

Clear Channel Outdoor and Hyperactivate Measure Advertising Week's "Most Influential" in Social Media Competition

Promotion Demonstrates the Power of Out-of-Home to Drive Mobile and Social Media Engagement; Awards Winner with 15 minutes of Fame on Spectacolor Screen in Times Square

NEW YORK--(BUSINESS WIRE)-- [Clear Channel Outdoor \(NYSE: CCO\)](#), one of the world's largest out-of-home advertising companies, today announced it is working with Advertising Week to promote social media discussion at its [10th Anniversary confab \(AWX\)](#) by sponsoring a competition in which AWX delegates can pit their social media influence against others in the chance to win fifteen minutes of fame on one of Clear Channel Outdoor's Spectacolor screens in Times Square. Clear Channel Outdoor partnered with participatory marketing company, Hyperactivate, to execute the campaign, curate the social media/out-of-home activation and measure the influence of participants.

Starting September 23 at 9 am Eastern, AWX attendees can amplify their tweets and Facebook posts at www.amplifyawx.com. Tweets and posts issued from the landing page will be amplified from the online social media world to the real world, automatically appearing on a Spectacolor Screen in Times Square at 1567 Broadway, adjacent to TKTS and Duffy Square and on Clear Channel Outdoor digital totems placed at Advertising Week venues (Times Center and Liberty Theater). Each Tweet or Facebook post initiated from amplifyawx.com will be tracked by "Spotlight," Hyperactivate's new proprietary application which will follow subsequent actions taken on each tweet or post – links clicked, re-tweets, comments made, etc., until the competition ends at noon, September 27. A leaderboard will be presented online and on the digital screens at the Advertising Week venues and the participants in the competition will also be able to view their own individual scores to see how they are doing.

"Following this campaign, Clear Channel Outdoor will have a whole new set of data that shows the impact of out-of-home in sparking a lively social dialogue," said Marc Fischman, co-founder and chief executive officer of Hyperactivate. "This activation at AWX will also further illustrate to all of the advertising thought leaders in attendance that it's what happens after a Facebook post or tweet is posted that matters most; this is the next frontier in understanding the brand value of social media. We are able to look beyond simply the number of friends and followers who may have been exposed to a message and analyze the subsequent actions taken with our Spotlight app."

Clear Channel Outdoor anticipates that the 15 minutes of time on the Spectacolor screen in Times Square will be a strong incentive to participation for the AWX delegates and the company will call attention to the opportunity throughout the week with thought-provoking questions on Twitter and Facebook and prompts issued by the satellite screens the company is erecting at the AWX venues.

“With consumers spending more time out of home and tethered to their mobile devices, the stage is set for brands to tap into the power of out-of-home media as an activator of conversation and social interaction that strengthens brand affinity,” said Vicki Lins, chief marketing officer of Clear Channel Outdoor – North America. “Recent growth trends in out-of-home point to advertisers’ recognition of our medium’s enduring impact. I believe out-of-home’s ongoing integration with mobile and social technologies will amplify these trends, and I look forward to the data-driven demonstration with Hyperactivate during Advertising Week’s tenth anniversary.”

About Clear Channel Outdoor Holdings, Inc.

[Clear Channel Outdoor Holdings, Inc., \(NYSE: CCO\)](#) is one of the world’s largest outdoor advertising companies, with more than 750,000 displays in over 40 countries across five continents, including 48 of the 50 largest markets in the United States. Clear Channel Outdoor Holdings offers many types of displays across its global platform to meet the advertising needs of its customers. This includes a growing digital platform that now offers over 1000 digital billboards across 37 U.S. markets. Clear Channel Outdoor Holdings’ International segment operates in nearly 30 countries across Asia, Australia, Europe and Latin America in a wide variety of formats.

About Hyperactivate

[Hyperactivate](#) is the marketing solutions company that activates fans and followers by creating participatory social media promotions that encourage and facilitate sharing of brand messages. Named one of the [top three social media companies](#) of 2013, Hyperactivate has a powerful technology platform for harnessing word-of-mouth marketing, analyzing social media efforts, and for the first time ever, accurately measuring social media ROI. The company is the first of its kind to develop a proprietary patent-pending platform that can actually trace a brand revenue stream back to a single tweet or post and the chatter it created. Best known for its mosaic application, Hashtagart, Hyperactivate is expanding its marketing solutions to include a full suite of products to run on its platform including Spotlight, Caption Capture, and Social Comix.

About Advertising Week

Since its creation in 2004, Advertising Week has drawn hundreds of thousands of participants from around the world to New York City for a week long think-tank comprised of over 200 different distinct programs that focus on the power of advertising and its neighboring industries. Above and beyond celebration, the mission of The Week is to inspire young people to join the craft; focus the industry and public at-large on the social impacts of advertising; address the most important issues facing the industry and shine a bright light on the business and economic influence of the advertising, media and marketing industries. The Week is produced by Stillwell Partners. Stillwell also produces Advertising Week Europe which returns to London March 31 – April 4, 2014.

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