

A WORLD OF UNMISSABLE



MEDIA RELEASE

oOh!media Limited
ABN 69 602 195 380

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oOh!media further strengthens its digital network in New Zealand

oOh!media has added an additional ten double-sided digital screens to its Street Furniture offering, extending its digital roadside network to more than 300 individual panels.

This latest round of deployment is focused on premium inner-city locations across New Zealand, including Auckland's busy Queen Street and Wellington's vibrant Lambton Quay.

In conjunction with the premium location positioning, there has been a continued focus on investment into product quality with all screens deployed being state-of-the-art ultra-high definition 75 inch screens, capable of delivering 4K content and that adjust illuminance dependent on ambient light conditions.

oOh!media General Manager for New Zealand, Nick Vile, said the new installations cement oOh!'s position as the leading Out of Home provider in New Zealand and combined with its investment in digital and technology, offers advertisers the ultimate platform to reach their target audience at the right place and in the right moment.

"The advantage of digital Out of Home advertising is that it supports technology and data-led planning, enabling individually-tailored messages to deliver greater relevance to audiences, ultimately enabling more effective campaigns."

"Our commitment to the digitalisation of out of home continues to drive growth opportunities, supporting our increased investment in infrastructure to align with population growth," he said.

The new additions come at a time of major growth for oOh! in New Zealand, with the leading Out of Home company now delivering in excess of 4.5 million contacts per day across its Street Furniture digital offering in Auckland, Hamilton, Tauranga, Wellington and Christchurch.

The company, which was recently named 'Media Business of the Year' at the prestigious 2019 Beacon Awards, now accounts for the majority share of the Out of Home sector, reaching 90 percent of the population through more than 7000 touchpoints all across New Zealand.

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About oOh!media: oOh!media is a leading media company in Australia and New Zealand that creates deep engagement between people and brands through an Unmissable world of physical and digital Out of Home advertising solutions. Our connected offline and online ecosystem makes brands Unmissable across oOh!'s diverse network of more than 30,000 locations across Australia and New Zealand including roadsides, retail centres, airports, train stations, bus stops, office towers, cafes, gyms, bars and universities and integrating with experiential, social, mobile and online - helping brands connect with their audiences through powerful integrated campaigns. We combine this unparalleled reach with the industry's best data, insights and media planning tools, as well as leading technological innovation, to give advertisers an added layer of campaign intelligence. oOh! delivers the reach, optimisation, engagement and impact to connect and influence audiences anytime and anywhere.