

## Ströer links public video network to ad server

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The Ströer Group is bundling its proprietary digital public video network with immediate effect and linking its playout system to a Ströer online ad server. As a result, both OC Station and OC Mall are being renamed Station Video and Mall Video. Together with Infoscreen and AdWalk, they will form Ströer's public video network.

**“We are marketing our public video network in a moving-image logic. This is a new approach in the field of digital out-of-home media (DOOH). It's also one reason why we will basically no longer talk about DOOH in this context in the future, but rather about public video: moving images in public places,”** explains Christian von den Brincken, Managing Director for Business Development. **“The new designations Station Video and Mall Video describe precisely that: they are advertising media that broadcast videos – moving images – in public at stations and shopping malls.”**

In addition, Ströer is creating other booking options for the public video network that will enable comprehensive planning of moving-image campaigns. Advertisers will be able to book the following video products from Ströer in the future:

- Public video: Campaigns that can also be booked in advance for time-line marketing with several parameters, as in the past
- Online video (stand-alone): Desktop/mobile on over 100 websites covering a variety of subjects
- Syndicated video: Links online moving images with public video. A Ströer online ad server provides playout and reporting.
- Public video: Audience packages, representing a new, programmatic way to market public video inventory in bundles. Due to lower parameterization than campaigns, these packages offer a more attractive price. A Ströer online ad server provides playout and reporting.
- Public video: Cross-media contextual advertising using online, mobile and public video media. Combines advertising and content and uses content to stimulate

interest in advertising (e.g., [Ströer integrates content and advertising on public portals for Sony Mobile](#))

Technologically, this is made possible by **linking the playout system to a Ströer online ad server**, which automates and simplifies public video advertising media booking and reporting. What's more, it guarantees customers great flexibility in terms of time and space when it comes to supplying public moving images.

In doing so, the Ströer Group is creating a unified platform for all its moving-image media by adapting established online approaches to fit the public moving-image sector. Customers can now use a system they know – the ad server – to roll over moving-image campaigns effectively to the public arena. As a result, Ströer offers the only product on the market that combines relevant online environments (approximately 16.7 million unique users) with the extremely wide reach of public advertising (approximately 30 million unique users).

Ströer will give the first live demonstration of how an ad server can be used in public video at the Digital Marketing Exposition and Conference, dmexco, which starts today.

Ströer started developing a nationwide public video network in Germany in 2010, revolutionizing outdoor digital advertising. In the process, the company has not simply digitalized spaces, but has always placed its focus on creating a network for moving-image advertising in the public sphere. Advertisers can now choose from more than 3,000 screens that allow them to advertise quickly, at short notice and with maximum reach. These screens also make it possible to roll over moving-image campaigns with great effect.

#### **About Ströer**

Ströer Media AG is a leading provider of online advertising and out-of-home, and offers its advertising customers individualized and fully integrated premium communications solutions. In the field of digital media, Ströer is setting new standards for innovation and quality in Europe and is thus opening up new and innovative opportunities for targeted customer contact for its advertisers.

The Ströer Group commercializes several thousand websites and more than 280,000 out-of-home advertising faces. With consolidated revenue of EUR 634m for the full year 2013, Ströer Media AG is one of largest providers of out-of-home media in Europe in terms of revenue.

The Ströer Group has approximately 2,300 employees at over 70 locations.

For more information on the Company, please visit [www.stroeer.com](http://www.stroeer.com).

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