

## Edith Cowan University signs with EYE again

For Immediate Release  
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PERTH – [EYE](#)'s leading student media business, [Eye Study](#), today announces the renewal of long term advertising contract with Edith Cowan University (ECU) at both their Joondalup and Mount Lawley campuses. ECU has renewed advertising agreements for EYE display advertising including digital signage, throughout the commercial precincts of the campuses.



“Edith Cowan University recognised the value in partnering with EYE who has a proven track record in university advertising across Australia and New Zealand. EYE provided a long term solution for our on campus media strategy objectives,” Malcolm Allen, Campus Life Services Manager (Retail), Edith Cowan University commented.

“We are delighted to renew our agreement with such a valuable partner as Edith Cowan University. This agreement further reinforces Eye Study as the leading provider of on-campus advertising to high calibre universities across the country. We continue to perform in the best interests of our partners and their students,” comments Mark Machet, General Manager, Eye Study ANZ.

Eye Study is Australia's leading supplier of advertising solutions targeting hard to reach young adults. Between the hours working and the hours socialising, Students have extremely limited consumption of traditional media. Advertising on campus provides a strong and viable option for brands looking to gain maximum exposure to this educated, open minded and brand conscious market.

Eye Study reaches 1.4 million students across 93 institute campuses in Australia and New Zealand.

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### About EYE

EYE is an international Out-of-Home advertising company specialising in airport, retail, roadside and university media. Connecting leading brands with active consumers, EYE's media reaches large-scale audiences throughout their daily journeys. Eye Corp Pty Ltd is a wholly owned subsidiary of Ten Network Holdings Limited, a publicly listed company which also operates Network Ten, the broadcaster of Australian free-to-air channels ONE, TEN and ELEVEN.

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