quividi