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Adshel New Zealand expands its National Digital Roadside Network with a further 60 screens nationwide

Adshel New Zealand has announced the commencement of phase four of its digitisation strategy, expanding the Adshel Live network with the deployment of an additional 60 screens, taking the national digital roadside network to 283 screens by late 2018.

Phase four comes as part of Adshel NZ's digitisation strategy, offering advertisers greater scale and extended reach across New Zealand, further cementing Adshel Live as New Zealand's largest digital roadside network.

The 283 sites spread across Auckland, Wellington, Christchurch, Hamilton and now Tauranga, will deliver in excess of 3.5 million contacts (DTVs) per day once complete.

Phase four rollout commenced in March with 14 new sites already live in Auckland taking the Auckland network alone to 147 screens, delivering a whopping 2.5 million contacts (DTVs) per day across the greater Auckland area.

The new locations will feature state of the art 75-inch, ultra-high definition screens capable of 4K content which adapt to the ambient light conditions, ensuring continuity of the quality display.

Site selection has focused on maintaining the premium positioning of the network and supplementing the existing national footprint by delivering coverage in new suburbs and regions, adding to the reach and frequency of the network.

Where possible sites have been placed in proximity to key retail and entertainment precincts, offering advertisers the opportunity to influence consumers path to purchase and reach New Zealanders where they live, shop, work or play.

Nick Vile, Adshel NZ General Manager, says;

"This roll-out is the fourth phase of our ongoing digitisation strategy, enabling Adshel to deliver the campaign flexibility and contextual relevance of digital





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at an even greater national scale. It is a substantial civil works and infrastructure exercise, but it means Adshel will continue to remain at the forefront of digital innovation within the out-of-home market".

"Investment in digital and data capabilities is continuing to drive growth opportunities with increased investment in infrastructure to support population growth".

"The advantage of digital out-of-home advertising is that it supports technology and data-led planning, enabling individually-tailored messages at low cost to deliver greater relevance to audiences and more effective campaigns".

Phase four of the Adshel Live expansion will be complete by the end of 2018.

Ends.

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About Adshel

As a leading out-of-home media company, Adshel allows advertisers across Australia and New Zealand to connect, engage and influence commuters where they work, live, shop and play. Adshel is the most recognised name in street furniture, and a key player in the out-of-home media market, reaching 82%* of New Zealanders. Adshel was formed in 1997 and is wholly owned and operated by HT&E.

Looking ahead, Adshel will continue to lead the market in innovation and insights with a world-first national digital roadside network and industry-leading consumer research programs. Expanding their portfolio into data and geo-targeting solutions, they're always searching for the next big thing in out-of-home, ensuring they offer advertisers new and robust ways to reach, engage and impact their audience.

Adshel is New Zealand's only national street furniture provider with the scale, flexibility, creativity and innovation to drive results.

*Source: New Zealand Census

For more information, visit <http://adshel.co.nz/>



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