

CASE STUDY 2008 ELECTION

HOW CLEAR CHANNEL OUTDOOR MADE DIGITAL HISTORY -A CASE STUDY

CLEAR CHANNEL DIGITAL PLATFORMS NOVEMBER 4, 2008



DYNAMIC ELECTION RESULTS ON TAXIS IN MANHATTAN

■ TESTIMONIALS

“

Clear Channel Outdoor proved to be a great partner with the reach to get our election results out to a vast audience in high-traffic areas. The ability to provide real-time election results on a digital OOH screen was a great complement to our TV and digital distribution channels.

”

-Frank Radice, EVP of NBC Agency/MSNBC Creative Services.



DIGITAL ELECTION

ELECTION HISTORY IN THE MAKING... AND THE TELLING

Our Digital Outdoor Networks (DONs) provided the public with real-time tally updates and final results from the 2008 Presidential election.

Clear Channel utilized a content partnership with MSNBC to use live data feeds from msnbc.com to provide the updates expected to reach millions of motorists, commuters and pedestrians.

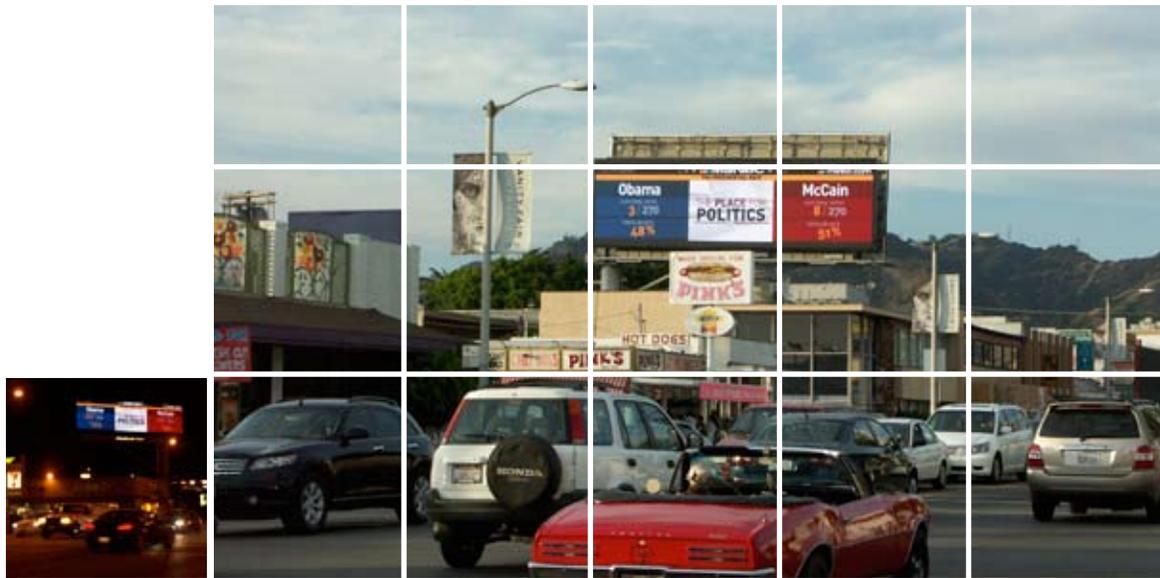
The displays showed election updates on 250 Clear Channel digital billboards in 20 billboard markets and on 300 Digital Smart Tops positioned on New York and Boston taxis. These real time results were broadcast on multiple digital platforms simultaneously.

The electronic digital billboards displayed static messages that resemble standard printed billboards when viewed, but also allow advertisers to change messages throughout the course of a day.

The Digital Smart Tops are electronic LCD screens that allow the utmost in client control. The units are able to receive text and graphics to the Tops when clients need to change messages. The GPS system allows ads to run in specific areas of the city, or just on a specific street. The client controls the vibrant graphics, vibrant flash animation and vibrant copy capabilities.

