

Company Profile

About Us

Clear Channel Italy is a Media Company leader in the Out-of-Home sector in Italy since 1999 with offices in Milan, Padua, Rome, Naples, Bari, Catania, and Palermo. Over **250** human resources work throughout the national territory. Currently **Clear Channel Italy** manages **6.100 billboards**, over **10.200 street furniture panels**, **19.400 special small-format panels**, and **1.500 digital screens in Milan, in 7 Airports and 30 Premium Malls**, confirming its leadership in the Out-of-Home advertising.

Clear Channel Italy, which represents about **27%** of the Italian OOH market, is based on an innovative, dynamic and flexible model, characterised by a local approach, yet leveraging its global scale, using high-quality advertising panels.

Clear Channel Italy has an extensive distribution of its Products/Networks (certified by AudiOutdoor) throughout the entire national territory and in the main metropolitan areas (Milan, Rome, Naples, Turin, and the Triveneto region) and we stand out for an inventory that meets European standards.

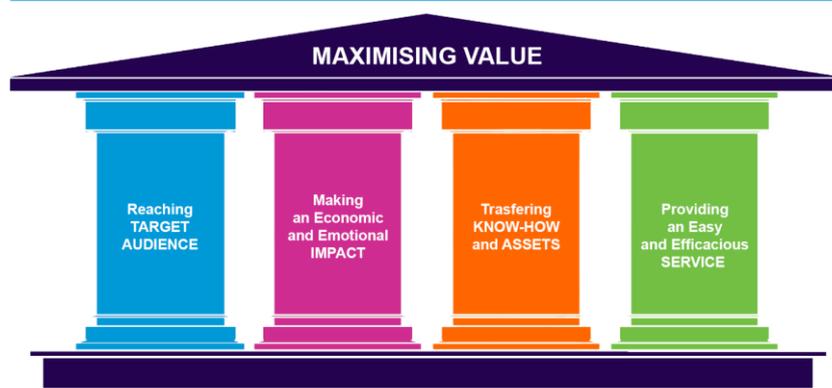
Our offer is completed in Milan and Verona with an innovative Bike sharing system, thanks to which, apart from providing the community with an eco-sustainable service of "public bikes", **Clear Channel Italy** manages prestigious and exclusive advertising panels in the two main cities, as well as the branding of bicycles and bike stations.

Distinctive skills and a strong focus on quality make our products leading players on the scenario of advertising pressure and audience.

Clear Channel Italy stands out in the OOH market thanks to its "**Value Proposition**", capable of creating, through distinctive and customised communications projects, an essential maximisation of value, based on four pillars for high-performance advertising communications:

- Target Audience
- Economic and Emotional Impact
- Know-how and Assets
- Easy and Effective Service

Structure of the Value Proposition:



Company Profile

Corporate

Clear Channel Communications

Clear Channel Communications, Inc. was founded in San Antonio, Texas through the acquisition of a radio station in 1972 and has become one of the most important media and entertainment companies in the world. It now operates as **iHeartMedia, Inc** (formerly *Clear Channel Media Holdings*). Clear Channel is formed by two main media companies: **iHeartMedia** (formerly *Clear Channel Media & Entertainment*) and **Clear Channel Outdoor Holdings (NYSE: CCO)**. Through these two divisions, Clear Channel aims to provide a range of multi-platform marketing and advertising solutions (digital, web, events, radio, outdoor and social) to partners, users and listeners in the world of entertainment.

iHeartMedia

With 245 million monthly listeners in the U.S., **iHeartMedia** (formerly *Clear Channel Media and Entertainment*) has the largest reach of any radio or television outlet in America. The company owns and operates 858 broadcast radio stations, serving more than 150 markets throughout the U.S. Plus, iHeartRadio - a free, industry-leading, digital music service - gives users instant access to more than 1,500 live radio stations and allows them to create customized stations inspired by favorite artists or songs, anywhere they are.

