



The Potential of Digital Out-of-Home Advertising in the Lift Industry

Begüm Avdagiç, Peter Dewhurst and Gemma Moore

Dewhurst Ltd, Unit 9-11, Hampton Business Park, Bolney Way, Feltham TW13 6DB

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PART OF
DEWHURST
GROUP

Agenda

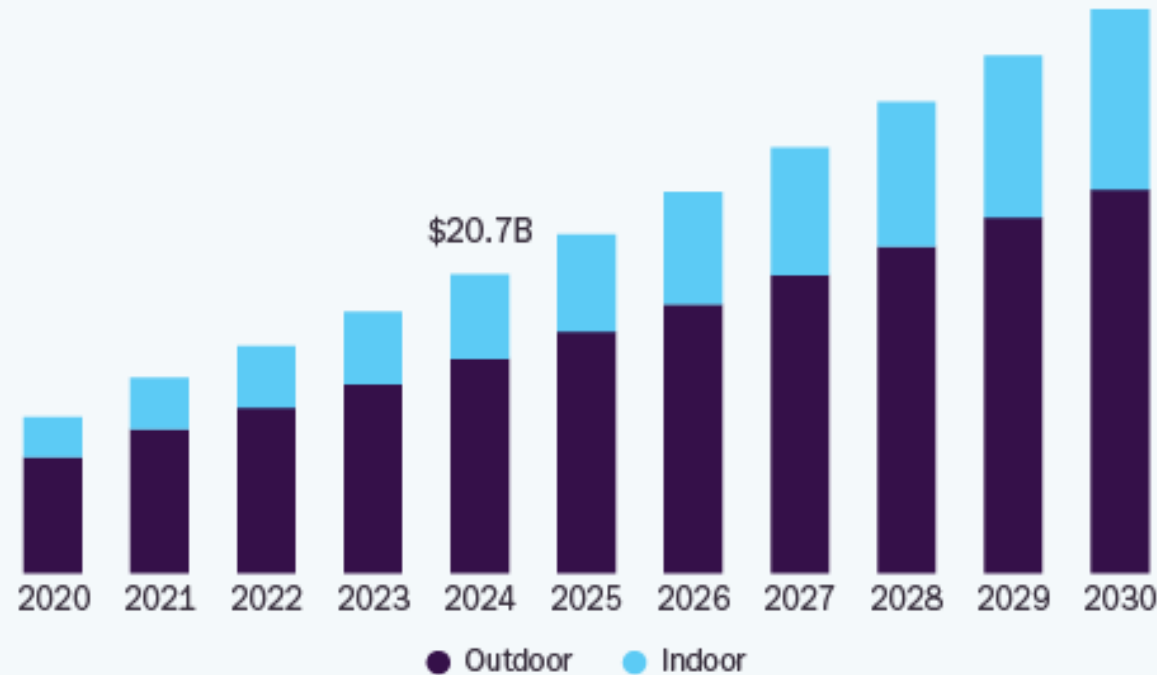
Introduction	Global Growth of DOOH Why DOOH in Lifts?
Infrastructure	Hardware Fit Connectivity & Power Smarter Screens via BMS Build to Evolve
Content	Content Done Right Programmatic = Efficiency Connected Journeys
Stakeholders	Stakeholder Snapshot Monetisation Done Right
Innovation	Innovation Ahead
Conclusion	Closing Argument

Global Growth of DOOH

**10.7%
CAGR
2025-2030**

Digital Out-of-Home Advertising Market

Size, by Application, 2020 - 2030 (USD Billion)



**\$39.1B
by 2030**

Why DOOH in Lifts?