Updated election content was also shown on signage provided by Clear Channel Branded Cities in Westgate City Center in Arizona. Branded cities, a new cutting edge branch of Clear Channel Outdoor, is designed to capitalize on the vast and growing trend of single-developer mixed-use real estate properties.





REAL TIME RESULTS IN L.A.

DIGITAL ELECTION

Beyond the platforms, there existed an interesting campaign that Clear Channel decided to embark upon. Using MSNBC as a content source and partner for this series of messaging events, it was important for this campaign to attract buzz, inform the public, and generate information dynamically into a synthesis of interest- hallmarks of many successful advertising programs. Clear Channel Outdoor was able to deliver political headlines, get out the vote messages, countdown to the elections and offer real-time results for the 2008 Presidential election to millions of people in a multitude of digital formats to scores of top DMA markets.

From pedestrians walking in Manhattan looking at a Taxi, to freeway drive time on the 405 in Los Angeles on a series of digital billboards, to single developer work/play environments such as Branded Cities' Westgate in Phoenix, Clear Channel was able to deliver a branded message in almost every facet of out-of-home life. As this level of sophistication has not been done before, we were very excited about successfully being able to provide this level of audience share and historic information in an historic Outdoor delivery. The significance was noted in the New York Times, AdWeek and Wired among others.





GO VOTE CREATIVE - NOVEMBER 4TH, LAS VEGAS

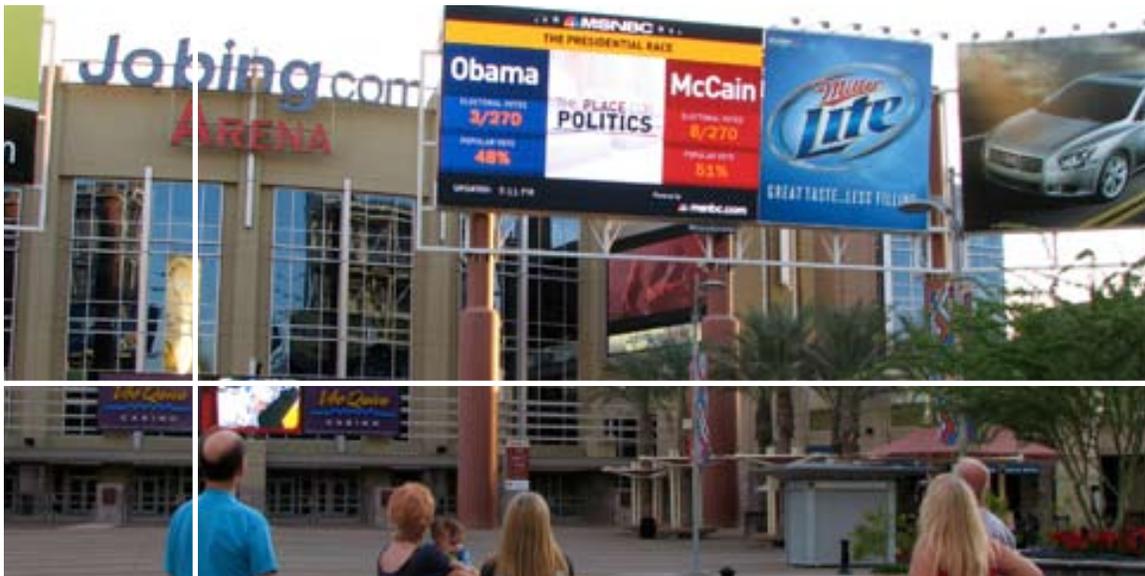
■ TESTIMONIALS

“

Clear Channel Outdoor's growing digital networks now offer access to an ever wider audience, and we are proud to bring to the traveling public instant election results updates about one of the most important presidential elections in American history.

”

-PAUL MEYER, PRESIDENT AND CEO OF CLEAR CHANNEL OUTDOOR.



