



**Press release**  
**April 16, 2007**

## **International and Romanian heavy players in outdoor advertising meet at Mediafax Talks about OOH**

*Bucharest, April 16, 2007 - Representatives of the largest worldwide outdoor companies meet to debate the trends and challenges of out-of-home (OOH) advertising at the year's event of the industry, Mediafax Talks about OOH, organized by Mediafax and the International Advertising Association Romania (IAA), on Thursday, April 19, at the Bucharest-based Howard Johnson hotel, the Platinum Hall.*

The event is opened by speakers such as Jean Francois Decaux, Chairman of the Board and co-GM of JC Decaux (worldwide number 1 in street furniture and worldwide number 2 in outdoor), Christian Kauter, Affichage Holding CEO (the 6th in OOH advertising), Jason E. Senior, Vice-CEO and COO of News Outdoor Group, a News Corporation division (the 1st in OOH advertising in Central and Eastern Europe), and Markus Schuster, CCO EPAMEDIA, Austria (the Austrian leader of outdoor advertising in CEE).

Next to the foreign guests, Felix Tataru, president of IAA Romania, speaks about the first steps to be made towards a responsible OOH field, together with Adrieau Videanu, General Mayor of Bucharest, and Andrei Chiliman, Mayor of Bucharest's District 1. The two representatives of the local authorities are also invited to cover the hot issue of the auction for the Bucharest's street furniture, in a debate with the key speakers and the audience.

The second session of Mediafax Talks about OOH sets the focus of the discussions on unconventional, innovation and creativity. For the first time ever, Dan Barbulescu, President of the Board of S.C. Cocor S.A, shall reveal the project that is to turn the Cocor department store into a Time Square building look-alike, whereas Marian Costache, General Director MV.com, speaks about patents in advertising, and Catalin Gulan, Managing Partner Brief Advertising, pleads for interactive communication. Further on, Cristian Munteanu, Executive Creative Director TBWA\MERLIN, approaches OOH creativity under the headline "Media Arts", while Tudor Maxim, Director General of Elevate Media, defines VCTH (very close to home) as an alternative to out-of-home advertising.

The third part of Mediafax Talks about OOH brings into the spotlight the impact and measurability of the campaigns focused on this media, with presentations held by Bogdan Vasile, Head of Direct Marketing & OOH Starcom Media, Dan Ion, Campaign Director Poster Publicity, Silvia Coserea, Marketing & Sales Director Euromedia, and Ken Campbell, Chief Marketing Officer Vodafone Romania. The event closes with a workshop on street furniture, organised by News Outdoor Romania.

Mediafax Talks about OOH welcomes all players on the outdoor and indoor markets, media agencies, advertising professionals, advertisers, as well as all those interested in the latest developments in the field, who want to place the future of Romanian out-of-home advertising under the spotlight. Participants can register for the event at [www.mediafaxtalks.ro/ooh/](http://www.mediafaxtalks.ro/ooh/) or by dialing 031.825.61.13 or 031.825.61.12, between March 29 and April 18, 2007.



Partners of the event are International Advertising Association Romania (IAA), Affichage, Beta Cons and Euromedia (EPAMEDIA members), News Outdoor Romania. The sponsoring companies are MV.com and Ad Expert.

#### **About Mediafax**

Mediafax is the largest provider of general and business information in Romania, leading the market for 15 years now. Founded in 1991, Mediafax is part of Media Pro, the largest media group in Romania, and counts more than 1,700 clients activating in mass-media, the public sector and business fields. Mediafax products and services include: real-time newswires and press photography, audio recordings of exclusive statements and interviews, press clipping services, business newsletters specialized on economic sectors, specialized annual reports.

#### **About Mediafax Talks**

Since 2006, Mediafax has been offering the business community in Romania more than just information. The Mediafax Talks conferences are designed as forums where businesspersons can debate their industry-specific issues and speak directly to the regulating authorities. The previous editions of the Mediafax Talks conferences brought together heavy players on specific markets and officials of the authorities regulating their fields of activity, in a debate on the hottest topics for the respective market.

#### **About Out-of-Home Advertising**

Out-of-home advertising represents all type of advertising that tries to directly reach the consumer while he or she is not at home, and includes both outdoor (billboards, banners, meshes etc.) and indoor advertising (in elevators, toilets, parking lots, waiting halls, malls etc.).

#### **About Affichage Holding**

The Swiss Affichage group is world number 6 in outdoor advertising, with an experience exceeding 100 years in the field of posters. Affichage was founded in Geneva, back in 1900, and it is market leader in Swiss outdoor advertising, representing 15% of the total advertising volume in Switzerland. Affichage is the sole provider whose poster network covers the entire territory of Switzerland. In the beginning of the year 2006, the group took over Romanian Churchill View, now Affichage Romania. Affichage also purchased the Romanian Billboard Network (RBN) company in the same year.

#### **About EPAMEDIA**

EPAMEDIA is the Austrian leader of outdoor advertising in Central and Eastern Europe, with subsidiaries and affiliates in Bulgaria, Croatia, Serbia, Slovenia, Romania, Hungary, Macedonia, the Czech Republic, Poland, Slovakia, and, since the beginning of 2007, in Moldavia as well. In 2006, the EPAMEDIA group registered a turnover of 143 million euros, in 11 countries. The group owns two outdoor companies in Romania, Euromedia and Betacons, which it purchased in 2005, taking leadership of the domestic outdoor market.

#### **About International Advertising Association**

The International Advertising Association was set up in 1938 in order to defend professional marketing communication. Meanwhile, IAA has become the supporter of both advertisers and consumers' freedom of choice. It is the only association that addresses all the disciplines involved in brand building, with a worldwide network based in 96 countries.

#### **About JC Decaux**

JC Decaux is the creator of street furniture as a concept. In 1964, Jean-Claude Decaux invented the street furniture concept, associating public service and advertising, and set the first bus shelters, in Lyon. Presently, the group owns over 80,400 such pieces of urban furniture in 30 countries. JC Decaux is world number 1 in street furniture, Europe's number 1 in large-size billboards and world number 1 in airport advertising (153 airports). The group operates in 46 countries now. Its 2005 turnover exceeded EUR1.745bn.

#### **About News Outdoor**

News Outdoor Group (NOG) is the out of home advertising subsidiary of News Corporation (News Corp). News Corp entered the OOH advertising market in 1999 and, since then, has become market leader in Central and Eastern Europe. NOG has its headquarters in Moscow, Russia, and subsidiaries in Bulgaria, The Czech Republic, India, Israel, Poland, Romania, Russia, Turkey and Ukraine. In Romania, News Outdoor holds a nationwide network of approximately 3,500 billboards, strategically located throughout the country. The company was set up in 1997 and purchased by NewsCorp in the year 2000.

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