

## Redbus Launches Digital 6's in Universities

18 July 2011

Redbus Media Group is launching a Digital 6 Sheet network in Universities in time for Freshers 2011. The initial roll out comprises over 60 full HD portrait Digital 6 sheets at 35 leading Universities to compliment its existing 6 sheet network covering student unions, restaurants, bars and clubs at over 120 different campuses.

Redbus' network is the first D6 offering outside of retail and travel environments in the UK and is part of the Company's investment strategy in existing and new environments. Redbus Media Group recently added ASDA trolley media to its rapidly growing in-store business, which now operates the UK's leading in-store media network across a portfolio of retailers including Tesco, ASDA, Sainsbury's, Boots and DIY stores. In addition, Redbus now operates the UK's largest Retail Park and University media networks.

Alan Valler, Group Sales Director, said "The student environment is perfectly suited to digital media. The audience is extremely tech-savvy and fully connected. The opportunity to reach such a large concentration of the UK's young adult population in an imaginative way is compelling. We are giving advertisers a platform that, along with our existing 6 sheet network, provides a perfect opportunity to engage an audience who are fully switched on to out-of-home and mobile media. What better way to incorporate technologies such as NFC, QR, Augmented Reality or social media content and more? In this environment, advertisers can deliver truly joined-up communications that really bring their campaigns to life."

Stefan Borson, Chief Executive said "This investment is part of a wider programme to transition a large proportion of our estate to a premier, digital HD portrait format. We are planning significant investment across our whole business to enable our clients to use new technology to engage audiences more effectively."

### ABOUT REDBUS MEDIA GROUP

Redbus Media Group is a specialist "destination" out-of-home media owner. We target people when they arrive at their destination rather than when they are on the move. This ensures highly effective campaigns with extremely low wastage.

Our range of advertising networks includes:

- Poster sites targeting university and college students, such as digital and static 6-sheets in walkways, cafes and bars across leading campuses, including UCL, Bristol, LSE, Imperial & St Andrews
- In-store media, such as trolley and basket media in Sainsbury's, ASDA, Tesco and Boots and DIY stores
- Poster sites on the UK's leading retail parks and shopping centres, such as 6-sheets by store entrances on parks run by British Land, Land Securities and Hammerson

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