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News Release

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Sydney Airport digital signage upgrade bolsters oOh!'s Fly national network

oOh!'s national digital advertising network has been strengthened this week with the completion of its a multi-million dollar upgrade to include advertising sites at Australia's busiest airport..

Sydney Airport's Terminal 2 (T2) now boasts 24 brand new digital billboard screens at baggage collection and on approach to check in where passenger 'dwell time' is at its longest.

The upgrade of T2 completes oOh!'s national digital roll-out of its *Collect and Connect baggage* advertising network, making it easier to book and run national campaigns with one creative.

Further improvements to T2 include two brand new high-quality LED 2.2m x 3.8m large format portrait digital panels that suspend from the ceiling to be noticed by passengers as they approach check in.

oOh!'s Group Director – Fly, Robbie Dery said this upgrade completes the digitisation of oOh!'s *Collect and Connect* network across Australia and impacts passengers greatest in areas where their dwell time is high.

"Sydney Airport's T2 is the busiest terminal in Australia with nearly 15 million passengers passing through each year, and it's been growing every year across leisure and business travellers.

"We've researched the passenger journey and have invested in zones where dwell time is highest so advertisers can communicate with a captive audience using the highest-definition digital screens available in the world.

"Digitisation of our Fly network makes it easier for advertisers to simultaneously broadcast to over 100 million passengers annually across Australia by adding in Brisbane, Melbourne, Adelaide and Perth airports into their *Collect and Connect* schedule,"

The upgrade to Sydney Airport T2 is part of oOh!'s \$20 million investment over four years in Australia to deliver world class digital advertising opportunities across major airports.

oOh! Fly's national network also provides travellers with free Wi-Fi and enables them to use their mobile devices to engage with advertisements to access richer content and make the most of their down time.

"Our investment into continually improving our digital and audience engagement offerings has cemented us as the leader in Airport advertising that allows advertisers to reach the growing passenger numbers our airports are seeing."

For more information:

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About oOh! oOh! specialises in providing clients with creative media solutions to connect with more consumers while they are away from home. We do this through our diverse product offerings across road, retail, airport, experiential and place based media throughout urban and regional Australia and OOH businesses in New Zealand. The company also offers the largest digital advertising network in Australia.