over
340,000
installed lifts*

340
journey/lift**

over
407,000
installed lifts
by 2030*

~30s
dwell time

Hardware Fit



Ultra-thin



Vibration-resistant



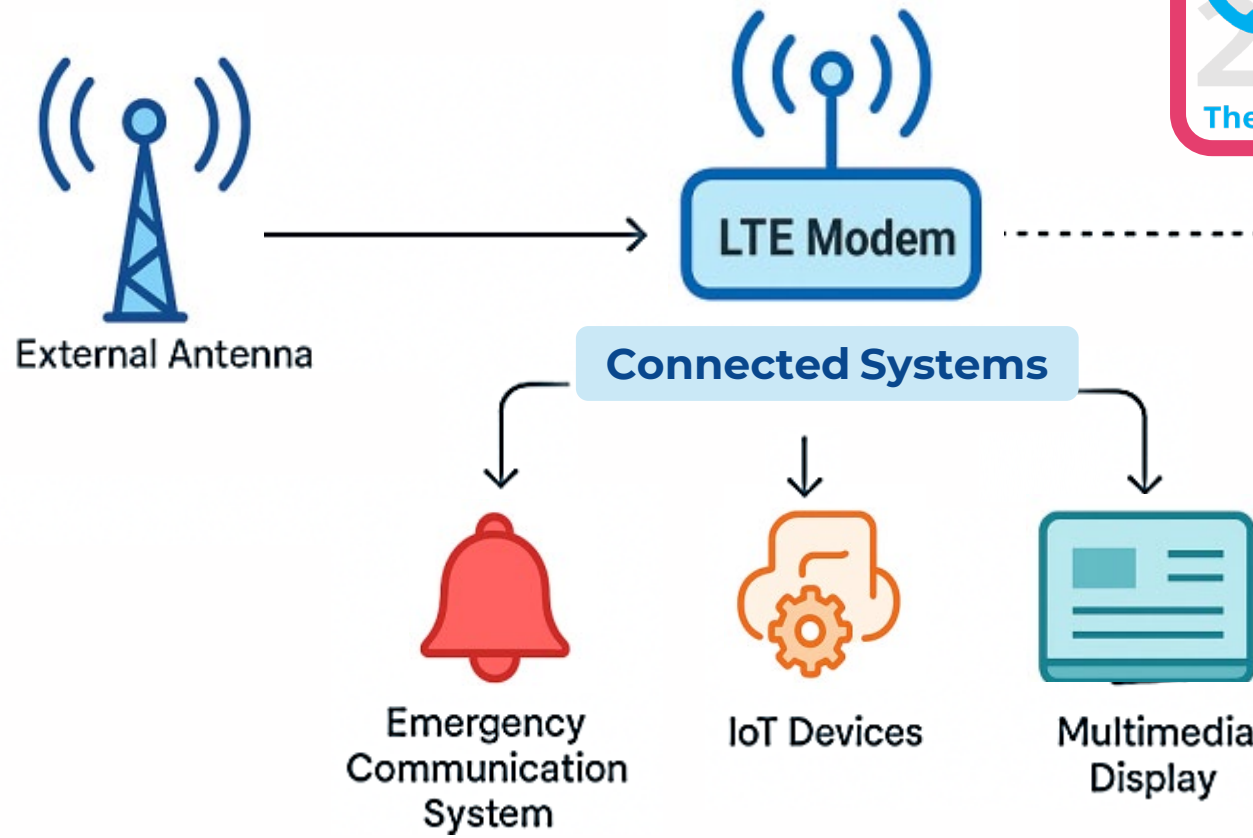
Heat-tolerant



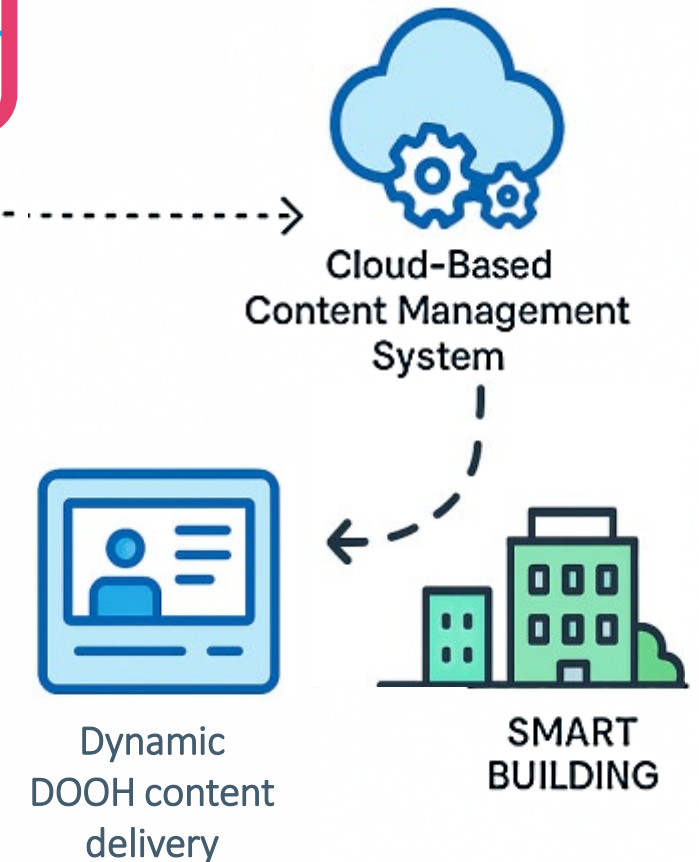
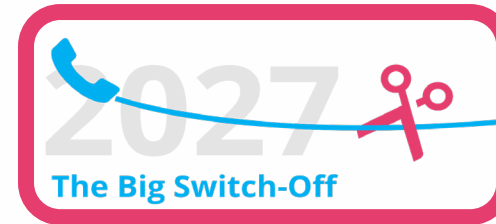
Safety-compliant

