

Eric Z. Sherman Named Vice President, Research, Insights & Analytics for Clear Channel Outdoor – North America

Company Plans Development of New Data and Insights Demonstrating the Effectiveness of Out-of-Home Advertising

NEW YORK--(BUSINESS WIRE)-- [Clear Channel Outdoor Holdings, Inc. \(NYSE: CCO\)](#) today announced that Eric Z. Sherman has been named Vice President of Research, Insights & Analytics for Clear Channel Outdoor – North America. Reporting to Walker Jacobs, Chief Revenue Officer and President of Sales, Sherman will lead research programs for Clear Channel Outdoor that will further define the value and return on investment for out-of-home advertising campaigns. Delivering enhanced measurement and insights to the marketplace is a key strategy in the company's drive to bring new advertisers and deeper campaign investments to out-of-home.

Eric Z. Sherman, Vice President, Research, Insights & Analytics, Clear Channel Outdoor - North America (Photo: Business Wire)

In his new role, Sherman will be responsible for providing critical performance analysis concerning out-of-home media platforms.

He will leverage original brand and campaign studies, ad sales research, media research, and mobile consumer data in analyses that create new insights. He will oversee the development of a comprehensive research agenda that addresses the biggest opportunities in out-of-home that are unlocked by delivering more meaningful data and insights to advertising clients. In partnership with the sales and marketing organizations at Clear Channel Outdoor, Sherman will also develop research programs that are focused on targeted vertical categories.

"This new appointment signals Clear Channel Outdoor's commitment to enhancing the services we provide to our advertising clients," said Suzanne Grimes, President and Chief Operating Officer, Clear Channel Outdoor – North America. "With connected, mobile consumers spending more time out-of-home, there are tremendous opportunities for Clear Channel Outdoor and the entire industry to stake a bigger claim in advertisers' media investments. We have unique opportunity to solve marketers' problems by delivering targeted audiences at scale, but we must offer enhanced insights that demonstrate the true impact of our medium. Today's marketers can rightfully demand data demonstrating ROI; I am confident that Eric's expertise will help us exceed their expectations."

Most recently, Sherman was the Senior Director of Research, Brand Insights, and Digital Strategy at CNBC, where he was responsible for understanding the characteristics, behaviors, and motivations of the network's television and digital audiences. As leader of a team of research and analytics professionals, Sherman quantified the value of CNBC to advertisers and deployed data and analysis in support of editorial and strategic decision-making. As the head of CNBC's web analytics practice, Sherman also measured the performance of all the network's web and mobile properties.

Previous to his role at CNBC, Sherman advised clients on marketing strategy and advertising effectiveness in the Strategy & Analysis group at Digitas and in the Research group at Millward Brown's Dynamic Logic.

"Under Suzanne Grimes' leadership, the North American arm of Clear Channel Outdoor has determined a strategy and aligned the resources and the expertise needed to drive an elevated dialogue about out-of-home with advertisers and their agencies," said Jacobs. "Eric Sherman's contributions through data analytics and insights will be instrumental to helping us demonstrate the measured impact we can have in solving marketers' problems."

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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