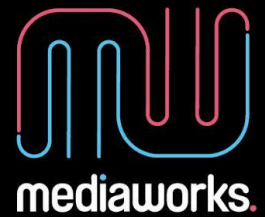


MEDIAWORKS MEDIA RELEASE

19 DECEMBER 2023

FOR IMMEDIATE RELEASE



MEDIAWORKS LIGHTS UP DOMINION ROAD WITH SPECTACULAR NEW DOOH SITE



MediaWorks has switched on a spectacular new digital out-of-home site on Auckland's bustling Dominion Road. The curved 12m x 3m landscape format will deliver high impact for advertisers in an unmissable location.

D72 is MediaWorks' 89th large format roadside digital screen and will capture the massive audience flowing from the central city on this major thoroughfare.

Mike Watkins, CEO of Mediaworks Outdoor says "2024 is set to be an exciting time for Mediaworks Outdoor with significant new builds and re-skins scheduled, all with the use of market-leading Daktronic LED screens.

"In a highly competitive market, delivering quality assets is an expectation, and MediaWorks Outdoor aims to lead the way. We look forward to sharing our strategy and plans with our clients in the new year."

Working with Group M, D72 will launch with high profile advertisers throughout December, including Doordash, BP, Ford, Smirnoff (Lion) and Hyoketsu (Lion).

mai

The edge

George®
beats working...

CHANNEL X

MORE FM

THE ROCK

rova

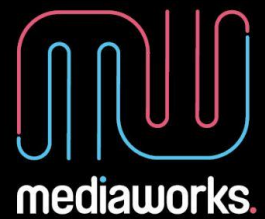
HUMM

magic

TARANA
your Indian Radio

THE BREEZE

THE SOUND



Julie Cherrie, GroupM Group Investment Director, says: This new premium large format digital screen from MediaWorks is an impressive canvas and delivers a prime opportunity to reach large audiences in the Auckland CBD with an impactful message. We are delighted to have been able to collaborate across our network at GroupM to secure exclusive access to the launch of the D72 digital billboard, and deliver a first to market opportunity with exceptional value to our clients.”

D72 is available to book from January 1st 2024.

-ENDS-

For more information please contact:

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About MediaWorks:

MediaWorks is New Zealand's leading radio and outdoor media company with over 2.4 million weekly listeners and over 5,000 outdoor touch points nationwide. The company owns and operates radio brands The Edge, The Rock, More FM, The Breeze, The Sound, Mai FM, George FM, Magic, Humm FM, Channel X and rova. MediaWorks brands and people are household names with local, highly engaged audiences. www.mediaworks.co.nz

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