

Monetizing the Moment: Media, Out-of-Home, and New Revenue Streams



Jeremy Kolieb

- **Focus:** Enhancing the consumers' experience with different assortments of digital signage, technology and media for the Out of Home Media advertising market.
- **Locations:** Malls, lifestyle centers, retailers, commercial properties, hotels, sports stadiums, theme parks and much more.
- **ROI:** Beyond striving to enhance the consumer's experience with the right technology its also about helping clients obtain an ROI.



- **Content:** Artists can provide unique digital art content and solutions to revolutionize the digital space.
- **Designers and Architects:** Ensure that signage is seamlessly integrated into the architecture at the right size.
- **Code Compliance:** Obtain City and State permits for signage is critical.
- **Partners:** Picking the right Out of Home Media Company and investing in the right technology is essential to maximize revenue.
- **Service, Maintenance & Management:** Long term management of the signage and management of the signage and OOH Company.



- **Beyond Traditional Digital Media OOH signage key venues are looking at other revenue streams such as:**
 - Restructuring media OOH agreements.
 - Investing in digital signage to provide maximum flexibility.
 - Digital Store Fronts & Digital Barricades,
 - EV Charging Stations,
 - Smart City Initiatives,
 - Garage Signage,
 - Tying the Signage to events and pop ups,
 - Sponsorship & Media OOH how it can coexist at sports venues,
 - Digital experiences that are compelling for the consumer,



EXAMPLES ON HOW TO ENHANCE THE CUSTOMER EXPERIENCE AND GENERATE ADDITIONAL REVENUE

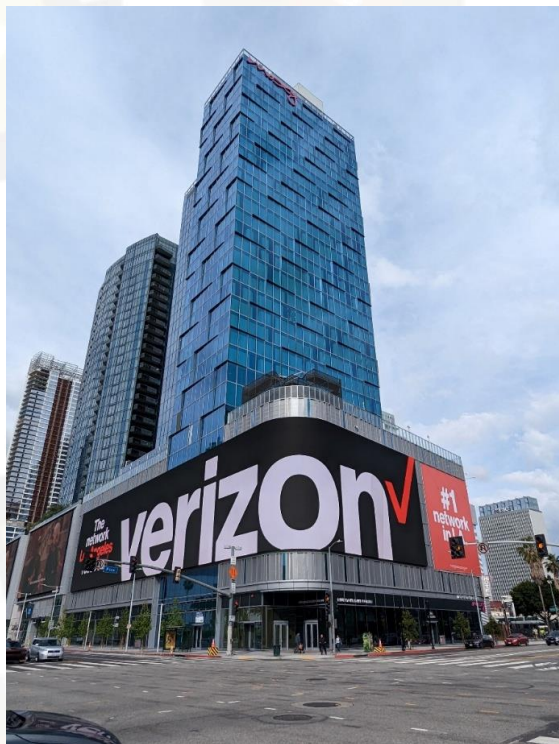
LED - EXAMPLE - THE REEF - LARGEST SIGN IN THE US - 41,000 sq/ft of LED



CEG guided ownership with the architecture firm on the ideal placement of the signage to maximize revenue with a detailed site line study, worked with attorneys and lobbyists to obtain planning approvals for the sign through the City of Los Angeles and create a new Sign District.

LED - LIGHTSTONE - MOXY HOTEL - 15,000 SQ/FT OF SIGNAGE

- Large Format Digital & Static Signage
- Manage the LED Sign and Media Company to maximize revenue for the client.



