

outdoor
auditors

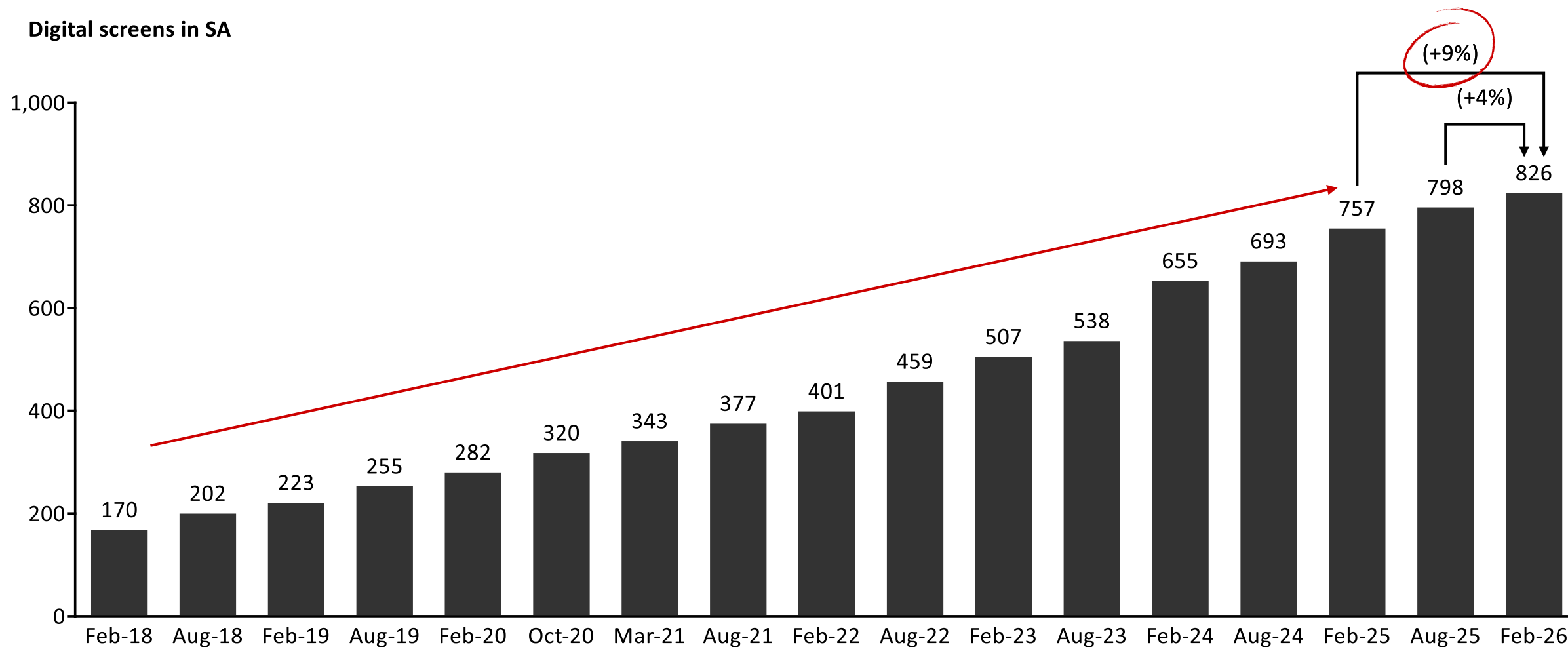
DOOH verification

5 May 2026

Situation

Digital OOH (DOOH) is the fastest-growing sector within OOH; it offers great flexibility, is effective and eye-catching

Digital screens in SA



Note: **includes* outdoor digital screens, *excludes* indoor networks (e.g. Airport Ads, Transit Ads, Gautrain screens)

Complication

Brands are not always receiving the exposure that they are expecting, for a number of different reasons

