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Exterior Plus has won the exclusive contracts to run the advertising operations of Madrid and Barcelona airports in the most valuable outdoor media deal in Spain.

Exterior Plus, the leading Digital Out-of-Home company in Spain, has won the exclusive contracts to run the advertising operations of Madrid and Barcelona airports. Together, Madrid and Barcelona handle more than 100 million passengers every year: 57 million in Madrid and 50 million in Barcelona in 2018. Aena, the world's top airport operator, has chosen Exterior Plus to manage these contracts in the future in a pack that also includes the airports of some of the main historical and most widely-visited cities in Spain: Burgos, Girona, Valladolid and Salamanca.

Exterior Plus will run all advertising formats in these airports: digital signage, ambient media, events and traditional spaces. Exterior Plus's media offering for these two contracts will be strongly digitalised, eliminating printed regular displays and installing 4K digital screen networks and iconic digital formats in Madrid and Barcelona. Exterior Plus will additionally boost the experiential advertising with innovative solutions and interactive campaigns, maximising revenues and enhancing customer experience.

With these contracts, Exterior Plus consolidates its leadership in Digital Out-of-Home in Spain and expands its activity to six business areas: airports, railways, street furniture, shopping malls, large format and car parks.

Pablo González Ayala, CEO of Exterior Plus, said, "We are delighted to work with AENA in the Spanish airports. It is a highly motivating challenge in a unique communication environment. These contracts are an important step forward in Exterior Plus's strategic plan and will also make us the leading OOH media owner in the Spanish transit sector, running national railways across the whole country and the main airports. Our new media proposal will allow us to offer our clients new iconic digital sites and advertising solutions with cross-media communication and audiences. Customers will also enjoy a better atmosphere with these new attractive sites and improved placement".

About Exterior Plus

Exterior Plus is the leading out-of-home company in Digital and Transit in Spain, providing a wide range of communication solutions through six different business segments: Airports, Street Furniture, Railways, Shopping Malls, Car Parks and Large Format. The group operates 42.500 advertising faces and reaches over 90% of the Spanish audience.

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