

oOh!media Limited
ABN 69 602 195 380

12 April 2018



oOh! NZ live streams of Comm Games into shopping centres a winner with fans

oOh!media's live stream of TVNZ Gold Coast 2018 Commonwealth Games coverage across oOh!'s interactive EXCITE panels located in 14 New Zealand shopping centres has proved a winner for local fans.

Sports fans on-the-go have been able to watch Kiwi athletes in action on panels, with New Zealand running fourth in the medal tally ahead of South Africa, Canada, Scotland and Wales.

TVNZ is the official broadcaster of the Commonwealth Games on the Gold Coast with 6,600 athletes and team officials from 70 nations and territories, 250 of them from New Zealand.

oOh!'s General Manager of New Zealand, Adam McGregor, said: "The TVNZ Commonwealth Games campaign is an excellent use of oOh!'s EXCITE full motion and interactive digital network, allowing nearly one million Kiwis the chance to witness their sporting heroes compete live on the international stage, as they go for gold at the Commonwealth Games.

"We're very proud to be providing a great extension of the coverage on TVNZ. It's fantastic to see a media company embrace the oOh! full motion digital network in this way.

"The team at oOh! worked closely with TVNZ to ensure a seamless live broadcast feed to 15 EXCITE panels. The clear benefit offered by EXCITE was the in-built ability to include sound in the broadcast.

"Together we chose to make use of our audio capabilities to generate even more atmosphere and engagement for people in our high dwell-time shopping environments," Mr McGregor said.

Marketing Director of TVNZ, Jonathan Symons said: "Our ambition is to deliver the most extensive live and free to air coverage of a major sporting event in New Zealand history. We plan to showcase every medal moment and this partnership with oOh! is certainly a part of that – getting these moments to as many Kiwis as possible, whether they are watching on the couch or out and about."

Media Agency, Starcom Mediavest Group, Sebastian van Dyk said: "We are excited to bring TVNZ a media strategy that mirrors the way they distribute content. Meeting the consumer needs to watch whenever and however they might choose no matter what the device or the context."

"oOh!'s innovative technology has allowed us to add yet another touchpoint with the TVNZ viewer," he added.

The 14 shopping centres live streaming TVNZ's Commonwealth Games across oOh!'s interactive Excite panels include: Sylvia Park, Botany Town Centre, Northwest, Centre Place, Glenfield, Johnsonville, Lynnmall, North City, Northlands, The Palms, Plaza Palmerston North, Queensgate, Te Awa and Westcity.

The campaign went live on Monday 2 April with a countdown to the Games, with live streaming commencing 9:30pm on Wednesday 4 April with the Opening Ceremony through to Sunday 15 April.

The Gold Coast 2018 Commonwealth Games will be screened from 4-15 April on TVNZ 1, DUKE, Games Extra, Games Online and OnDemand at www.tvnz.co.nz/commgames.

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For more information: John Hanrahan, Lighthouse Communications Group 02 8262 8999 or 0419 210 306

About oOh!media: 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 diverse New Zealand portfolio of classic and dynamic signs stretches across retail 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.