

oOh!media Group Limited
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New Board to support oOh!media's Digital and Regional expansion

oOh!media's growth strategy has been given a significant boost with the appointment of a new seven member board which will be chaired by John Porter, who led subscription TV provider Austar from its inception in 1995.

Mr Porter will be joined by CHAMP directors Darren Smorgon, Paul Kennedy and Barry Zuckerman, advertising veteran Geoffrey Wild, the founder and Chief Executive of oOh!media, Brendon Cook and current oOh! Executive Director, Chris Bregenhoj.

Mr Cook said the calibre of the board was a clear indication that the company has a strong business plan in a sector which is set for continued growth in coming years.

"The Australian out-of-home sector is expected to continue to carve out a greater share of the overall advertising expenditure each year for the foreseeable future as we see a shift in the way media is consumed," Mr Cook said.

"We believe that the strategy we have in place at oOh! will see us continue to increase our share of this growing sector and with the skills of the new board realise further opportunities that will redefine the traditional view of outdoor.

"I am particularly excited by the appointment of John Porter as the Chair of the Board, given his proven media skills, extensive knowledge of regional markets, technology and digital content distribution and the fact that he has previously worked closely with CHAMP through its successful investment in Austar."

"Our regional product offering has been an increasingly valuable part of the business over the past two years and we have made significant investment in it. With the additional knowledge John will bring, we expect to accelerate this part of the business further."

"Further, as traditional out-of-home media converges with new technologies, we expect he will help us realise new opportunities."

"Already we have rolled out digital ShopaLites with dynamic content into more than 120 retail locations in the past couple of years. We are continuing to expand on this, while also exploring new opportunities to further expand technology."

Mr Cook thanked the former board members of oOh!media, including the former Chair, Graham Jones, Brian Bickmore and David Standen for their tireless work to shape oOh! into the company it was today.

Mr Porter said the opportunity to be involved in the fastest growing player in the fast-growing out-of-home sector was an exciting opportunity.

“oOh! has a great team headed by Brendon and I look forward to working with the Board and management team,” Mr Porter said.

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About oOh!media Group Ltd oOh!media specialises in providing clients with creative out-of-home solutions across its diverse product offerings of road, retail and experiential media throughout urban and regional Australia.