RESULTS COMING IN, BRANDED CITIES, WESTGATE

CRITICAL MASS



Merriam-Webster defines Critical Mass as ‘a size, number, or amount large enough to produce a particular result.’ This embodies not only the audience share of our digital platforms but literally defines the creative intent for election night 2008-results.

One of the best features of our Digital Outdoor Network is how they are part of a citywide or regional display-advertising network. From a series of connected digital billboards, to hundreds of Digital Smart Tops in taxis, to *Branded Cities*, our digital displays provide everything from a broad-based advertising presence to very tightly controlled messaging based on demographics. These specific displays can be tailored to weekday morning commutes or mid-afternoon shoppers (depending on sign locations) or special weekend sales announcements presented to a Friday evening home commute. In the case with Taxis, specific ads can be played based on location of the vehicle. This is known as geotargeting.

These networked systems are a strategic advertising component in allowing advertisers a powerful way to reach a critical mass with its targeted audiences. These electronic displays incorporated into network signage systems enable advertisers to bring a specific message at a specific time to a specific audience. For the clients who buy ‘time’ on the boards, it allows them a powerful advertising opportunity. Cross platform advertising, which achieves significant scale like television, can boldly introduce a national campaign or dramatically reinforce a campaign in specific markets with an immediate follow up on DON Billboards, Taxis, Airports, and Branded Cities.

Regarding the Election of 2008, Clear Channel Outdoor was able to demonstrate that our multi-platforms of DONs were able to deliver simultaneous and dynamic messaging across a vast array of digital media. The creative executions included a countdown of days until election day (Nov. 4th), reminders to vote, top political headlines from a content partner (MSNBC), and on the night of the election, real-time results on a multitude of platforms; this was *critical mass*, this was *critical media*!

SNAPSHOTS FROM ACROSS THE COUNTRY



DES MOINES



TAXI / BOSTON



ATLANTA



CHICAGO



WICHITA



TAXI/MANHATTAN /NEW YORK



COLUMBUS



WASHINGTON DC



PHOENIX



LOS ANGELES



LAS VEGAS



SAN ANTONIO



WEB CAM PICTURE FROM CITIGROUP CENTER/TRAIN STATION, CHICAGO

Clear Channel Outdoor is able to offer digital ubiquity. For companies that understand presence and efficacy, we offer a 360 degree digital approach to audience delivery.

DIGITAL NETWORK

DIGITAL BILLBOARDS

The new Digital Outdoor Network gives marketers significant creative flexibility and up-to-the-moment message opportunities. This new technology is transforming the industry into the most flexible and responsive of all advertising platforms.

DIGITAL TAXI:

Digital Smart Tops are electronic LCD Taxi Tops allowing the utmost in client control. Send text and graphics to the top when you want it. The GPS system allows ads to run in specific areas of the city, or just on a specific street. The client controls the vibrant graphics, vibrant flash animation and vibrant copy capabilities.

NY10 TAXI ENTERTAINMENT NETWORK (DIGITAL TV):

Clear Channel Taxi Media and NBC Universal feature compelling programming to capture passengers' attention. Ads play in an uncluttered environment to captive consumers. Ads include audio and play in full motion video or as static slides to utilize existing creative. Ads can be updated within hours, and can be GPS-based to target specific areas of the city, or Time-of-Day based to target consumers at the best times for them to react to your message.

AIRPORT INDOOR NETWORK AND OTHER DIGITAL AIRPORT PRODUCTS:

Clear Channel Outdoor has a variety of digital media advertising available within airports, from larger format LCD/LED displays to interactive kiosks, digital passenger assistance service systems (D-PASS) and video walls.

BRANDED CITIES:

Branded Cities© provides national and local marketers extraordinary presence in today's most dynamic destinations. Designed to capitalize on the vast and growing trend of single-developer mixed-use real estate properties, Branded Cities© creates true "centers of excitement" with digital signage in concert with the latest retail, sports, dining, and entertainment hotspots.