Clear Channel Outdoor Holdings

Clear Channel Outdoor Holdings, Inc. (NYSE: CCO) is one of the world's largest advertising companies, with a global network that reaches more than half a billion people monthly across Asia, Europe, Latin America and North America. It collaborates with advertisers to create inspiring out-of-home advertising campaigns, allowing brands to reach and involve people when they are out and about. The company has a growing portfolio of **650,000 displays (including 10,700 digital)** currently consisting of 500,000 displays through the **international division (Clear Channel International CCI)** across Asia, Europe and Latin America and of 150,000 displays in North America and Canada (**CCOA**), covering 45 of the top 50 U.S. markets. CCO offers a wide range of panels that are divided between traditional and digital formats for billboards, street furniture, malls, transit and airports.

Revenue in 2016: US\$2,7 billion

Employees in 2016: 3,500+

Company Profile

Clear Channel Italy is specialized in all areas of the OOH market.

Our Assets:

City Networks

The **Billboards** (backlit 6x3) and the **Spectacular** (large format 6x6 and 6x9) are the core business of **Clear Channel Italy**, a market leader in this sector, which has also developed the **City Network**, consisting of **Street Furniture** panels, such as: **2sqm and 8sqm, FSU, clocks, columns, bus shelters, bus stops, flower pots, topographic, prismaLux, banners**, installed in the main Italian cities such as **Milan, Rome, Naples, Venice, Padua, Verona, Turin, Genoa, Bologna, Florence, Bari, Palermo, Catania** in premium locations that assure high-quality and target audiences.

Digital

Clear Channel Italy in the last years has had a huge implementation of Digital. The **Digitotem** network in Milan, made up of **74 FSU digital panels** for a total of **136 faces**, is located in the most exclusive and high-impact areas of the city and develops a particularly high number of contacts with intense interaction.

Since January 2017, Clear Channel Italy has become the exclusive concessionaire of the **M4, exTheMadBox – TMB, a digital network** composed by 10 screens in premium locations.

Bike sharing

The **Clear Channel Group** has designed, developed and implemented a **Bike-sharing** system, for which it holds an international patent.

In Italy, **Clear Channel** won the tenders for Bike-sharing in **Milan and Verona**. On occasion of **Expo 2015**, **Clear Channel Italy** launched the first integrated system of traditional and pedal-assist bikes in the world, with 70 stations and 1,000 pedal-assist bikes. Thanks to the Bike-sharing system in Milan (280 stations, 1,000 pedal-assist bikes and 3.650 traditional bikes) and in Verona, Advertisers can choose to communicate with zero impact, guaranteeing brands enormous visibility in the cities. The bikes can be personalized on the **back wheel cover and the cycle rack**. In addition, the floor of the stations can be entirely personalized with the over 40-sq-m **floor graphic** and the **flag station lux**, an exclusive 50x70 backlit structure placed on the station column as well as the Digital Display placed on the column. On 31 January 2017, the new **Charging Centre** for BikeMi pedal-assist bikes was inaugurated in Milan, which is based on an innovative system that allows charging e-bike batteries with zero impact on the environment, by means of solar energy, in a sort of virtuous cycle between sustainable mobility and renewable energy.

Company Profile

- Premium Malls** **Clear Channel Italy**, in an exclusive partnership with **PTA Group**, manages an exclusive set of on- and offline solutions in order to engage customers at Premium Malls in a direct, effective and measurable way. The asset is noteworthy: **342 digital panels** (618 faces; 232.600.000 contacts generated in a year), equipped with 55' full HD vertical screens, installed in **30 selected Premium Malls** spread throughout the different regions in Italy.
- Airports** The **Clear Channel Group** is also a **world leader in airport advertising** with a network of 270 airports worldwide that reaches over 1 billion passengers. In Europe, it manages 22 airports in 13 countries. **Clear Channel** is the exclusive media owner of airport advertising in the major Italian airports: **Fiumicino and Ciampino, Venice, Treviso, Bologna, Bari and Brindisi**.
- Moving Net** It is the **Clear Channel Italy** motorway network. Moving Net covers the main motorway routes: A1, A4, A10, A8, A9, A12, A13, A14, A21, A31, A32 and the Naples Highway. Our inventory is installed in 170 Service Areas with a total assets of 530 panels (149 FSU/Flowerpots, 147 Y, 204 Poster 6x3, 10 Joint, 19 Twin 12x13, and 1 Tower).
- Special Events** As evidence of its versatility, **Clear Channel Italy** owns exclusive contracts for the management and installation of advertising and communications solutions for important events such as the **Venice International Film Festival** and the **Rome International Film Festival**.
- Special Projects** **Clear Channel Italy** is able to offer its clients the possibility of carrying out "Special Projects" – thanks to **CREATE** and **CONNECT** – that effectively amaze and audiences with high-impact creativity.
CREATE: by specially dressing our structures (adhesives, mock ups, lenticular and showcase effects), it transforms the product to create a high emotional impact on the target.
CONNECT: it is the quickest way for consumers to connect to moving content in the web using a Smartphone. The **CONNECT** platform works by means of a microchip placed in our structures, which permits connection through QR Code or NFC.

