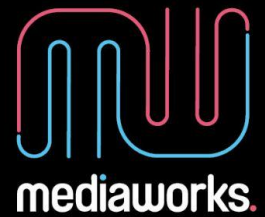


# MEDIAWORKS MEDIA RELEASE

25 JANUARY 2024

FOR IMMEDIATE RELEASE



## MEDIAWORKS INTEGRATION INTO CALIBRE GIVES ACCESS TO BUS AND AIRPORT MEASUREMENT FOR THE FIRST TIME

In a major development for the Out-of-Home (OOH) advertising industry in New Zealand, MediaWorks has successfully integrated into the Calibre planning tool. This brings a host of new formats into the tool for the first time and takes Calibre's coverage to almost 90% of the total OOH market.

The strategic partnership with MediaWorks firmly establishes Calibre as the industry standard, providing advertising agencies with a comprehensive platform for campaign measurement and channel optimisation.

Brad Glading, MediaWorks Head of Research & Insights, underscored the strategic significance of this integration, stating, "The industry has long sought a unified and standardised OOH audience measurement system. The ability for agencies and clients to plan across multiple OOH formats and vendors in a single platform is a substantial advancement for the industry, and we're thrilled to be a part of that movement."

Tim MacMillan, Head of Product Impact & Innovation at Reach, emphasised the significance of MediaWorks joining Calibre, stating, "Calibre now offers Out-of-Home planners access to nearly 6,000 sites, from 8 different media owners, across billboard, street furniture, airport, retail, commuter, bus, and EV station formats."

### Key Highlights:

**Comprehensive Market Coverage:** MediaWorks' full integration into Calibre provides advertising agencies with unparalleled access, covering nearly 90% of the OOH market. This positions Calibre as the preferred solution for agencies seeking efficient and extensive planning capabilities.

**Endorsement by OOHMAA:** Endorsed by the Out-of-Home Media Association of Aotearoa (OOHMAA), reinforcing its credibility within the advertising industry.

**Diverse Formats:** MediaWorks introduces a range of formats into Calibre, including Roadside Digital, Billboards, Bus, Commuter, and Wellington Airport, expanding the inventory available to agencies and enhancing campaign flexibility.

mai

The edge

George®  
beats working...

CHANNEL X

MORE FM

THE ROCK

rova

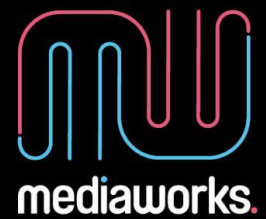
HUMM

magic

TARANA  
your Indian Radio

THE BREEZE

SOUND



**Viewable Corridors:** Calibre has introduced standardised viewing corridors, providing advertising agencies with more robust data for planning campaigns, ensuring consistent measurement standards.

**Industry Firsts:** The integration marks the first time agencies have access to bus and airport measurement.

**-ENDS-**

**For more information please contact:**

Yvonne van Sprang - **MediaWorks Head of Communications**  
[yvonnevansprang@mediaworks.co.nz](mailto:yvonnevansprang@mediaworks.co.nz) / 021 903 270

**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](http://www.mediaworks.co.nz)

mai

The edge

George<sup>®</sup>  
beats working...

CHANNEL X

MORE FM

THE ROCK

rova

HUMM

magic

TARANA  
your Indian Radio

THE BREEZE

THE SOUND