

oOh!media Limited  
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**News Release**



## **oOh!media ramps up spectacular digital screen roll-out**

oOh!media's roll-out of large format digital billboards across Australia continues this week, with the addition of three massive, full-motion screens inside key, high-end mega shopping centres.

The roll-out is part of the company's *Evoke Network* of billboard-sized screens located across Australia in the heart of key retail centres teeming with affluent and aspirational shoppers.

CEO of oOh! Brendon Cook said the new digital signs at Highpoint, Melbourne Central and Indooroopilly will take the company's digital inventory to more than 2,000 signs across its Road, Retail, Fly and Place Based operating divisions.

"oOh!'s digital footprint is the largest reaching digital Out Of Home network in the country and provides advertisers with a solution to gain deep engagement with their consumers through linking the physical with mobile, online and social channels," Mr Cook said.

"Our digital retail offering, including our *Evoke Network*, is set to double this year as it is really taking off due to the dramatic impact it has with the screens really dominating in the high dwell time environment.

"We're investing millions this year to create even greater impact by carefully selecting opportunities in Australia's premier shopping centres. Our retail property partners are serious too, investing \$8 billion over the long term to enhance their centres.

"Using the *Evoke Network*, advertisers can broadcast high definition video and full motion messages to over 6.7 million shoppers every 14 days, and can easily tailor messaging according to the time of day, date, news, events or weather, Mr Cook said.

All of oOh!'s digital assets including the *Evoke Network* are underpinned by the company's proprietary content management system - ARGYLE - that enables advertisers to build stronger engagement with Australians through more creative and innovative campaign solutions.

"The roll-out of the *Evoke Network* means we are well on track with digitisation of our inventory and will be in a position to deliver 30% of revenues from digital inventory by the end of this year," Mr Cook said.

Coverage of the *Evoke Network* now includes 12 screens in the following top Australian centres:  
Melbourne: Chadstone, Highpoint, Melbourne Central; Sydney: Chatswood Chase; Macquarie Centre  
Queensland: Indooroopilly; Myer Centre Brisbane and with other roll-outs planned for further centres.

### **For more information:**

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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.