Connectivity & Power

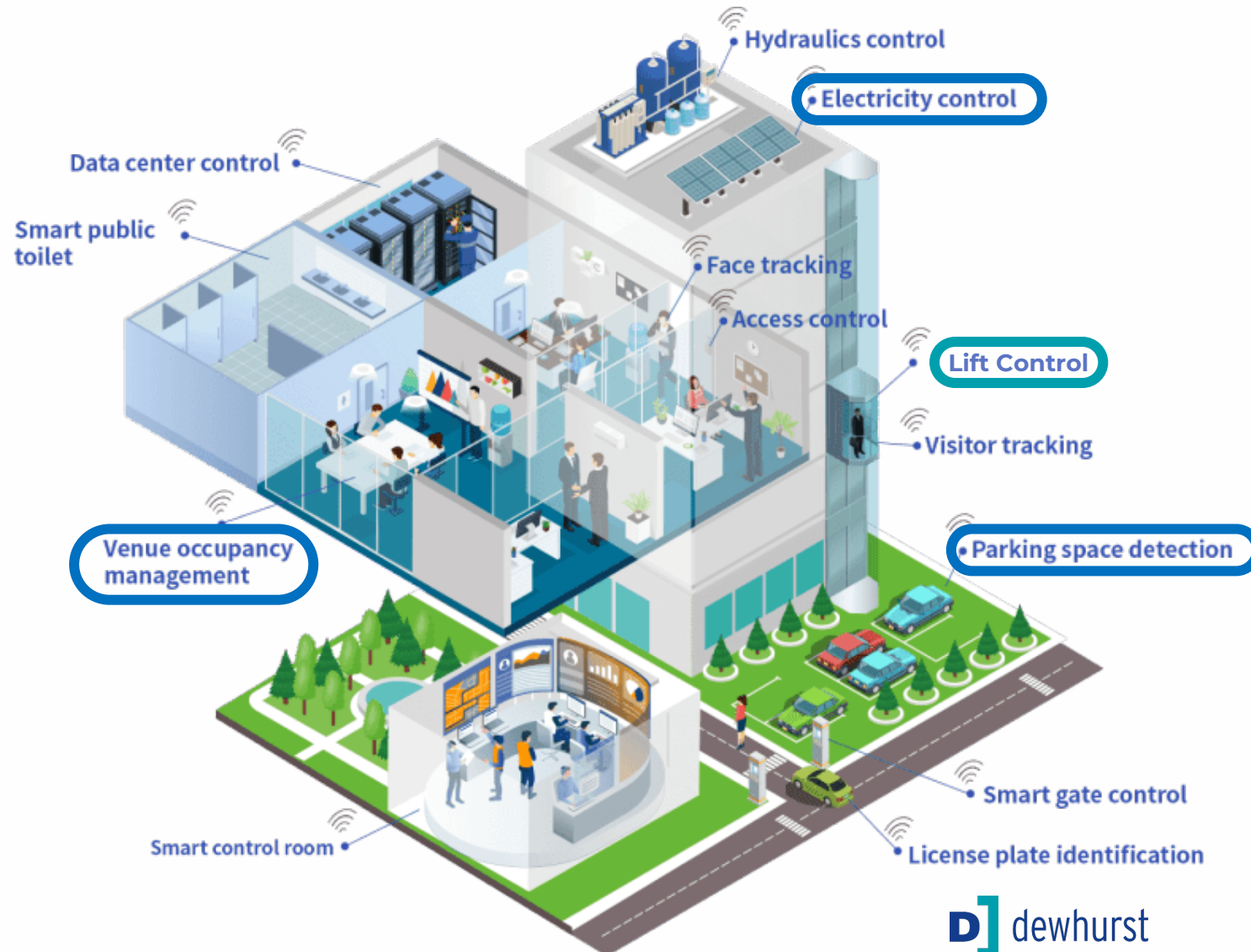
Connectivity Backbone



Digital Infrastructure



Smarter Screens via BMS



5pm
Brand
Promotion



Built to Evolve

1 Face Lift



2 Compliance Upgrades



3 Full Modernisation

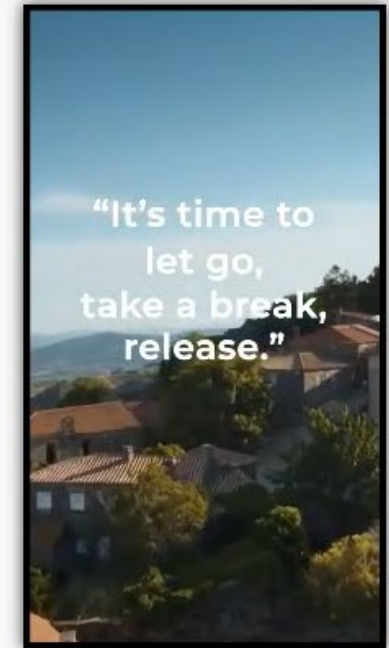


- Controller
- Door Operating Panel
- Shaft Works



A modular path: phased, cost-efficient, compliant, and future-ready

Content Done Right



Programmatic = Efficiency

My displays

Active displays: 4

No Filter

Thumbnails

List



Model

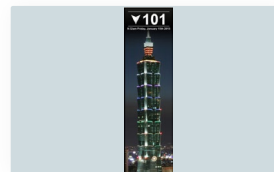
Multimedia Display 21.5"

Active

Description

Mall

Address

Ariel Way, London W12 7GF

Model

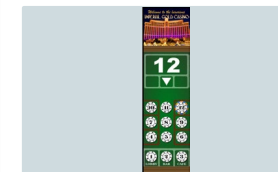
Multimedia Display 37"

Active

Description

High Rise

Address

No. 45, Shifu Rd., Xinyi Dist., Taipei 11049, Taiwan

Model

Multimedia Display 28"

Active

Description

Casino

Address

5-6 Leicester Square, London WC2H 7NA

Model

Multimedia Display 15.6"

Active

Description

Hotel

Address

1910 Ocean Way, Santa Monica, CA 90405

Model

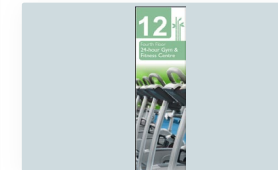
Multimedia Display 18.5"

Active

Description

Airport

Address

Heathrow Airport, Hounslow, TW6 2GX

Model

Multimedia Display 19"

