

Every screen. Always on air.

The operations and revenue platform for digital out-of-home networks. Screenry watches every player, fixes most faults on its own, and proves the audience behind every airing.

356

players in production across seven Finnish cities

1,160

advertising faces on 466 placements

~3.5 M

airings proven every day, per screen and per creative

1,766

faults fixed by the screens themselves — nobody drove out

Figures from the live production network Screenry runs on, Finland, September 2026.

THE PROBLEM

A dark screen keeps selling.

Most networks are run by field crews and spreadsheets. When a player hangs or a face goes black, the campaign keeps booking airtime on it until someone happens to notice.

At the same time, digital out-of-home is now half of out-of-home and still moving to programmatic. Buyers expect proof of play and an audience per screen, not a promise. Screenry closes both gaps: the screen looks after itself, and every airing is counted.

THREE PLANS

Per active screen per month, excl. VAT

Each one includes the one below.

Premium

€12 / screen

Prove the audience, and sell it — on top of everything in Operate.

- Proof of play and analytics
- pDOOH attribution
- Audience model per screen
- Campaign reach reports
- Showcase and site photos

Operate

€6 / screen

Maintain the whole fleet remotely — on top of everything in Monitor.

- Software deploys and rollback
- Rotation, hours, time zone
- Screen info, X configuration
- LAN and controller monitoring
- Organisation activity log
- Screenshot history, four weeks

Monitor

€3 / screen

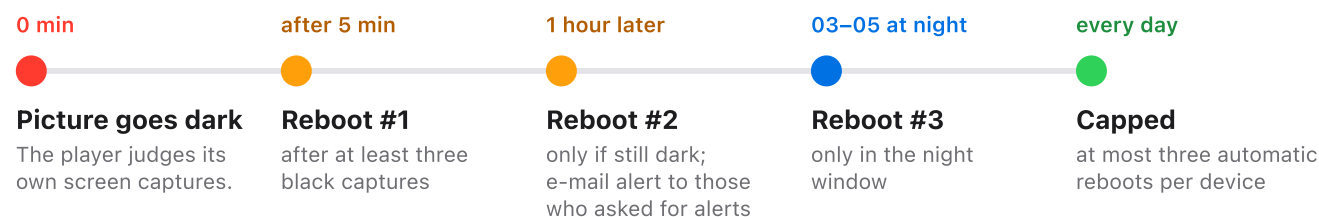
Know what every screen is doing, and fix it in the field. Free for up to 3 screens.

- Fleet map and live captures
- Black-screen auto-reboots
- Alerts and operating hours
- Out of service
- Field operations on a phone
- Sites grid, users and roles

SELF-HEALING

The screen notices first, and fixes itself.

The watch runs on the player, not in the cloud, so it keeps working when the site's connection does not. Each step happens only if the one before did not bring the picture back.



Operating hours

A screen switched off at night is never counted as a fault, and never rebooted for it.

Out of service

Mark a deliberate outage — power, damage, vandalism, removed. It stops counting as a fault and lifts itself once ads air again for 30 minutes.

Releases that will not start

The player rolls itself back to the last good version. Measured on a device: back online in 51 seconds.

AUDIENCE AND PROOF OF PLAY

Every airing counted. Every audience explained.

Proof of play

- Airings per screen and per creative, by advertiser, industry and location
- Contacts, reach, frequency and CPM estimates
- Direct and programmatic reported separately; programmatic creatives bridged to the screens that aired them
- Works alongside Broadsign Control, Direct and the programmatic SSP
- Campaign reach reports: whole and target audience side by side, share of voice applied, net reach capped by the real population around the screens — shared as one link, frozen when shared

An audience model per screen

- Road traffic counts — Digitraffic LAM, Vaylā/Digiroad and city counts
- Public transport boardings at ≈ 6,700 HSL stops
- Pedestrian counters and visitors of 108 shopping centres
- Statistics Finland Paavo demographics in five-year age bands
- Calibrated to the national travel survey HLT 2024, and anchored to the media owner's own OTC figures

Contacts, reach and frequency are model estimates, not measurements.

PRICING

Pay only for screens that report.

Never for sites awaiting installation. 15 % off from the 101st screen, 30 % off from the 501st, and a further 15 % off for annual billing.

€3

Monitor · free for up to 3 screens

€6

Operate

€12

Premium

Per active screen per month, EUR, excluding VAT. Full price list and worked examples: Screenry Pricing.

Start a 30-day trial at screenry.io

Premium, the complete plan, for up to 25 screens. No card needed.