

## News release

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# With Clear Channel advertising takes off from the Bologna Airport

**The leader in the Out-of-Home market has won the contract to install and manage the advertising structures at Marconi Airport in Bologna for the next 4 years.**

“**Less is more**” is the strategy the American group **Clear Channel** has come up with to revolutionize the advertising inside Bologna Airport, aiming at the optimization of space and the use of **cutting-edge digital screens**, with moving images and backlit panels.

The agreement between Clear Channel Italy (the Italian division of Clear Channel International) and the Marconi Airport in Bologna, resulted from of a tender among the main players in the sector and recently signed for a **duration of four years**, will bring Marconi for the first time the group that manages some of the most prestigious advertising panels in the world, including **Times Square in New York** and the **Strip in Las Vegas**.

The partnership with Marconi Airport broadens Clear Channel Italy's digital offer in **Italian airports, which are now five including Bologna** (the others are: Venice, Treviso, Rome Fiumicino and Ciampino), therefore strengthening its leadership in the sector, with 60 million annual passengers in the partner airports, in a premium context and able to meet the needs of the most demanding advertisers in terms of communication, coverage and quality standards.

In the last three years in airports, Clear Channel has shown the communications market how its **approach**, operating method, in-depth knowledge of outdoor communications, and its sales force are able to transform important assets into examples of innovation, modernity and new forms of outdoor advertising.

Clear Channel Italy adopted the same approach with Bologna Airport, for the purposes of:

- **repositioning its airport advertising** in the vast scene of outdoor communications;
- **creating added value for the audience** by transforming the airport advertising of Marconi Airport into an authentic, fascinating and seductive experience;
- making this advertising a **reserve that can create and add value** in all the business areas of airport partners.

The **results** Clear Channel Italy aims to reach are:

- the ability to meet the strategic needs of advertisers
- great focus on high-quality advertising products
- creating an exclusive advertising environment
- introducing creative, innovative and avant-garde technologies and solutions.

**Statement by Paolo Dosi – CEO of Clear Channel Italy:** *"I am thrilled that the Airport of Bologna has chosen Clear Channel to implement a new project that will surely be a source of enormous satisfaction for both parties. We are honored to be involved and we will be completely available, bringing all the know-how gained internationally in the airport sector till now. Strengthened by this experience, we at Clear Channel Italy have become confident that we can truly add significant value to the advertising business at Bologna Airport and that this will come about by sharing the same business vision. We are certain that the implementation of our strategy, which passes through the development of a new project of advertising panels and the consequent renewal of the products offered to advertisers, which, among other things, is proving to be winning in the Rome and Venice airports, along with a unique approach, and Clear Channel's great expertise, to marketing and sales, not only will contribute to making the airport a benchmark for the quality and advertising design in the airport asset, but it will also allow reinforcing our leadership in airports".*

**Statement by Nazareno Ventola – General Director of G. Marconi Airport in Bologna:** *"This is a particularly significant partnership for Bologna Airport, because it will allow us to best enhance airport spaces in terms of advertising panels, with avant-garde solutions that will have a high impact on passengers and strong appeal for advertising investors. We are sure that Clear Channel will succeed in offering the best occasions for visibility to Italian companies and the territory, and at the same time will find a very interesting target in our passengers and clients. The shared business objectives and the strong impulse toward technological innovation are in line with the development strategies adopted by the company".*

#### About Clear Channel International (CCI)

CCI works with advertisers to create inspiring out-of-home advertising campaigns, enabling brands to meet and engage people when they are out and about in 26 countries across Asia, Australia, Europe and Latin America. The company has a growing portfolio that is currently made up of 550,000 displays that are divided between traditional and digital formats for billboards, street furniture, malls, transit and airports.

CCI is part of **Clear Channel Outdoor Holdings, Inc** (NYSE:CCO), which is one of the world's largest advertising companies, with a global network that reaches more than half a billion people monthly in over 40 countries across Asia, Australia, Europe, Latin America and North America. The company has a growing portfolio of 675,000 displays, currently consisting of 550,000 displays through the international division (Clear Channel International CCI) in 26 countries throughout Asia, Australia, Europe and Latin America and of 125,000 displays in North America and Canada (CCOA), covering 45 of the top 50 U.S. markets. It employs around 8.000 people and its reported revenue in 2014 was US\$2,96 billion.

#### About Aeroporto G. Marconi di Bologna

**Bologna Guglielmo Marconi Airport**, classified as a "strategic airport" in the centre-north area of the National Airports Plan prepared by the Ministry of Infrastructure and Transport, is now the seventh biggest Italian airport by passenger numbers, with about 6.6 million passengers in 2014, of which over 70% are on international flights (Source: Assaeroporti). Located in the heart of the Emilian food valley and the automotive and packaging industrial districts, the airport has a catchment area of about 10.7 million inhabitants and around 47,000 companies, with a strong propensity to exports and internationalisation and with commercial expansion policies to Eastern Europe and Asia.

In 2014 99 destinations were served from Bologna: the presence at the airport of some of the largest airlines in Europe along with some of the leading low-cost carriers and the close link with European continental hubs make Bologna Italy's fourth airport in for global connectivity (Source: ICCSAI - Fact Book 2014) and the first in Europe in

terms of growth of connectivity in the decade from 2004 to 2014 (Source: ACI Europe Airport Connectivity Report 2004-2014).

As for airport infrastructure, the airport has recently completed a major upgrade and expansion of the passenger terminal, while the capacity of aeronautical infrastructure is deemed adequate to accommodate the expected growth over the coming years. The company's aim is to make Bologna Airport one of the most modern and functional in Italy, an important gateway to the city and region.