

Clear Channel Outdoor Expands Digital Sign Network in Los Angeles Area

14 new digital billboards span Greater Los Angeles, from San Fernando Valley to the Inland Empire, to benefit businesses and strengthen local communities across region

LOS ANGELES--(BUSINESS WIRE)-- Clear Channel Outdoor today announced it has added 14 new digital signs in the greater Los Angeles marketplace in order to meet advertiser and community demands to reach Los Angeles residents via digital out-of-home advertising. The company now has a digital network of 33 signs in the market.



Clear Channel Outdoor digital billboard providing emergency information during the Glendora Colby fire. (Photo: Business Wire)

Digital signs provide a unique platform for enhanced creativity and promotional flexibility with commercial messages while also equipping local communities with a valuable real-time messaging service for public safety, emergency response, law enforcement and community building.

Across greater Los Angeles, Clear Channel Outdoor offers a powerful portfolio of traditional

and digital signs in a wide array of formats, giving advertisers mass-market reach or specific targeting based on audience demographics or geography.

“Los Angeles is a modern city and the entertainment capital of the world and Los Angeles County is the largest retail and manufacturing county in the nation. To build their businesses, our local and national advertisers demand state-of-the-art communications to reach their customers -- our residents,” said Greg McGrath, President, Clear Channel Outdoor – Southern California. “Our new digital signs within greater Los Angeles strengthen our ability to reach many of the same audiences we were delivering to advertisers with digital signs in the city itself. While we continue to advocate for the fair and reasonable use of digital signs within the city, we are pleased to work with communities in the larger Los Angeles marketplace to serve the needs of our advertising clients and to strengthen those communities with the benefits tied to digital signs.”

Clear Channel Outdoor’s digital technology enables instantaneous creative updates and advertiser capability to respond in real-time to current events and market conditions, enhancing the effectiveness of campaigns. The unique and adaptive capabilities of digital signs mesh well with the vibrant culture of Los Angeles, allowing local businesses to connect with their communities while also providing larger advertisers with a means to reach a broad audience.

Outdoor advertising is one of the most effective and affordable marketing tools available to local small businesses. “Outdoor advertising near our restaurant has been critical to our growth and success in the Los Angeles community,” said Richard Pink, co-owner of famed Pink’s Hot Dogs. “For many years, billboards have been an economic driver for small businesses like Pink’s because they provide tremendous exposure to the residents of Los Angeles and the millions of visitors we receive each year at a reasonable cost.”

Clear Channel Outdoor’s digital signs are also regularly used to relay critical public safety information during emergency circumstances; this includes AMBER alerts for child abductions, FBI Most Wanted notices, and messaging from local police and fire departments. Clear Channel Outdoor’s digital network was a significant tool in the 2013 manhunt for police-killer Christopher Dorner, and the digital network was most recently used for safety messaging in conjunction with the Glendora Colby Fire.

The sign industry in Los Angeles generates revenues for cities through business license taxes and other fees and creates a wide range of jobs – from highly skilled technical and digital services positions to maintenance and repair work. In the current period of municipal fiscal constraint, when local governments are seeking ways to generate revenue to support important public services, cities and municipalities all across the country have worked with digital sign companies to secure new revenues. In recent years, forward-looking cities have implemented legislative solutions to maximize public benefits for their citizens by permitting digital signs in appropriate non-residential locations while also reducing existing traditional signs. In California, Buena Park, Carson, Industry, Baldwin Park, Irwindale, Compton, Sacramento, Oakland and Hayward have joined communities in more than 43 states and 450 U.S. jurisdictions by adopting standards for digital signs.

A complete list of sign locations in the Los Angeles area market is available upon request.

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.

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Clear Channel Outdoor
David Grabert, 212-812-0089
DavidGrabert@clearchannel.com
or

Fiona Hutton & Associates, Inc.
Vanessa Rodriguez, 818-760.2121
vrodriquez@fionahuttonassoc.com

Source: Clear Channel Outdoor Holdings