

oOh!media Limited
ABN 69 602 195 380

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News Release



New Perth sign bolsters oOh!media's national digital billboard footprint

oOh!media today unveiled its latest high profile digital billboard, "*The Mitchell*" to go live on Perth's major traffic corridor of the Mitchell Freeway, bolstering coverage of its *Signature Collection* across major capital cities in Australia.

oOh!'s *Signature Collection* boasts premium billboards in landmark locations and includes Australia's largest digital billboard located at Brisbane's Story Bridge, the double sided Mascot overbridge digital billboards on Sydney's Southern Cross Drive and the soon to be completed landmark digital billboard in Adelaide's Rundle Mall.

oOh!'s large format digital inventory also includes two of Australia's largest full motion digital billboards - "*The Emporium*" and "*The Bourke*" which is due for completion later this year in Melbourne.

oOh!'s Chief Executive Officer, Brendon Cook, said the addition of the high profile Mitchell Freeway digital billboard is momentous due to the ease for advertisers to 'broadcast nationally' with spectacular impact.

"Unveiling this Perth site marks a major milestone, where in just a few minutes we can broadcast a national, digital billboard campaign delivering mass reach and which can easily allow clients to tailor messaging according to the time of day, date, news, events or weather.

"The Mitchell Freeway site will become an essential part of a national, or state-based media buy," Mr Cook said.

The *Signature Collection* is part of oOh!'s digital Out Of Home (OOH) network which delivers the largest audience reach in Australia. It also encompasses over 2,000 digital signs that engage with a mix of audiences who stand, walk and drive-by key sites along the roadside, in and around shopping centres, airports, cafés, pubs and universities

All of oOh!'s digital networks are underpinned by the Australia's most advanced proprietary content management system – ARGYLE that executes creative and innovative campaign solutions enabling advertisers to build stronger engagement with Australians.

Mr Cook said, "The integration of OOH with digital and mobile solutions, gives advertisers the opportunity to reach and engage with consumers beyond the physical screen.

"The continued roll-out of our *Signature Collection* digital locations means we are well on track with digitisation of our roadside billboard inventory and will be in a position to deliver 30% of revenues from digital inventory by the end of 2015.

"While digital is imperative and creates value, it also complements the 'always-on' nature of our static billboards which is important for campaign success.

“Maintaining a mix of both static and digital panels is an important part of our strategy, complimented by continued investment in new media digital capabilities,” Mr Cook said.

Samsung, BP, Lexus and HBF are the first to advertise on the new Mitchell Freeway billboard which is now live and will deliver over 90,000 vehicles per average weekday past it.

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For more information:

John Hanrahan, Lighthouse Communications Group - 0411 212 965

About oOh! oOh! specialises in providing clients with Unmissable creative media solutions that connect with more consumers while they are away from home. We do this through our diverse product offering across road, retail, airport, café, venue, study, social sports and experiential opportunities, throughout urban and regional Australia as well as OOH channels in New Zealand. oOh! also has the largest audience-reaching digital advertising network in Australia that creates Unmissable impact for brands.