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ASX and Media Announcement
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oOh!media creates new regional retail audience measurement tool

oOh!media can now provide reach and frequency data for regional retail advertising campaigns after commissioning The Demographers Workshop (TDW) to build a new, sophisticated audience measurement device.

oOh!media created the regional model to enable advertisers to plan their media based around solid measures, similar to what is available through the industry developed MOVE out-of-home audience tool that measures audiences in five metro capital cities.

The new tool named CRAFT - Connected Reach and Frequency Targeting - reports how many people are likely to visit a shopping centre within a regional area and town and how many repeat visits they are likely to make over a 14 day cycle.

CRAFT draws on many major data sources including Directional Insights, which consists of more than 55,000 consumer surveys in over 100 shopping centres across Australia, to predict peoples' likely shopping centre preference in relation to their location, and how often they visit over a 2 week period.

Brendon Cook CEO of oOh!media said the investment in the measurement tool was driven by the fact that the media industry wanted data on regional markets, but there were no plans in place to expand MOVE to regional Australia.

"As Australia's leading regional outdoor media provider and given that more advertisers are now investing in regional markets, we wanted to provide a sophisticated regional retail audience measurement tool," Mr Cook said.

"The regional population is more than a third of Australia's population and it's an attractive market to advertise to."

Cook says that by combining MOVE and CRAFT, advertisers can now obtain indicative reach and frequency figures for national retail campaigns.

Key insights from CRAFT include:

- Regional shopping centres achieve 4.1 visits per week on average, compared to metro centres with 3.9 visits per week.
- Regional centres attract *more* visits by all major demographic groups, *more* frequently, with a far greater catchment or 'trade area'.
- The lack of competition in regional areas means regional centres typically have a 59% share of shopping activities for the trade area compared to 34% in metro areas.
- With a smaller choice of time occupiers in regional areas, shopping centres outside of metro areas play an even larger and important role in regional consumers' entertainment, recreation, distraction and social time occupation.

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About oOh!media Group Ltd oOh!media is the only single focused out-of-home advertising company listed on the ASX. oOh!media specialises in providing clients with creative out-of-home solutions across its diverse product offerings of road, retail and experiential media throughout urban and regional Australia.