

GLOBAL PRESENCE



**Clear Channel
Outdoor is the
global leader
in outdoor
media providing
out of home
solutions across
5 continents.**



With the most diverse inventory portfolio worldwide, Clear Channel Outdoor delivers national and niche audiences through its billboard, street furniture, transit, airport and point of sale advertising displays.



Billboards are a high impact format with prestigious sites located at busy traffic interchanges. They form a large creative canvas for advertisers, drive brand awareness and many can incorporate special builds to increase stand-out. Premium backlit panels are highly sought after as they complement cityscapes and deliver impressive brand impact. Spectaculars are the ultimate large advertising formats and include wallscapes, building wraps, bridges and 'DEFI' branded neon signage in premium city locations worldwide.

Clear Channel Outdoor street furniture panels include bus shelters, information kiosks and news stands, penetrating the busiest town and city centers. New technology on street furniture has driven some of the most inventive campaigns ever implemented on out of home. The 2m² panel is delivered across street, station, metro and POS giving great opportunities to create a multi-dimensional plan across four key consumer environments.

*For inquiries regarding our
global opportunities,
please contact:*

602/381.5700

Transit panels range from plasma screens, cross track projection, illuminated panels in rail and subway systems to buses, trams and taxis. Vehicles carry advertising messages on both interior and exterior panels and in some cases even on the travel receipts. Transit advertising is perfect for reaching highly mobile consumers such as the valuable commuter and trend setting youth audiences.

Clear Channel operates several airports outside the United States. See section 2 for more details.

CLEAR CHANNEL OUTDOOR

Global Overview









Clear Channel Outdoor's point of sale division offers in-store advertising formats and displays in shopping centres, supermarkets and adjacent car parks. We hold the exclusive 10-year contract with the Carrefour Group with 2m² and 8m² panels. In this fast growing segment Clear Channel Outdoor has built up strong relationships with many retail partners and uses EPOS data to prove to advertisers that point of sale advertising delivers return on investment.

Research is the keystone to proving that outdoor advertising really works. Clear Channel Outdoor is at the forefront of developing and implementing industry leading audience research across many countries. Campaign planning resources and audience based network solutions enable us to deliver highly targeted, cost efficient campaigns across the world. Pre and post campaign studies conducted across our businesses have generated valuable case studies.

Each business unit provides a unique combination of networks designed with subtle cultural and environmental nuances in mind to optimize reach and frequency for your campaign. Networks are sold in periods of 7-14 days for most format types. Clear Channel Outdoor builds business on the strengths of the sales teams' local market knowledge, which is invaluable in crafting proposals. The international division provides central coordination for advertisers and agencies planning campaigns in overseas markets.

2010 GLOBAL COVERAGE

Products By Country

Market	Billboard 	Street Furniture 	Airport 	Bus	Metro	Rail 	Taxi	Tram	Point of Sale 	Spectaculars 
America's										
Brazil	•	•								
Canada	•	•	•						•	•
Caribbean			•							
Chile	•	•								•
Mexico		•							•	
Peru	•	•	•						•	•
USA	•	•	•	•		•	•		•	•
Asia / Pacific										
Australia		•	•			•			•	
China		•	•						•	•
Hong Kong	•			•				•		•
New Zealand		•	•							
Singapore		•								
Thailand	•	•				•			•	
UAE (Dubai)										•
Europe										
Austria										•
Belgium	•	•		•	•	•		•	•	•
Czech Republic										•
Denmark	•	•		•		•			•	
Estonia	•	•		•				•		
Finland	•	•	•							•
France	•	•		•	•			•	•	•
Hungary										•
Ireland	•	•					•			
Italy	•	•	•	•						•
Latvia	•	•								
Lithuania	•	•								•
Netherlands	•	•	•							•
Norway	•	•	•	•					•	•
Poland	•	•				•			•	•
Portugal										•
Romania										•
Russia	•			•						•
Spain	•	•		•					•	•
Sweden	•	•		•	•			•	•	
Switzerland	•	•	•						•	•
Turkey	•	•		•					•	
Ukraine										•
United Kingdom	•	•	•						•	•

CLEAR CHANNEL OUTDOOR

Global Map of Markets

