

# Clear Channel Outdoor to Modernize Transit Advertising Across Austin Through New CapMetro Partnership

***High-Impact Transit Media Will Connect Brands with Millions of Residents, Commuters and Visitors in One of America's Fastest-Growing Cities***

AUSTIN, Texas, Jan. 27, 2026 /PRNewswire/ -- Clear Channel Outdoor (NYSE: CCO) today announced it was awarded a multi-year contract from [CapMetro](#), the main public transportation authority serving Austin and Central Texas, to modernize and expand the transit agency's advertising program over the next three years. This partnership opens a major new avenue for brands to engage on-the-go consumers and daily commuters across [Austin's busiest corridors](#) and surrounding suburbs.

Under this exclusive media contract, Clear Channel Outdoor (CCO) will manage and grow ad sales across 400+ buses operating on 71 routes and 10 rail stations that together move more than two million monthly riders – all while Central Texas continues to experience rapid economic growth driven by technology, tourism and creative industries.

## Reimagining Transit Advertising in Austin

CCO will transform CapMetro's advertising program into a modern, dynamic media network to achieve a variety of business objectives for local and national advertisers. Key components of Clear Channel's modernization strategy include:

- Enhanced creative capabilities to support high-impact campaigns
- A robust transition and installation plan to ensure a seamless launch in 2026

"Our partnership with CapMetro will help brands connect in even more meaningful ways with Austin's vibrant and growing community," said Michelle Costa, Regional President, Clear Channel Outdoor. "As Austin continues to expand as a cultural and economic hub, brands will benefit from the high-impact transit advertising solutions we'll bring to bear to drive measurable campaign results."

## Extending Brand Reach Across Every Major Touchpoint

Building on the strength of its existing media program at [Austin-Bergstrom International Airport \(AUS\)](#), this new transit partnership further expands CCO's market presence and enables brands to connect with consumers throughout their full Austin journey, from the moment they arrive at the airport to the daily routes they travel across the city.

These large-format bus and rail displays provide market-wide visibility from downtown Austin to surrounding neighborhoods, reaching a combined audience of 2.3 million residents and 30 million annual visitors, including a high-mobility audience of professional commuters, urban dwellers and suburban transit riders.

"By reimagining the city's transit media network with CapMetro, we'll enhance

how advertisers engage with Austin's influential, on-the-go consumers, helping brands show up in the moments that matter across a city that continues to draw increasing attention from businesses and visitors," said Ruben Batista, President, Clear Channel Outdoor – San Antonio and Austin.

### **Building Real-World Connections with Today's Consumers**

The CapMetro partnership coincides with the 40<sup>th</sup> anniversary of SXSW in March 2026, an ideal moment for marketers to capture heightened activity across the city as thousands of visitors, creators and industry leaders converge in Austin.

Moreover, at a time when consumers have grown more skeptical of online content and are experiencing digital fatigue, OOH advertising helps brands break through in the real world, delivering messages where people live, work and travel. Additionally, as marketers navigate the challenges of media fragmentation, [a recent five-year Kantar study](#) shows OOH outperforms other media channels in key metrics and plays a critical role in addressing gaps in modern marketing strategies.

### **About Clear Channel Outdoor Holdings, Inc.**

Clear Channel Outdoor Holdings, Inc. (NYSE:[CCO](#)) is at the forefront of driving innovation in the out-of-home advertising industry. Our dynamic advertising platform is broadening the pool of advertisers using our medium through the expansion of digital billboards and displays and the integration of data analytics and programmatic capabilities that deliver measurable campaigns that are simpler to buy. By leveraging the scale, reach and flexibility of our diverse portfolio of assets, we connect advertisers with millions of consumers every month.





**Clear Channel  
Outdoor**

View original content to download multimedia <https://www.prnewswire.com/news-releases/clear-channel-outdoor-to-modernize-transit-advertising-across-austin-through-new->

[capmetro-partnership-302670467.html](#)

SOURCE Clear Channel Outdoor