Active

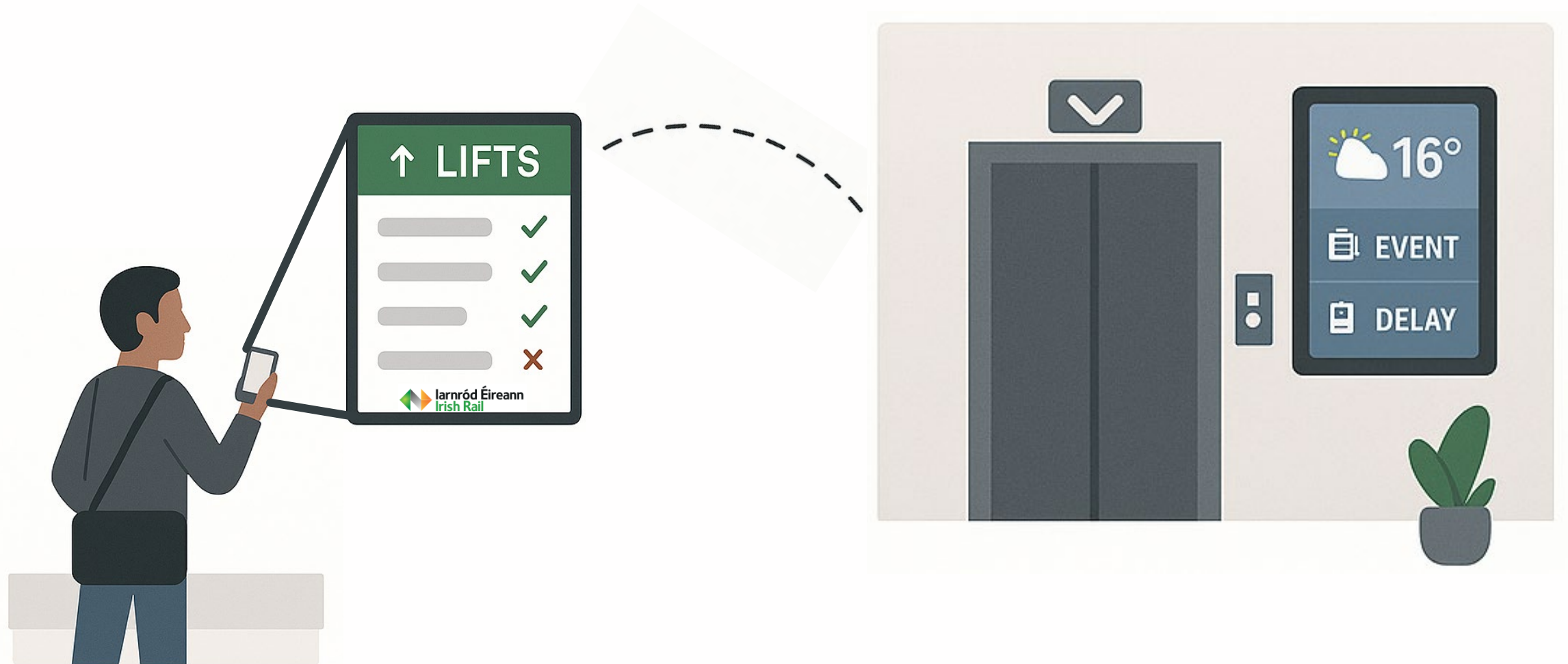
Description

Gym

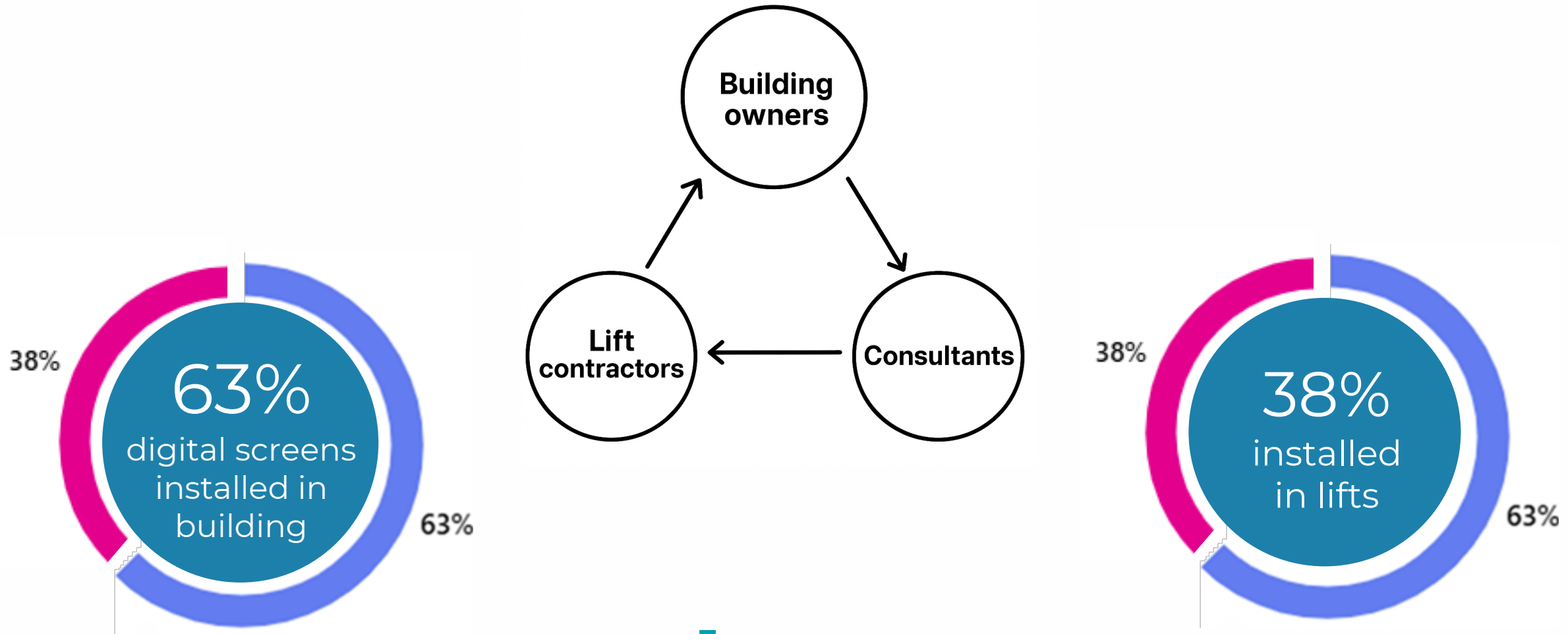
Address

51 Middle Rd, #03-01, #04-01, Singapore 188959

