



DIGITAL

Networks |

OUTFRONTmedia.com
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WHY BUY DIGITAL?

FLEXIBLE COPY

Time-sensitive messages are now possible, providing advertisers the ultimate flexibility in every campaign — multiple messages, day parting, time-sensitive promotional campaigns, a live Internet feed — are now possible with endless creative options.

LOW COST

Production costs are no longer an issue. Change copy within 24 hours without any printing or installation costs..



Digital Billboards have brought Out-of-Home advertising to a whole new level. With the latest eye-catching LED technology and locations throughout the top U.S. markets, OUTFRONT Media's LED signs have streamlined the Outdoor advertising industry. With messages that are easily changed, you can display different ads at different times of the day during your advertising campaign, making your message not only relevant but timely.

OUTFRONT Media has a unique perspective on Digital Media and evolving technology. We continue to develop new venues and creative media for our clients to promote their products and services.

1800+ DIGITAL UNITS

& many more going live in the coming months!

TOP Markets

With locations throughout the most in-demand markets in the U.S., OUTFRONT Media's LED signs have streamlined the outdoor advertising industry.

PRIME Locations

OUTFRONT Media's digital media is strategically placed to cover high profile locations on major intersections, highways and interstates in top markets.

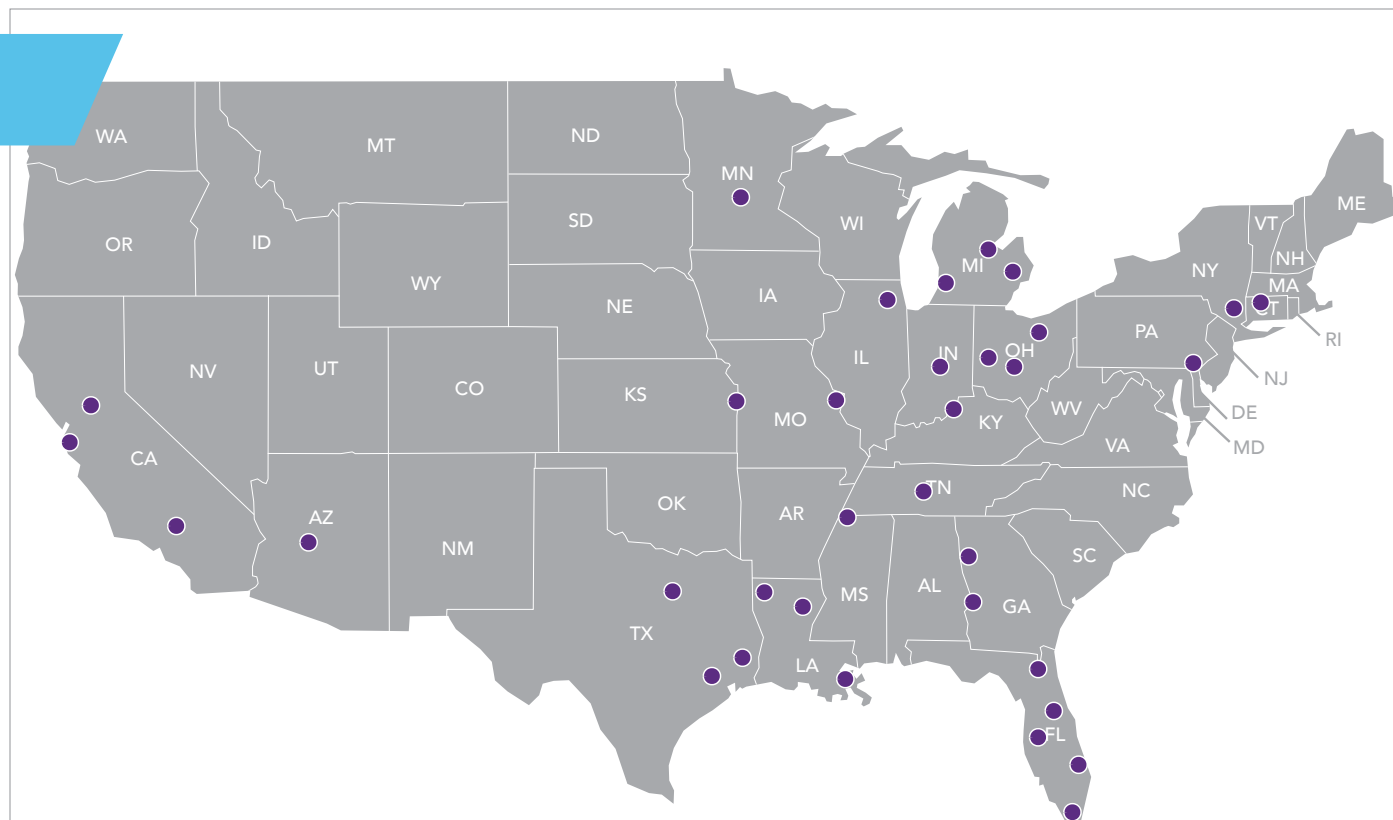
MARKET Coverage:

- Atlanta
- Beaumont, TX
- Cleveland (Canton)
- Chicago
- Columbus, GA
- Columbus, OH
- Dallas-Ft. Worth
- Dayton, OH
- Detroit
- Flint

- Ft. Lauderdale
- Grand Rapids
- Hartford/New Haven
- Houston
- Indiana non-metro
- Indianapolis
- Jacksonville
- Kansas City
- Las Vegas

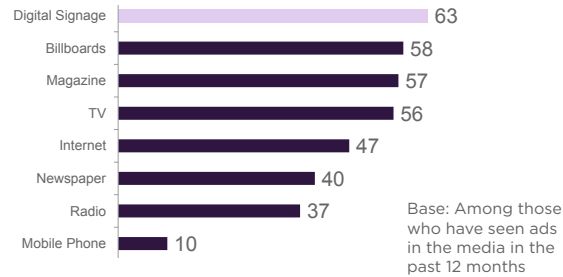
- Los Angeles
- Louisville
- Memphis
- Miami
- Minneapolis/St. Paul
- Nashville
- New Jersey
- New Orleans
- New York

- Orlando
- Philadelphia
- Phoenix
- Puerto Rico
- Sacramento
- San Francisco
- St. Louis
- Tampa
- West Palm Beach

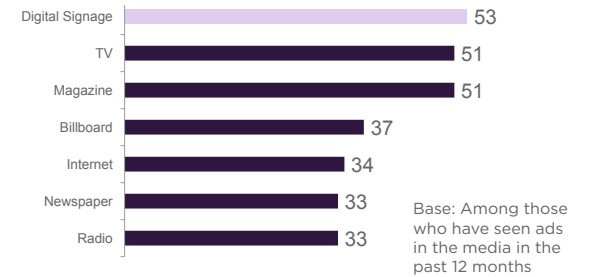


DIGITAL RESEARCH

Percentage of people who report that advertising on the media catches their attention.



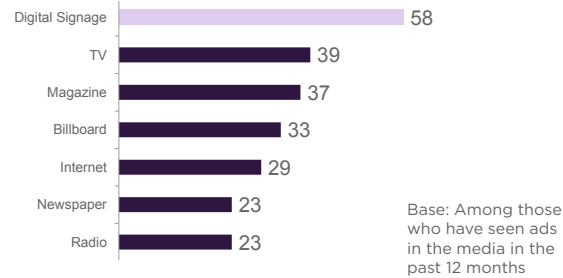
Percentage of people who report that advertising on the media was interesting.



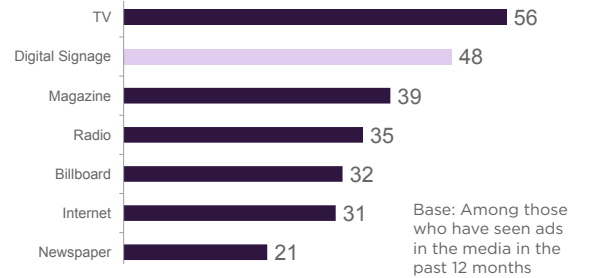
ATTITUDES

CATCHES MY ATTENTION	60%
UNIQUE	54%
INTERESTING	49%
ENTERTAINING	44%
INFORMATIVE	42%
CREDIBLE	20%
RELEVANT	34%

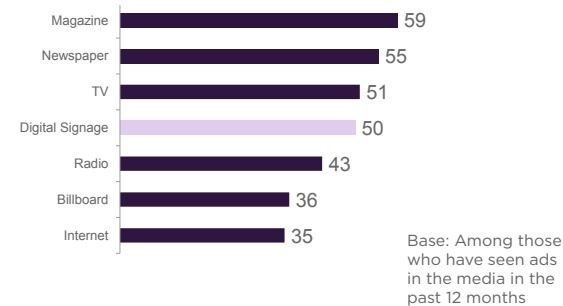
Percentage of people who report that advertising on the media was unique.



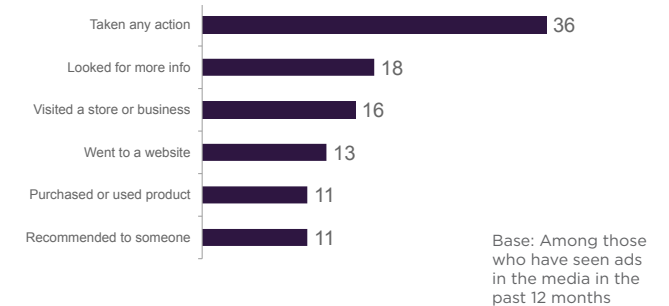
Percentage of people who report that advertising on the media is entertaining.



Percentage of people who report that advertising on the media was informative.



Actions taken among total adults as a result of seeing advertising on digital signage.



DYNAMIC CONTENT



During the National League Championship Series, where the Los Angeles Dodgers were facing the Philadelphia Phillies, digital billboards in Los Angeles also kept a live count of the score to make sure Los Angelinos did not miss a thing while stuck in traffic!

LEADER BOARD

Keep commuters updated in real time utilizing HTML or RSS feeds.

