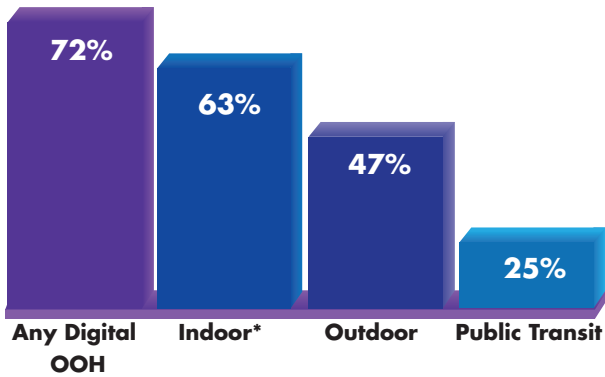


Digital Out-of-Home Advertising Engages Consumers and Motivates Action



Awareness of Digital OOH Advertising



Almost three quarters (72%) of adults age 18+ have seen digital OOH ads in the past month. Indoor advertising in place based venues had the highest recall at 63%. Awareness of digital out-of-home advertising displays is higher in major markets where they are more prevalent.

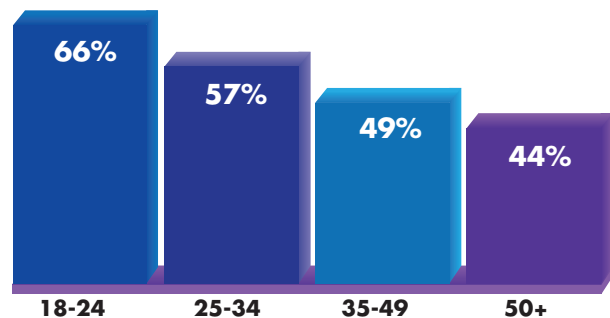
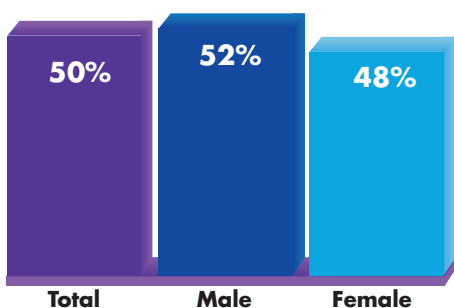
*Indoor includes restaurants, bars/nightclubs, health/fitness clubs, shopping malls, medical waiting rooms, office elevators and airport venues.

Awareness of Digital OOH Advertising by Age

| | Total % | 18-34 % | 35+ % |
|-----------------------|---------|---------|-------|
| Shopping Malls | 48 | 58 | 45 |
| Outdoor | 47 | 53 | 45 |
| Airport | 28 | 30 | 27 |
| Public Transit | 25 | 36 | 21 |
| Restaurants | 25 | 36 | 20 |
| Medical Waiting Rooms | 21 | 23 | 20 |
| Bars/Nightclubs | 18 | 28 | 14 |
| Office Elevators | 12 | 16 | 10 |
| Health/Fitness Clubs | 9 | 17 | 6 |

Younger adults tend to be more mobile and active than older adults resulting in higher awareness of most types of digital displays.

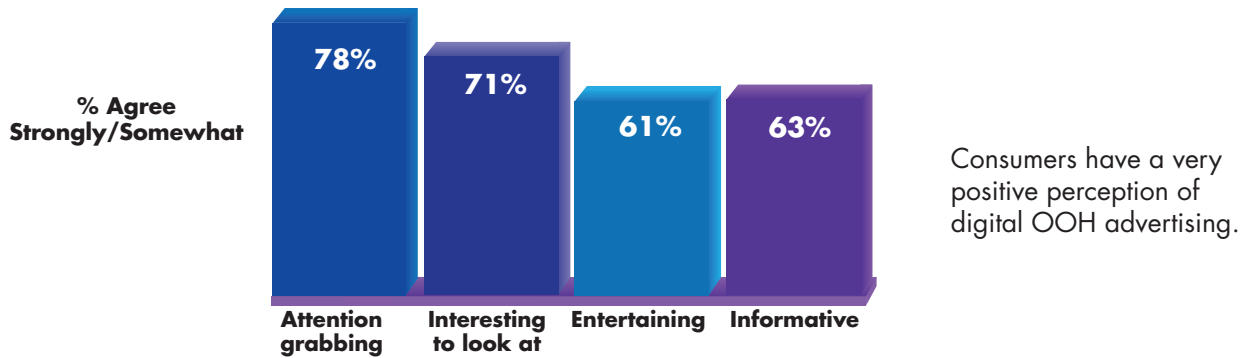
Prompted to Take Action After Exposure to Digital OOH Advertising



