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News Release

oOh! secures advertising rights to Qantas Inflight Entertainment

oOh!media is transforming the way marketers can access Qantas flyers after being awarded the advertising rights for Qantas' Inflight Entertainment, enabling it to provide advertisers exposure to more than 28 million domestic and international passengers annually throughout their entire journey.

From 1 June 2018, oOh!'s offering will extend beyond offering advertising in Qantas Domestic terminals, clubs and business lounges to also include International and Domestic Inflight Entertainment consisting of video on demand on seatbacks, Qantas Entertainment App, onboard free Wi-Fi as well as inflight news bulletins.

oOh!'s Group Director of Fly, Robbie Dery, said this was the first time an out of home company has been contracted by an airline to provide advertising and content both at the airport and in the air.

"We can now offer advertisers the opportunity to reach Qantas flyers at every stage of their journey – from entering the airport, checking in, waiting for boarding, on the aircraft, through to baggage collection and departure," said Mr Dery.

"The addition of Qantas Inflight Entertainment combined with the company's extensive airport portfolio, provides brands with an uninterrupted audience solution to target the premium Qantas audience.

"As a result of our multiple media touch-points and rigorous data analysis, we are transforming passenger marketing to a more holistic and targeted approach.

"Advertisers will now be able to buy exposure and reach of Qantas passengers during their more than two-hour journey preflight, in flight and post flight.

"More accurate targeting is now possible as our offering is underpinned by transactional data from more than 300 Quantum buyer segments.

"It makes it easier for leading brands to engage with Qantas flyers."

oOh! is offering Qantas Inflight Entertainment advertising packages across all TV and movie channels that can be segmented by domestic or international routes, or by economy or business class.

Long term partnership packages will enable advertisers to reach more than 75% of key buyers within segments such as automotive, luxury retail and travel.

oOh!'s CEO Brendon Cook, said that being awarded the Inflight advertising was testament to the 16 year relationship with Qantas, built on continual innovation and evolution of the Customer Experience.

"Since the start of our partnership with Qantas back in 2002, oOh! has consistently evolved our offerings to ensure they are audience-led," Mr Cook said.

"oOh!'s entry into Inflight Entertainment advertising is another step forward in our strategy to not just be Australia's leading Out Of Home company, but to be a progressive and agile media business.

"By bringing together the latest in innovation, data, content and technology we continue to help advertisers build deeper engagement with audiences."

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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 when combined with our large static portfolio creates unmissable impact for brands.