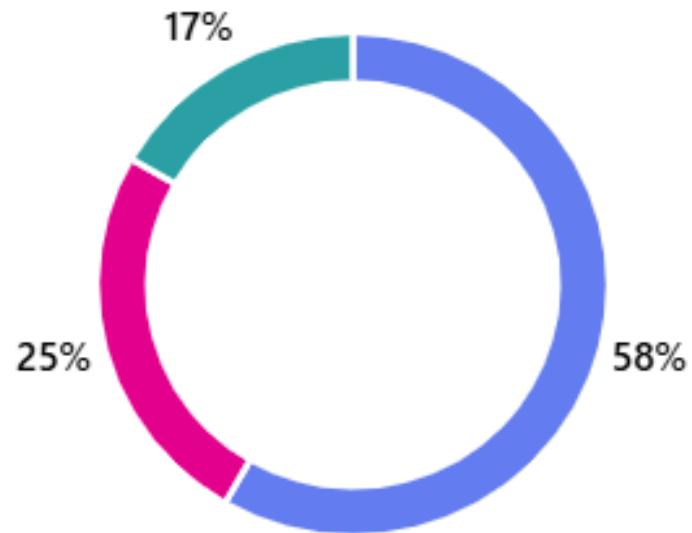
Connected Journeys



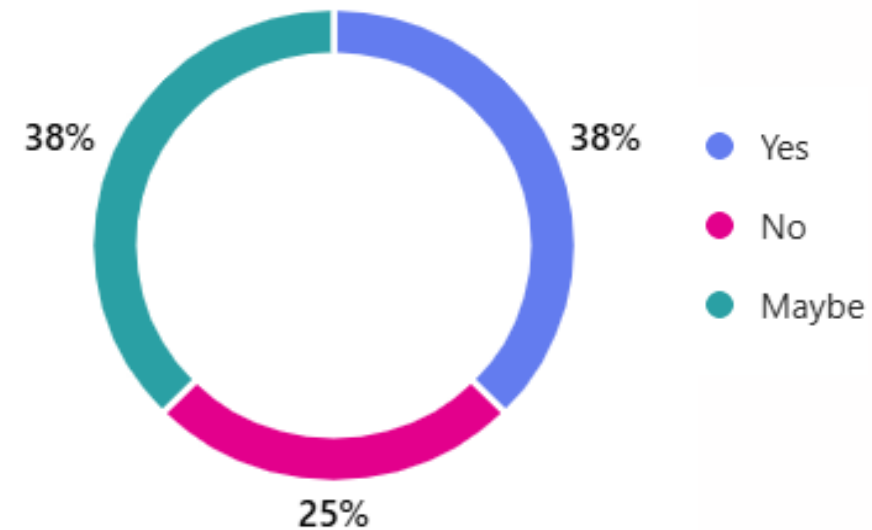
Stakeholder Snapshot



Monetisation Done Right