TIMELY INFO

Peep a live scoreboard! Perfect for Large Scale Sporting Events (i.e., PGAs, World Series, Super Bowls, High School Rivalries), Sports Radio and Sports Bars

FIFA World Cup Soccer used HTML to update fans with current times, scores, country names/flags and which broadcasting networks the games were on throughout the 2010 World Cup.



Burger King utilized an auto-resetting daily countdown (based on local sign time) to feature their Happy Hour Drink Specials.



DYNAMIC CONTENT



104.1 WMRQ radio station was one of the first to execute real-time tune-in creative on their digital display.

HEAR IT NOW

Digitals can read the playlist of a radio station and display the current song title and/or artist being played

TUNE IN

Build listeners! Perfect for Radio advertisers

100.3 The Sound radio station used XML and FTP sites to tell consumers which songs were currently playing.



106.5 ARCH radio station built listeners by telling drivers which songs and artists were playing to peak their interests and tune-in.

DYNAMIC CONTENT



Vitamin Water used HTML/RSS feeds to tell commuters the local surf and weather conditions and remind them to stay hydrated.

NEWS NOW

Promote programming, personalities and current news! Remind consumers of the current days' news utilizing HTML and RSS feeds.

Michigan Lottery utilized RSS feeds to provide consumers with up-to-date jackpots and winners.



STAY RELEVANT

Perfect for Weather or Traffic related products and services, Lottery, ER Wait Times, Business, Real Estate, Entertainment, Health, Political & Financial News.



OUTFRONT Media used RSS feeds to provide consumers with breaking news that commuters should tune into later.

DYNAMIC CONTENT



To reconnect with fans in the St. Louis area, the Rams tapped into social media by using its Twitter messages to reach fans in a new way — providing information about purchasing tickets, in-game updates and event promotion.

SOCIAL MEDIA

Utilize Twitter, Facebook and other social media sites (with an email gatekeeper component) to spread news about local events and commentary.

STREET CRED

Perfect for any product or service utilizing social media, events, contests and giveaways.

The University of South Florida wanted to promote season-ticket sales for the "Bulls" upcoming football season. The university held a contest to submit photos of themselves giving the "Bulls sign," for a chance to be featured on the digital display.



Pocono Mountain Visitor's Bureau (PMVB) encouraged social media followers to create their own "Life's Greater" experience with PMVB's 'Greater Maker' social media game. The game allowed fans to customize their own Poconos artwork to share with fellow Facebook fans and winning entries would be showcased on the digital display.

HOW DOES IT WORK?



1.

A shell is created for the design with space allotted for the updated content and displays.

TECHNOLOGY

FTP: An online space where clients can upload content to be available immediately.

HTML: A way to enter existing website content to be automatically displayed on Digital Billboards.

XML: XML tags automatically capture specific content from a website and outputs it to a Digital board.

RSS: A method of pulling news from online publishers and posting it to your Digital Billboard, providing fresh content to commuters.

2.

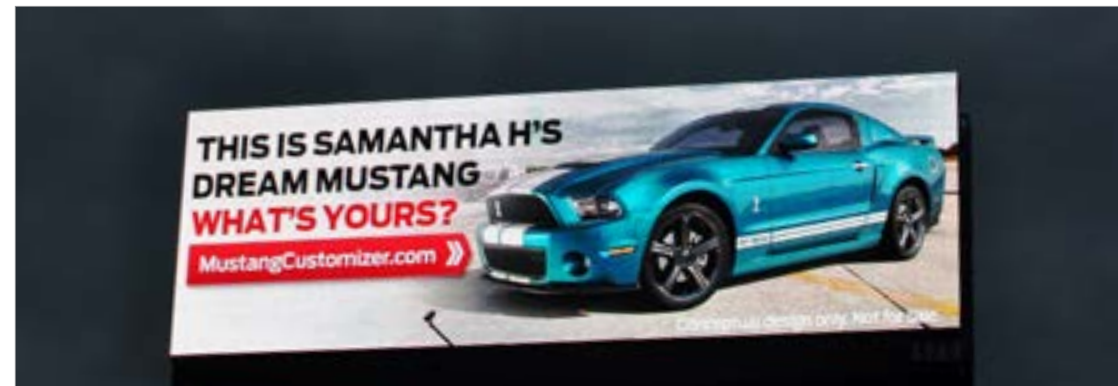
Updated content and displays are selected from the clients website and pulled directly from the HTML source.



3.

HTML source data is applied to the creative shell and updated accordingly, keeping your message fresh.

SUCCESS STORIES



Target Audience: The driving population throughout the U.S.

Media Buy: Digital billboards throughout Los Angeles, Dallas, New Jersey, Houston, Tampa, Atlanta, Orlando, Miami & San Francisco

Overview: Ford wanted to drive web traffic to their Mustang Customizer website where fans could design their dream car. After a user logged onto the site and customized their car, fans had the opportunity to save their custom creation & 'Opt-In' to have their car displayed to the public via digital billboards.

Results: Over 140,000 'Fanmade' custom designs were uploaded to a server and transmitted to 52 digital billboards spanning 9 markets!