

## **PRESS RELEASE**

Cologne, December 1, 2010

### **Ströer starts the world's largest moving image network with national reach in out-of-home advertising**

- **By the end of 2011, the network will include 1,000 locations in more than 200 train stations**

Today, the Ströer Group, one of Europe's leading providers of out-of-home advertising, based in Cologne, kicked off the creation of the world's largest moving image network with national reach in out-of-home advertising. The first columns in the central train stations of Berlin, Bamberg, Bremen, Saarbrücken and Trier were connected from Munich. In the coming months, the 200 most frequented train stations in Germany will be equipped with the new digital medium. Ströer controls the entire network in real time from Munich through their subsidiary, Infoscreen.

The new network offers new opportunities to customers who want to launch national advertising or present offers on short notice. Through digital online booking features for the channel, advertisers can reduce the lead time for campaigns to virtually zero and act on very short notice. For the first time in the history of out-of-home advertising, customers can use the Out-of-Home-Channel to book reach, not just locations. A connected feature is time-line marketing: Advertisers can tailor their messages exactly to their target groups. Mondays through Fridays between 6 and 9 a.m., for instance, they can reach business travellers and professionals, while the target group of young urbans, which is just as important and has just as much purchase power, can be found at train stations between noon and 3 p.m. as well. Market research data confirms the daily streams of visitors to the train stations and can guarantee target-group-specific messaging with the

respective bookings. Moreover, advertising messages for moving images can now be regionalized based on location for the first time: People in Frankfurt, Munich or Berlin can be addressed directly through the spots on the Out-of-Home-Channel.

Advertising customers, who want to cascade their campaigns or change them on short notice, receive access to the channels to enable them to adjust their creatives online.

**“The new medium means a true revolution in out-of-home advertising. Next to TV and internet, we are now establishing the third channel for moving images in Germany's biggest train stations. There, the new channel is already reaching more than 20 percent of the general population and can make brands and brand messages very visible in one go. The Out-of-Home-Channel is an effective campaign element, especially for big brands with the goal of visualizing emotions,” says Udo Müller, CEO of Ströer Out-of-Home Media AG in Cologne.**

Today, visitors walking through Berlin's central station are accompanied on their way to the trains and in the shopping arcades by commercials and news. The columns are adapted to the shopping arcade situation in a train station: Depending on the location, they are placed only a few metres apart in groups of three or as if in a gallery. They are displaying images simultaneously. By the end of 2010, the moving image network will comprise 200 locations. By the end of the second quarter of 2011, there will be 700 screens, and more than 1,000 screens will be in operation by the end of 2011. The 60- to 70-inch displays offer excellent image quality with full HD resolution. Since several screens are run synchronized, they dominate perception and attract a lot of attention.

A continuous programming loop has 180 seconds, comprised of 150 seconds of advertising and 30 seconds of content such as news, weather or cultural event tips. Demand among advertising customers is great. International

clients such as Vodafone or O2 have already booked the starter package for December.

### **About Ströer**

Ströer Out-of-Home Media AG specialises in all forms of outdoor advertising – from the traditional poster and advertising on public transport shelters and vehicles to digital and interactive media. The company markets over 280,000 advertising spaces and is one of the leading out-of-home advertisers in Europe. In terms of sales, Ströer is number 1 in their core markets of Germany, Turkey and Poland.

The company provides its customers in these markets with extensive networks for national advertising campaigns. The Ströer Group employs about 1,700 people in over 60 locations. The Ströer Group's portfolio consists of a wide range of different out-of-home advertising products. In terms of advertising media and street furniture, Ströer values top quality, innovation and design competence. The Group's products set standards for the design of public space. Ströer street furniture has so far received 27 international awards. For more information about the company, please visit [www.stroeer.com](http://www.stroeer.com)

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