

Investor Relations – News

Ströer takes over the commercialization of advertising in Bremen from Deutsche Telekom AG

Cologne, 05 February 2016 From 2016, Ströer will commercialize the out-of-home advertising faces on municipal property in Bremen, thereby expanding its own offering for advertisers in the Hanseatic City of Bremen.

The addition to our portfolio will allow us to ideally incorporate the acquired advertising faces into our marketing network, thereby increasing our reach in one of Germany's top 10 cities, the metropolitan region of Bremen. Our portfolio includes Mega-Lights, billboards, City-Light posters (CLPs), Premium City-Light posters (PCLPs) as well as advertising columns and various advertising faces for directional media.

As in all other German cities, five Mega-Light networks are now available in Bremen for various budget sizes and communication goals. Advertisers may also select other individual sites from an extensive Mega-Light Select pool in order to create targeted campaign highlights. The CLP offer is divided up into two networks with 400 faces each, which can also be booked as subnetworks. In addition, 240 high performance screens will be added to the billboard portfolio in Bremen. We will also install more than 160 full columns at first-class sites. These full columns, which can be booked individually, can be particularly well adapted to different target groups, budgets and districts. Besides having a comprehensive national network, Ströer can therefore also manage its regional campaigns precisely.

“The new win in Bremen fits to the positive start into the year among all business segments, wherein the German out-of home business is developing particularly positively”, says Udo Müller, CEO of Ströer SE.



About Ströer

Ströer SE is a leading digital multi-channel media company and offers advertising customers individualized and fully integrated premium communications solutions. In the field of digital media, Ströer is setting forward-looking standards for innovation and quality in Europe and is opening up new opportunities for targeted customer contact for its advertisers.

The Ströer Group commercializes and operates several thousand websites in German-speaking countries in particular and operates approximately 300,000 advertising media in the out-of-home segment.

IR Contact

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