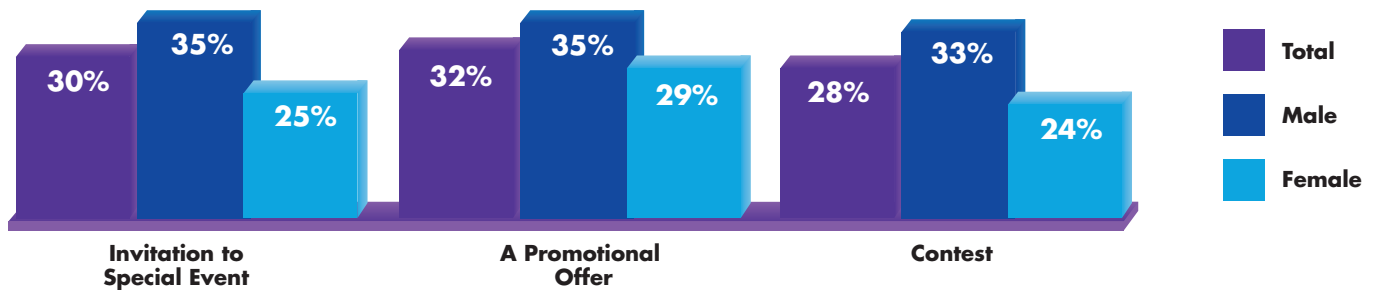
One-half of Canadian adults claim to have taken action after seeing digital out-of-home advertising. Going to a website or seeking further information are the two most frequent actions.

Younger adults age 18-24 are more likely to respond to digital out-of-home advertising.

Perception of Digital OOH Advertising



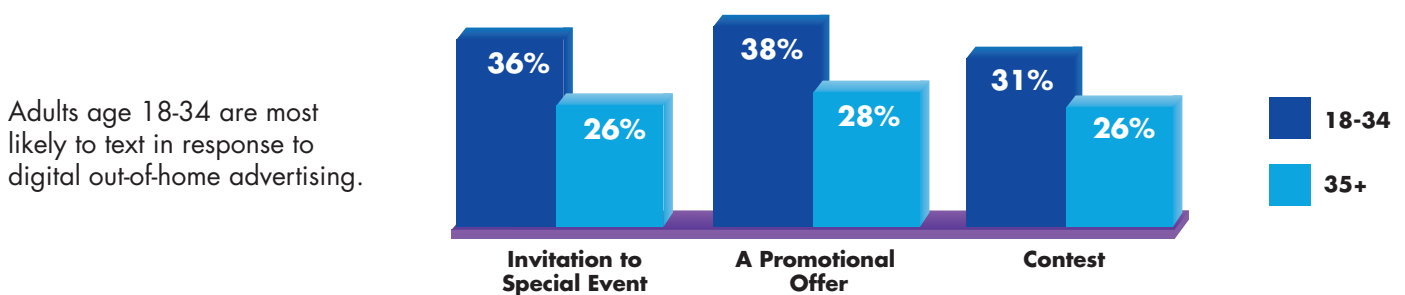
Likelihood* of Texting in Response to Digital OOH Advertising



*Very/Somewhat likely

Close to one-third of adults age 18+ indicated they would text in response to digital out-of-home advertising for special events, promotional offers or contests.

Likelihood* of Texting in Response to Digital OOH Advertising by Age



*Very/Somewhat likely

Source: 2010 TNS Canadian Facts survey of 2,326 adults age 18+, representative of the Canadian population.

For more information on the Digital Out-of-Home Study contact OMAC:

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