

ISM Joins DPAA

NEW YORK, September 19, 2019 – [DPAA](#), the leading global organization working to drive out-of-home into its digital future, announced today that [ISM](#) has joined the association.

ISM Connect's next generation digital out-of-home network delivers state-of-the-art video engagement and best-in-class audience measurement. ISM's combination of 4K screens, high-resolution sensors, and artificial intelligence allows them to identify and engage consumers like never before. With a network footprint of over 250 screens, ISM is aggressively expanding, with roll outs planned across additional stadiums, convenience store chains, and other high traffic locations.

Barry Frey, DPAA President & CEO, said, "ISM Connect is enhancing fan and retail consumer experiences at stadiums and other high-traffic venues, and does a terrific job at providing attribution metrics that offer invaluable insights to brands. We are delighted that the ISM team will be attending our [Video Everywhere Summit](#) for the first time as members."

Reid Schuster, Executive Director of Media, ISM Connect, said, "The DPAA has done a fantastic job of bringing together a diverse array of companies with a common interest in growing digital out-of-home's share of advertising budgets. We look forward to exchanging insights and participating in all that DPAA has to offer."

DPAA is a global, out-of-home marketing association that has created a strong community environment in which members drive and promote their digital capabilities. To deliver on their promise of "Digital Out of Home Everything," DPAA functions as a business accelerator and concierge/consultant for members. Membership in the DPAA community brings many benefits, including admission to quarterly "mini summit" meetings with ad industry and DOOH leaders; access to curated VIP tours and meetings at CES and Cannes Lions; an extensive database of research, best practices and case studies; tools for planning, training and forecasting; social media amplification; publication discounts; an opportunity to participate in media partnerships; insights on software and hardware solutions; further integration into the advertising ecosystem as part of the video everywhere conversation and marketing campaign; and more.

DPAA's annual Video Everywhere Summit (U.S.) brings together nearly 900 delegates representing brands, agencies, digital out-of-home networks, ad tech, mobile and location data companies, research firms and others for a full day of presentations, panels, case studies, networking events and experiential exhibits. The Summit is the largest full-day event dedicated to omnichannel marketing. [Registration is open](#) for the 2019 Video Everywhere Summit, which will be held October 15 in New York.

In 2018, DPAA launched WE.DOOH™ (Women's Empowerment for the Digital Out-of-Home Industry), an initiative designed to aid and empower women in the digital out-of-home industry. The initiative provides a wide range of activities, including personal development programs, educational webinars, networking events and other support services.

About ISM (www.ismconnect.com)

The ISM digital out-of-home network improves the visitor experience and enables brand building via on-screen advertising. Through AI technology, our content management and situational awareness solutions deliver premium experiences and provide valuable insights.

About DPAA (www.dpaaglobal.com)

Founded in 2006, DPAA is a global out-of-home marketing association committed to driving the industry into its digital future. DPAA has created a strong community environment in which members drive and promote their digital capabilities. DPAA is a business accelerator that fosters collaboration between agencies and the DOOH community, providing industry-wide research and best practices in areas such as mobile integration and programmatic; and promotes the effectiveness of DOOH advertising. DPAA has spearheaded programmatic development, standards and adoption for the DOOH industry. DPAA is a Digital Out of Home Everything and Video Everywhere Association™.