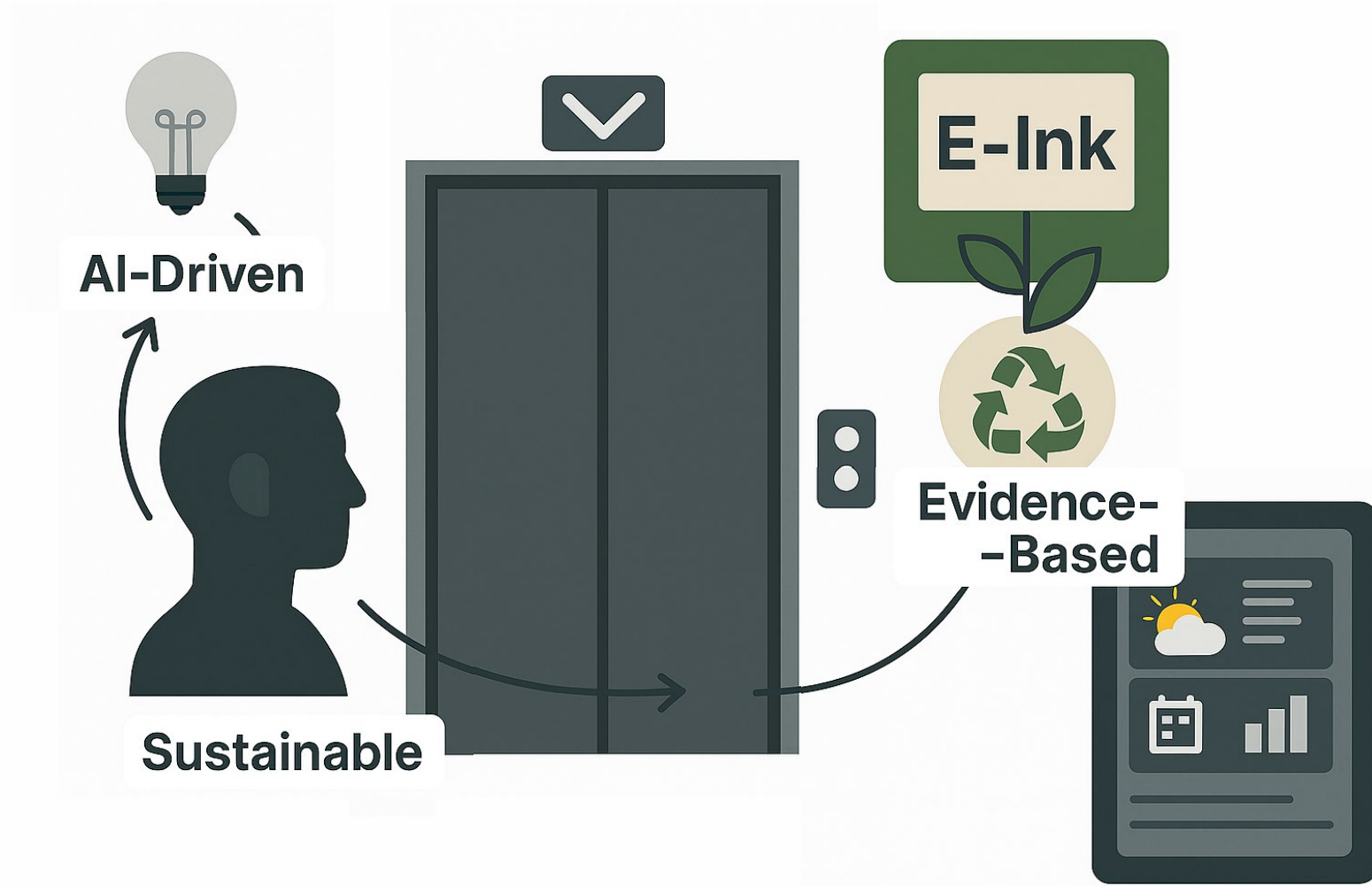
- Improved internal communication
- Aesthetic modernisation
- Access to dynamic content (e.g., news, alerts)



