



MEDIA RELEASE

For immediate release

16 June 2008

EYE's innovation reclaims Sydney's T2 Domestic Terminal

Out-of-Home operator EYE, reaffirm their robust position as the market leader in airport advertising across Australia and New Zealand, through the successful bid to retain the advertising rights to Sydney Airport's T2 Domestic Terminal.

As the established leader in digital airport media, EYE remains dedicated to delivering innovation and accountability through the latest deployment of dynamic, high-quality, digital display technology in the Out-of-Home sector.

Mike Tyquin, CEO for Eye Media Australia and New Zealand commented, "EYE's proposal for T2, will see a number of market firsts in the innovation and technology arena which reinforces EYE's demonstrated commitment as leaders in the airport media environment."

Mr Tyquin added, "Among our ANZ airport media portfolio, which reaches more than 100 million passengers, T2 provides an outstanding environment, offering business and leisure travellers a great passenger experience in what is a classically captive environment. EYE's media development plan will maximise opportunities for advertisers to reach departing passengers at various times during their average 1 hour, 40 minute dwell-time and will target arrivals with precision."

Sydney Airport is a major airport in Australia. The domestic terminal T2 is Australia's largest terminal, and is a primary access point for both business and leisure passengers.

Across Australia and New Zealand EYE delivers media solutions to advertising partners through multiple formats offering unparalleled access to Flyers, Drivers, Shoppers and Students.

Eye has offices in and operates Out-of-Home media businesses in Australia, New Zealand, Indonesia, Singapore, Europe and North America.

Eye Corp Pty Ltd is a wholly owned subsidiary of The Ten Group Pty Limited, which operates Australia's TEN television network.

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ADDITIONAL INFORMATION

Eye Fly – Sydney Airport’s T2 Domestic Terminal

Sydney Airports newly redeveloped T2 Domestic Terminal is quickly becoming EYE’s showcase airport, with the imminent introduction of new products and digital innovation never before seen in the airport environment across Australia and New Zealand.

Eye’s investment into airport advertising in Australia and New Zealand has evolved over the past seven years. As Australia’s leading provider of a truly national airport network, the Eye Fly team are the airport media specialists. Understanding the key communication principles behind carrying out multiple executions, and how to deliver a well defined captive audience of business and leisure travellers nationally is paramount.

FACTS

- Sydney’s T2 is Australia’s busiest airport*
- 11 million passenger movements annually*
- Sydney Airport Corporation invested \$20 million into the recent re-development*
- Eye Fly digital network will capture 100% of arriving and departing passengers.
- T2 is a destination of choice for travellers who spend an average of 1 hour 40 minutes at the terminal prior to flying.
- Travellers arrive early to visit the retail and food court areas, with 2 in 3 making a purchase on their last visit.
- Travellers notice advertising as they make their journey to and through the terminal. 34% notice advertising on roads approaching the airport, 27% at check-in and 31% in baggage claim area.
- Business and leisure audience exposure, high traffic and dwell time considered most attractive elements of T2 advertising offer
- T2 advertising is considered as effective at achieving campaign objectives, offering a variety of formats and locations, and a strong visual impact
- All media planners/buyers rated the advertising offering as equal to or better than other Out-of-Home options in Sydney.

Sources: Eye Fly, T2 Research, Colmar Brunton, September 2007/ * SACL, 2007

INFORMATION ABOUT PHOTOGRAPH ATTACHED

Check-in



Targeting 100% of departing business and leisure travellers within the Check-In and Security precinct at Sydney T2 Domestic Terminal, a large format Landscape Digital display and two Portrait Digital Eyelites provides a complementary media opportunity. The dominant Landscape Digital display is approximately 6m x 2m in size. EYE’s digital media executions are limited to three, seven-second creative executions via multiple flash file animations. Digital products are ideal for both product and brand communication.