

oOh!media Limited  
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## Media Release

### **oOh!media signs exclusive Out Of Home data partnership with Quantum**

oOh!media has struck an exclusive long term partnership with leading data and analytics company Quantum to provide Out Of Home advertisers with an Australian first in audience-targeting capabilities.

The deal is part of oOh!'s digital and data strategy and will complement its existing and continually expanding suite of data insights and audience-profiling tools with Quantum's world class customer transaction and behavioural data.

oOh! Chief Executive Officer Brendon Cook said today: "Our partnership will revolutionise the way advertisers can target growing audiences when they are away from home through geographically-specific data.

"It provides the foundation for an audience-led future that will help advertisers to plan and measure Out Of Home campaigns with greater effectiveness and efficiency.

"We have spent 12 months on data interrogation – developing a methodology to link Quantum's data to oOh!'s data in a de-identified and privacy compliant way, and analysing the outputs they produce.

"This agreement sets us on a very clear but differentiated path of building best in class data and follows Quantum's other media partnerships with Facebook, MCN and News Corp Australia."

Mr Cook said the most compelling aspect of the Quantum data is that it is developed from billions of consumer transactions capturing actual spending behaviour from the majority of Australians and allows advertisers to target audiences based on actual location and transactional behaviour.

"Real buyergraphic data is used to build QSegments for targeting, rather than using assumptive demographics. For example, it means we can help a telco target actual high-spending pre-paid customers versus the traditional demographic of 18 to 39-year-olds. Or help a dog food manufacturer to target dog owners rather than just a 25 to 54-year-old demographic," he said.

Quantum Chief Executive Officer Adam Driussi said: "Both our companies have felt for some time that our data could deliver significant benefits to Out Of Home advertisers and as a clear leader, oOh! is our natural exclusive Out Of Home partner.

"We're excited that advertisers and agencies can now leverage our data and segments in another major marketing channel, in addition to our partnerships in TV, digital display and social media. It's now possible to activate multi-channel campaigns that speak directly to audience segments based on real purchase behaviour."

Mr Cook said oOh! will integrate the Quantum data as a strategic build with other audience profiling and mapping tools, audience measurement and research and other leading research.

"For advertisers, it means they will be able to get consistent data and reporting across every oOh! format in metropolitan and regional areas, from our massive inventory of assets on road, in retail, airports, CBD office towers, cafés, universities, fitness centres, hotels and bars.

“It is a milestone investment in our digital and data strategy and another industry leading step in building our world leading approach to location based audience connections for Out Of Home advertisers.

“Over the coming months we look forward to diving deeper into the Quantum data and working even closer with advertisers to help them deliver campaigns centred around delivering results,” Mr Cook said.

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**About oOh!media:** oOh! is a leading operator in Australia and New Zealand’s fast-growing Out Of Home advertising industry. We create deep engagement between people and brands through Unmissable location-based media solutions. Our network is unparalleled, with a diverse portfolio of static and digital signs across roadside, retail, airport and place based media offering in CBD office towers, cafés, fitness venues, bars and universities. We combine this extensive reach with sophisticated data, industry leading insights and world leading digital innovation, integrating our physical inventory with social and mobile online channels to provide clients with greater connections with consumers.

**About Quantum:** Established in Australia in 2002 and founded with data and analytics at its core, Quantum has grown at a rapid pace to become Australia’s leading provider of applied analytics. Quantum is at the forefront of data, analytics and technology and delivers powerful insights with clear business applications. Our data sets, platforms, products, processes and years of experience have enabled Quantum to deliver on the promise of data to drive commercial outcomes for many of the world’s leading brands. We are proud to have established a unique range of data and media partnerships with leading Australian and global brands. Our commitment to data quality, privacy and security is central to our daily operations and at the heart of our company’s values and operations.