

oOh!media Limited
ABN 69 602 195 380

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News Release



oOh! to add 13 digital billboards nationally

oOh!media is set to expand its digital roadside footprint by almost one third since the beginning of the year, with the construction and conversion of 13 premium large billboards across Australia.

This will take the company's roadside digital assets to 39, with even more digital billboards in the pipeline and expected to be completed by the end of the year. In total, the company has more than 5,000 digital screens across its product offering.

oOh!'s Group Director of Road, Noel Cook, said the expansion of oOh!'s digital portfolio was strategically driven, to deliver premium sites that meet key criteria.

"We are not simply going out and converting any roadside billboard," Mr Cook said.

"Primarily we are digitising billboards in premium locations that deliver maximum reach and return on investment for advertisers and complement our leading national digital and static inventory across our eight audience environments.

"These new developments, coupled with our data and measurement investment, will further enable us to provide advertisers with the right format, to deliver the right message at the right time and to the right audience."

The 13 new digital billboards include key sites in New South Wales, Victoria, Queensland, South Australia, and Western Australia.

"Collectively these sites reach almost 3 million Australians, with more than 15 million contacts a week," Mr Cook said.

"These latest additions boost digital coverage to the North West pocket of Sydney at Epping and Pennant Hills, and the extremely busy M3 at the ever expanding Homebush Bay precinct.

"It also grows our Melbourne coverage to include three premium spectaculars -one in St Kilda and two on the major traffic corridor of the West Gate freeway - which complements our current, extensive CBD exposure.

"While in South Australia, Queensland and Western Australia, this latest release of digital billboards continues to develop strategically important and premium locations within the greater metropolitan markets of each capital city.

"We have invested significantly in our digital billboard inventory to ensure we have the most premium national coverage and to continue to strengthen our position of providing the largest reaching digital Out Of Home network in Australia," Mr Cook said.

The 13 new sites are located at:

New South Wales: Beecroft Road, Epping N/B; Beecroft Road Epping S/B; West Pennant Hills Road, West Pennant Hills; Homebush Bay Drive / M3, Homebush
Victoria: St Kilda Junction, St Kilda; City Link, North Melbourne S/B; City Link, North Melbourne N/B

South Australia: Port Road, Bowden; Hindley & Morphett, Adelaide; Dequetteville Terrace, Adelaide

Queensland: Gateway Motorway, Brisbane S/B; Gateway Motorway, Brisbane N/B

Western Australia: Murray Street, Perth

For more information:

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About oOh! 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.