LED - LIGHTSTONE - MOXY HOTEL - 15,000 SQ/FT OF SIGNAGE



Moxy

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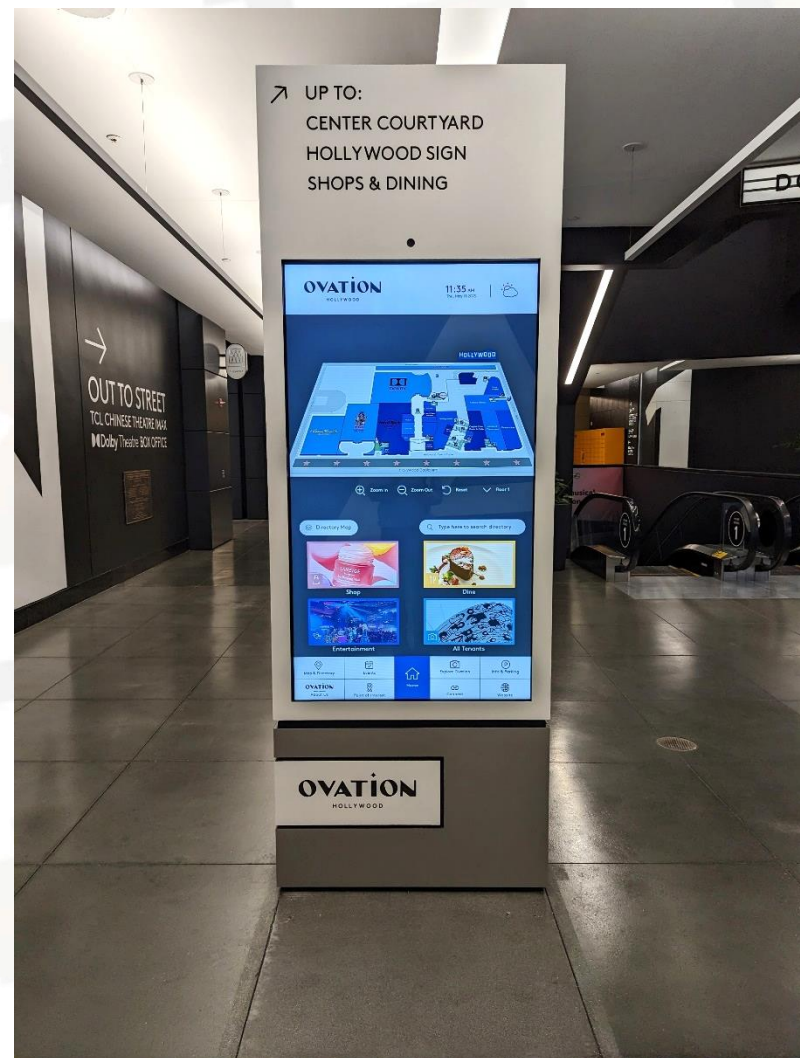


LED - NETFLIX - DIGITAL ART & MARKETING



- Netflix - Invisible Frame
- Located on Sunset Blvd in the City of West Hollywood.

OVATION (Formerly Hollywood & Highland) - DJM - LARGE FORMAT LED'S IN CENTER COURT & DIGITAL KIOSKS



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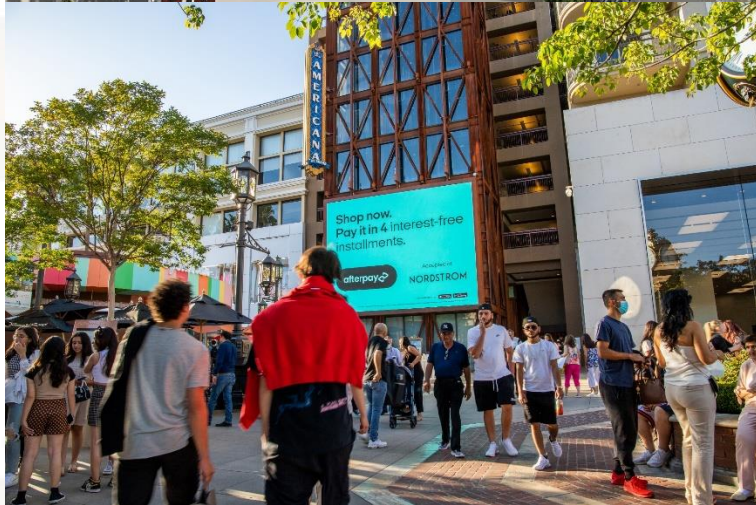


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LED's & DIGITAL KIOSKS AT CARUSO'S ICONIC THE GROVE & AMERICANA PROPERTIES IN LOS ANGELES



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CIM - CENTENNIAL YARDS - ATLANTA - LED's & DIGITAL KIOSKS



THE NOW - SUNSET BLVD



Questions?

THANK YOU

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