Company Profile

Our partners:

- Alessi** **Clear Channel Italy** has an exclusive partnership agreement for southern Italy with the company **Alessi S.p.a.**, which has different sizes and typologies of advertising structures (billboards, bus shelters, backlit panels, maxi format banners) located in all the main cities and chief towns in Sicily, Calabria and Sardinia.
- AD Moving** **Clear Channel Italy** has a contract with **AD Moving**, a company 100% owned by **Gruppo Autostrade per l'Italia**, for the concession to collect, create and manage outdoor advertising on structures located in service areas on highways and other highway businesses currently run by ASPI.
- Save Group** In 2012, **Clear Channel Italy**, together with **Save Group**, founded the company **2A Airport Advertising**, which has the exclusive management of advertising spaces at the Marco Polo Airport in Venice and Treviso.
- ADR Aeroporti di Roma** In 2014, **Clear Channel Italy** and **ADR – Aeroporti di Roma**, a company that manages and develops the airports in Rome, signed an exclusive sub-concession contract for the management and sale of advertising panels in the airports Leonardo da Vinci in Fiumicino and Giovan Battista Pastine in Ciampino.
- MediaXchange** Clear Channel has extended its partnership with **MediaXchange**, a media agency in the international group Media Lease Group, started in 2014 to run the display areas of all the airports managed by **Clear Channel Italy**, in order to add value, starting from 2015, to the highway asset, thanks to the strong relationships MediaXchange has in the international Automotive sector. Since January 2016, this collaboration has also been extended to the premium malls. Everything can be perfectly integrated by mobile technology, based on the digital expertise of MediaXchange.
- PTA Group** **Clear Channel Italy** reached an exclusive partnership agreement with **PTA Group Srl** (Partner in malls development & BTL), a company specialized in marketing and communication activities for Malls, with whom it manages the advertising spaces in Premium Malls.
- Imecon Engineering** In March 2015, **Clear Channel Italy** established a partnership with **Imecon Engineering**, a company specialized in the design, prototyping and creation of turnkey technological solutions, to manage the marketing of advertising spaces under the clocks that belong to the Municipality of Milan, located in the historic centre of the city.
- Aeroporto Marconi di Bologna** After winning the contract to market the advertising spaces at Bologna Airport in April 2015, **Clear Channel Italy** entered into a 4-year partnership with **Aeroporto Guglielmo Marconi di Bologna S.p.A.**

Company Profile

Aeroporti di Puglia **Clear Channel Italy**, at the beginning of 2016, was appointed exclusive sub-concessionaire of the advertising spaces at Bari and Brindisi airports by **Aeroporti di Puglia Spa** with a 7-year contract.

One Tray In January 2016, **OneTray** – the company that has come up with the first brandable security check trays – entered into partnership with **Clear Channel Italy** to sell advertising on the trays. It is an exclusive agreement only in airports managed by **Clear Channel Italy**.

M4 OutdoorLiveMedia In January 2017, Clear Channel Italy has become the exclusive concessionaire of the **M4 OutdoorLiveMedia**, ex TheMadBox – TMB network, adding yet another asset to its prestigious digital portfolio, both in terms of coverage in Milan and format complementarity, joining a spectacular element that is increasingly appreciated by advertisers

Our Awards:

Awards

Awards won by Clear Channel Italy in 2015-2016:

- Winner of the InAVation 2016 award for the most Innovative Digital Project in 2015 in the “Transport Facility” category.
- Winner of the 2015 SUSTAINABLE DEVELOPMENT award.
- Winner of the international award LE FONTI 2015 - Media Company of the Year for Innovation.