



PRESS RELEASE

MEDIA FIRST: PROGRAMMATIC BUYING FOR OUTDOOR

AUSTRALIA'S OUT-OF-HOME (OOH) ADVERTISING INDUSTRY IS ABOUT TO EXPERIENCE ITS FIRST BRUSH WITH PROGRAMMATIC BUYING IN AN AUSTRALIAN MEDIA-FIRST CREATED BY A SMALL CONSORTIUM OF SPECIALIST BUSINESSES.

3 April 2014

Sydney, Australia – IPG Mediabrands programmatic buying division Cadreon has joined forces with specialist businesses BrandScreen and CMB Capital portfolio company, Site Tour, to launch the sale of out-of-home digital inventory across nearly 1,000 OOH screens networked for programmatic buying.

“Creating a partnership with Cadreon, Site Tour and Brandscreen advances our group’s intentions to have programmatic buying across 50% of our total spend by 2016.” said IPG Mediabrands Australia’s Chief Investment Officer Victor Coronas. “This development will also allow the OOH sector to compete for new digital dollars that have previously not been accessible to traditional OOH. We are looking forward to seeing how numbers from the first project stack up against other channels.”

Brandscreen is an APAC leader in real-time media trading technology and Site Tour is a pioneer in programmatic OOH advertising. Major outdoor media vendors have signed up for the first phase of the programmatic digital out-of-home (PDOH) project – Adshel, Westfield and Executive Channel – with others to join in the near future.

The new project, which has been dubbed “The 5th Screen” or PDOH, aims to extend the benefits of real-time buying, some of the new capabilities will include highly granular targeting, digital data to fuel panel buying decisions, rapid deployment/change of creative and flexibility in targeting an advertiser’s desired audience. In the second phase of the project Cadreon will introduce panel audience and behavioural data from the panels.

“This convergence represents a real evolution for both the digital and OOH industries.” said Marc Lomas, Managing Director of Cadreon Australia. “It is a step closer to replacing mass advertising with personalised communications that add value to people’s experiences and can continue unimpaired by location or screen.

“The real benefit for clients using PDOH is that they can reach people at their closest points of purchase, multiple times, on a date and time that fits clients’ marketing and business objectives,” added Lomas. “We can also deliver highly customized messaging that can change through a 24-hour period to complement the nature of customer traffic passing each individual digital panel. Just as we are used to watching customized

SYDNEY

Level 2, 420 Elizabeth Street
Surry Hills NSW 2010

MELBOURNE

Level 16, 379 Collins Street
Melbourne VIC 3000

E info@cmbcapital.com.au
P +61 (2) 8078 1600

cmbcapital.com.au



content on our four screens – cinema, TV, desktop and mobile – PDOH becomes a fifth and distinctive screen with the advent of programmatic out-of-home delivery.

ABOUT CMB

Headquartered in Sydney, CMB is a corporate advisory and investment firm with specialist expertise in the TMET (telecommunications, media, entertainment and technology) industries. We bring years of board and management experience to our clients and investors. CMB is wholly focused on creating value for our investors across the current portfolio as well as helping our clients deal with the challenges of a competitive marketplace whether that is advising on transformational mergers and acquisitions, driving online strategies or managing the impact of innovation and market disruption.

Independent and highly client focused, CMB has become the advisor and investor of choice for online and digital media companies in the Australasian market. Since the Company's formation in 2010, we have successfully advised leading Australian and international corporates including RP Data, Core Logic, MYOB and Open Universities to name a few. As an early stage investor, CMB is building an exceptional and enviable track record, particularly in the areas of advertising technology, music and entertainment with our next area of focus being online health. CMB enjoys C-level and board relationships with a majority of the leading and emerging TMET companies in the Australian market. We are rapidly growing an international reputation and network which we leverage for our clients and portfolio companies.

For more information about CMB, please visit www.cmbcapital.com.au.