



ADShEL MEDIA RELEASE

Adshel launches Australian first: flexible digital-screen trading by time, day and location

Imagine a beer brand being able to speak to footy fans near every ground, bottle shop or pub across the country, only at the times the games are on and with up to date match information. Today Adshel is launching a first in its sector which allows advertisers to do just that.

Adshel's flexible trading will enable advertisers to buy digital screens by time, day and location in a similar way to online trading models.

Mike Tyquin, Adshel CEO said that enabling campaign customisation by time, day and location provides advertisers with significant flexibility and control for greater audience targeting. "The strength of digital out-of-home lies in its targeting capabilities; Adshel's time, day, location offering unlocks the potential of digital out-of-home by combining time and day with the unparalleled scale available across our street furniture network. Location-based media with its rich data and specific context is incredibly effective"

As operators of Australia's only national digital street furniture network, reaching 44% of Australians five time a week, Adshel is uniquely placed to deliver this new proposition to advertisers.

Today's announcement comes after in-depth research of the future of digital-out-of-home, including learnings from Adshel's geo-location data trials and strong digital street furniture position. When Adshel surveyed the market about what is essential for digital-out-of-home to succeed the response was clear: be technology led to enable targeting of audiences by time, day and location.

The shift from pack-based towards spot-based trading will not only deliver flexibility and improved targeting, it will also lower the cost of entry to digital-out-of-home.

This initiative aligns with Adshel's future ambition to be able to deliver intelligent ad serving informed by rich audience data. The first step in that process is this new flexible trading model.

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As a leading out-of-home media company, Adshel enables brands to engage and influence commuters where they work, live and shop. Wholly owned by HT&E Adshel Australia and New Zealand is one of the most recognised names in street furniture and a key player in the out-of-home media market.

Adshel reaches 92% of Australia, 68 times a fortnight. A market-leader in innovation across buying models, digitisation, geo-targeting and audience expertise, Adshel creates effective, impactful ways to connect with consumers. For more see adshel.com.au