

# Walker Jacobs Becomes Chief Revenue Officer and President of Sales for Clear Channel Outdoor – North America

Former Head of Turner's Digital Ad Sales Group to Lead Monetization of Clear Channel's Portfolio of Out-Of-Home Assets in the U.S. and Canada

NEW YORK--(BUSINESS WIRE)-- [Clear Channel Outdoor Holdings, Inc. \(NYSE:CCO\)](#) today announced that Walker Jacobs will become Chief Revenue Officer and President of Sales for Clear Channel Outdoor – North America. Jacobs will lead the monetization of CCO's portfolio of industry leading out-of-home assets in the U.S. and Canada and use his extensive experience to build a world class business development organization and develop innovative marketing solutions to benefit CCO and its partners. Jacobs will report to Suzanne Grimes, President and Chief Operating Officer of Clear Channel Outdoor – North America.



In his new role, Jacobs will have direct responsibility for the national advertising sales, sales marketing, revenue management and sales operations teams. Clear Channel Outdoor has developed and deployed a unique and powerful collection of out-of-home media assets, and is focused on growth opportunities that provide solutions for today's marketers – from technological innovation and mobile and social integration to enhanced audience targeting, engagement and measurement. Jacobs will lead the company's efforts to grow revenue on the basis of these solutions and bring new advertisers to the out of home sector.

Walker Jacobs has been named Chief Revenue Officer and President of Sales for Clear Channel Outdoor-North America. Former head of Turner's

Digital Ad Sales Group will lead monetization of Clear Channel's portfolio of out-of-home assets in the U.S. and Canada. (Photo: Business Wire)

Jacobs most recently served as Executive Vice President of Turner

Broadcasting Systems Inc.'s Turner Digital, where he led one of the fastest-growing areas of Turner's business. There he oversaw all digital sales efforts, as well as integrated marketing solutions with all of the company's cable networks, including TNT, TBS, CNN, Cartoon Network, Adult Swim and TruTV. Jacobs led sales efforts across the Internet, video-on-demand and mobile platforms for the company's portfolio of leading sports, news, entertainment and kids' sites, including CNN.com, NBA.com, NASCAR.com, NCAA.com, PGA.com, Bleacher Report, Funny or Die, and many others. Under Jacobs' management, revenue increased fivefold in his six years at Turner Digital.

"I'm thrilled that Walker Jacobs is joining the Clear Channel Outdoor team in such a key role," said Grimes. "This is the pivotal moment for OOH as we combine our enduring impact with emerging technology, to help marketers reach an increasingly mobile consumer against the backdrop of a fractured media landscape. Walker's passionate sales leadership, innovative media perspective and deep digital expertise will be invaluable in accelerating our growth as we harness CCOA's leadership position to benefit advertising partners."

"As Clear Channel Outdoor continues to lead the way in transforming its business into one that maximizes its digital capabilities, it creates huge opportunities for advertisers to plan and buy out-of-home on a national basis. This is an incredible opportunity for me to use my experience in digital platforms and work with teams across Clear Channel Outdoor to maximize revenue across our powerful nationwide advertising platform," said Jacobs.

"With connected consumers increasingly looking for information, entertainment and media options wherever they are, out-of-home advertising is becoming an increasingly critical part of advertisers' marketing mix – and Clear Channel Outdoor is laser-focused on working with advertisers to couple cutting-edge technology with innovative marketing programs, enabling them to win an increasing share of consumers' attention."

Before joining Turner, Jacobs served as senior vice president of the Reuters Americas Media Group, responsible for general management of Reuters.com, managing ad sales and business development, as well as content sales for Reuters Media Business in the U.S., Canada and Latin America. Jacobs also led Reuters' outdoor advertising business in Times Square, where he managed their partnership with NASDAQ Tower. The two companies' digital out-of-home assets were combined to create "Times Square Squared," one of the early leaders in innovative digital out-of-home. Jacobs joined Reuters by way of the company's March 2003 acquisition of Multex Incorporated, a leading financial research and information company. Prior to the merger, as Vice President, he managed the media business and advertising sales for Multex Investor and Marketguide properties. Jacobs began his executive career in media as Publisher of Institutional Investor Online, responsible for general management, operations, advertising sales, e-commerce and marketing of their websites.

In 2009, Jacobs was named to the annual "*Mediaweek* 50" list, which recognizes the media industry's most indispensable talent, and was again named in 2010 as the magazine's "20 To Watch." Jacobs recently served on the Board of Governors of the National Academy of Television Arts and Sciences New York, the boards of IAB and OPA, and is also a member of the Board of Directors for Junior Achievement New York.

## **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.

Photos/Multimedia Gallery Available:

<http://www.businesswire.com/multimedia/home/20131023006206/en/>

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Source: Clear Channel Outdoor Holdings