Scheduling errors

Oversold loops

Missed start dates

Wrong artwork scheduled

Wrong material

Flighting errors

Load shedding

Player error

Technical faults

Reporting errors

Late delivery reports

Lack of detail in reports

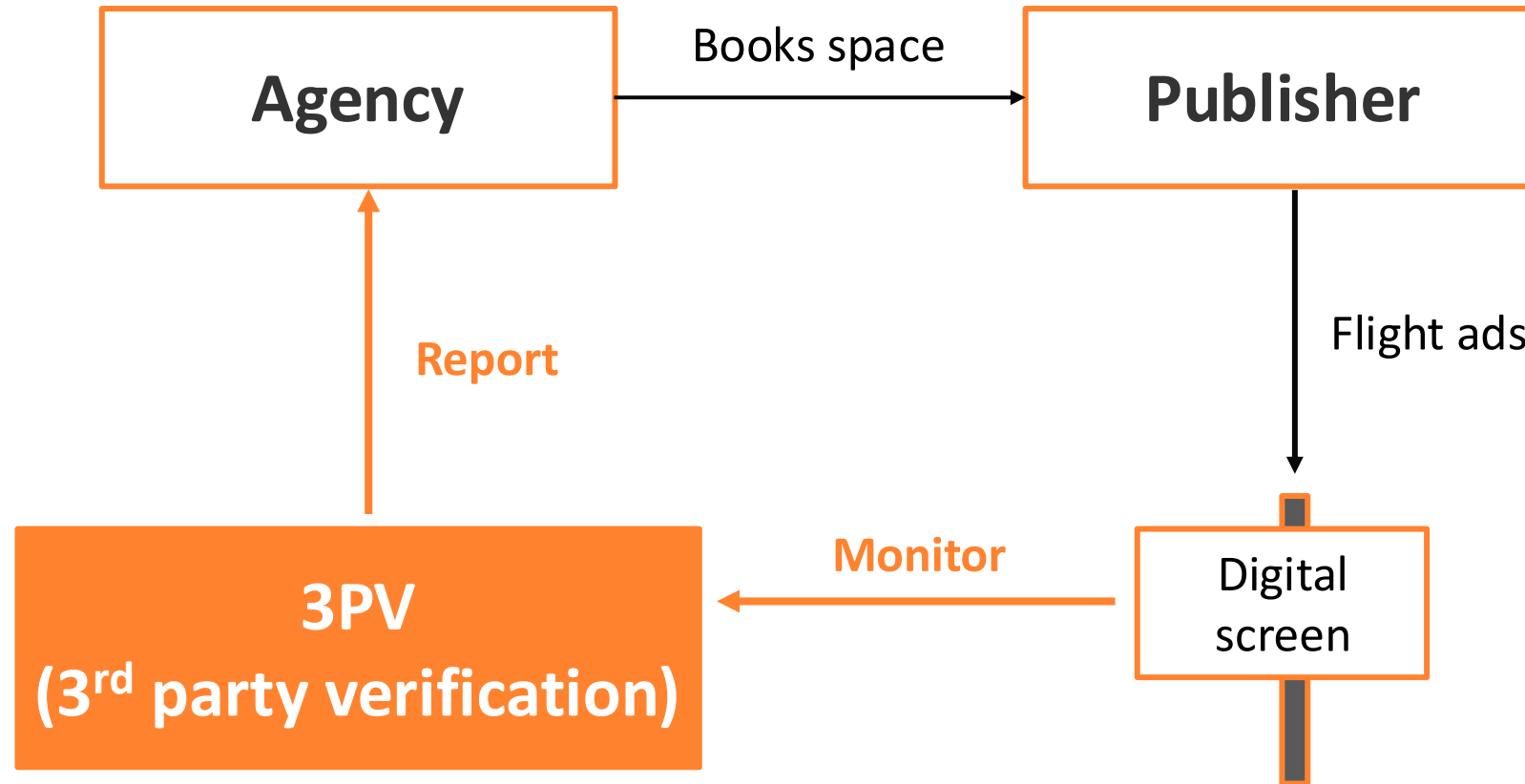
Confusing reporting
formats



Campaigns don't always achieve the ROI that clients expect.
End result: clients pull back budgets

Solution

Independent third-party verification is a service that catches these errors in real time so that campaigns run smoothly



3rd party verification has multiple benefits for buy-side

Saves money

Mistakes are caught (and fixed) quickly (within a day)

Ensures compliance

You get what you pay for

Saves time

Reporting is outsourced

Allows for better decision-making

Decisions are based off accurate data

The list of Seedooh Verified Networks is growing – more than 30 media owners are now connected to Seedooh



			In negotiations / onboarding
12 Star	Frontseat	Primedia Outdoor	Ad Outpost
Alive Advertising	Full Moon	Relativ	Esona
Aura Outdoor	Go Big Media	Ripple Media	Gresham Media
Blue Label	Gutterlamp	RL Media	Innovocan
BrandIQ	Indaba	ROHM Media	JCDecaux
District	Insight Outdoor	SB Outdoor	Media Reign
Eclectic	Kena Media	Summit	Street Swift Media
Epic	Kwame Nedia	The Brand Pot	The Grid
Evolv	Nalesa Media	The Media Factory	Vortex Media
Face First Media	Outdoor Network / PMG	The Medium	
Fagimvubu	Outsmart	Tractor	
NetworkX	MediaQ	Reveel	

Polygon

*First programmatic platform

outdoor
auditors

Next steps

- **Safeguard your spend** by verifying what you are getting

- Allocate **2% of your next DOOH spend** to 3rd party verification

- **Ask your suppliers** if they are connected (and if not, why not?)