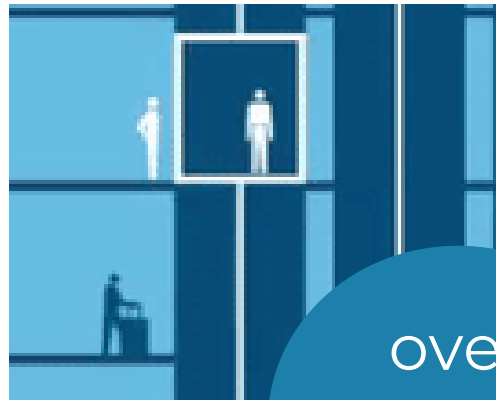
- Building announcements and updates
- Emergency alerts
- Real-time news (weather, stock updates, etc.)
- Local community or neighborhood information
- External advertisements



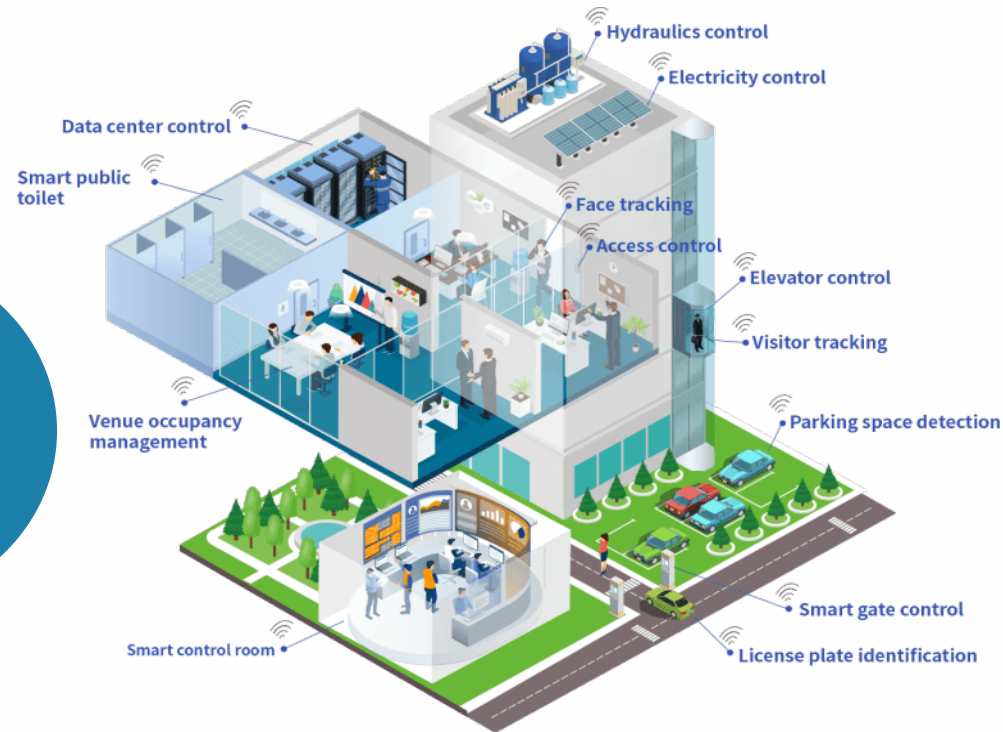
Innovation Ahead



Closing Argument



over
407,000
installed lifts
by 2030*



Connected Systems



Emergency
Communication
System



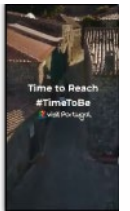
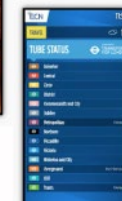
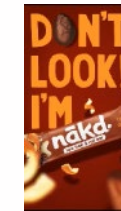
IoT Devices



