

oOh!media Limited  
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## News Release



### **oOh! turns on Sydney's first motorway digital billboards**

oOh!media, Australia's largest Out Of Home (OOH) company, has turned on its latest high profile double sided digital billboard on the Mascot overbridge at Southern Cross Drive, "The Southern Stars", cementing oOh!'s national digital billboard presence.

This double sided digital overbridge billboard at Mascot connects the Sydney CBD with Sydney Airport and the southern suburbs and is set to impact Southern Cross Drive, one of Sydney's major traffic corridors.

These two sites are Sydney's first digital motorway billboards and are part of oOh!'s *Signature Collection* that boasts premium billboards in landmark locations in Australia's major capital cities.

The *Signature Collection* also includes Australia's largest digital billboard located at Brisbane's Story Bridge and the high profile digital billboard on Perth's major traffic corridor of the Mitchell Freeway. oOh!'s other large format digital inventory includes two of Australia's largest full motion digital billboards – "The Emporium" and "The Bourke" set for completion later this year and located in Melbourne.

oOh!'s Chief Executive Officer, Brendon Cook, said the digital Southern Stars at Mascot gives advertisers a unique opportunity with maximum reach and spectacular impact for traffic travelling north and south bound.

"These two new digital billboards meet the premium *Signature Collection* criteria, particularly given their direct impact on the Sydney Airport precinct. Together with one more Southern Cross Drive digital billboard scheduled for completion next month, these three billboards have the ability to reach over 1.7 million contacts each month.

All of oOh!'s digital networks, consisting of more than 2,000 digital signs, are underpinned by Australia's most advanced proprietary content management system – ARGYLE that executes creative and innovative campaign solutions enabling advertisers to build stronger engagement with Australians.

"oOh!'s strategy is deliberately focused on getting the right mix of digital and static inventory, so that in three years we will be generating significant revenue from digital inventory, complimented by continued investment in new media digital capabilities," Mr Cook said.

Freedom, Samsung, Lexus and Qantas are the first to advertise on The Southern Stars. The third digital billboard on Southern Cross Drive is set to go live in July at Eastlakes.

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**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.