Multimedia
Display



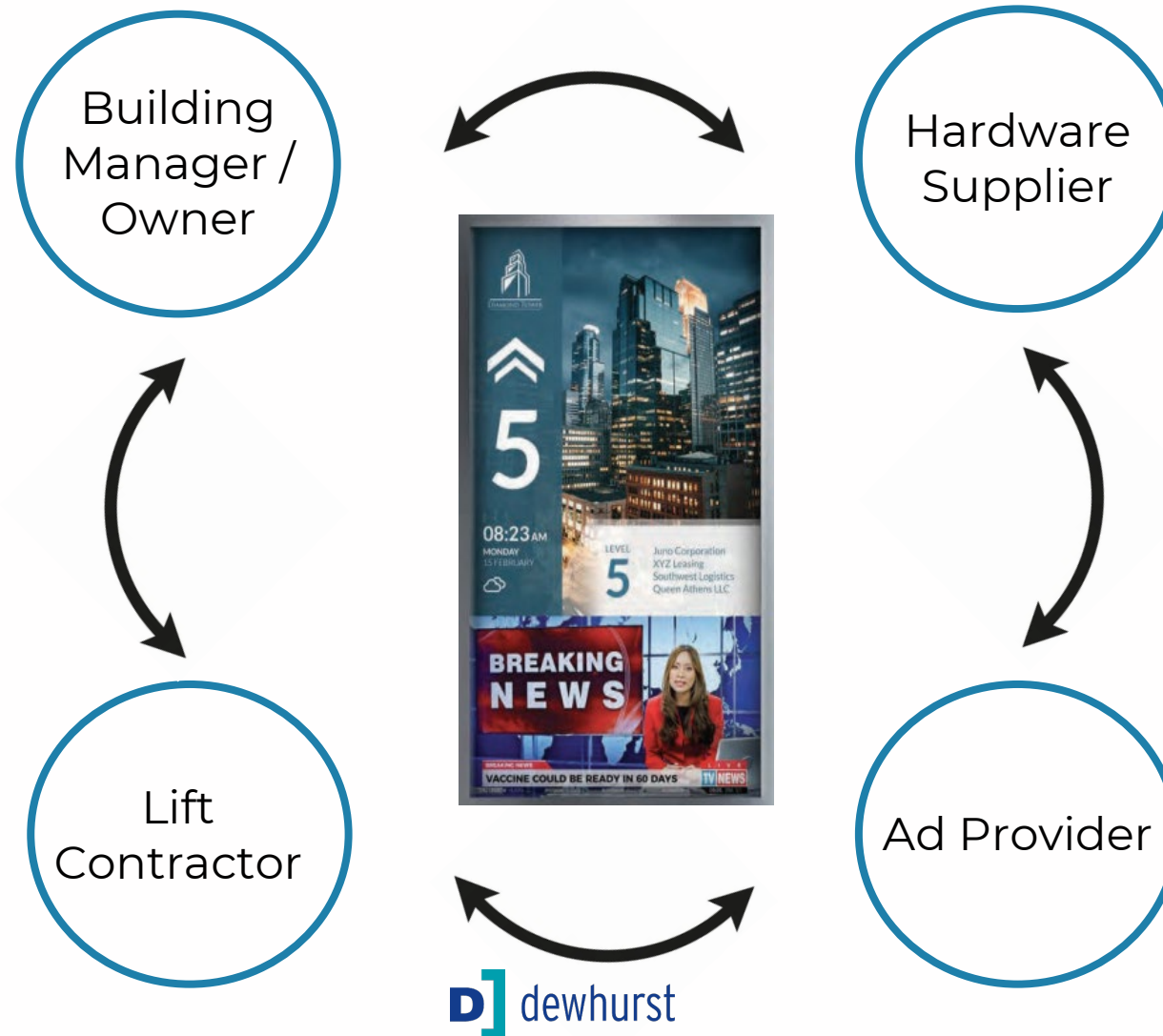
Contextual
Relevance



The Potential of DOOH in Lifts



Display Ownership



Display Ownership

Stakeholder	Scenario A Ad-Provider Driven	Scenario B Contractor Managed	Scenario C Shared Model	Scenario D Full-Service Contract
Building Manager / Owner				
Lift Contractor				
Hardware Supplier				
Ad Provider			 + 	



Ownership / ultimate accountability



Hardware / technical support



Content / ad management