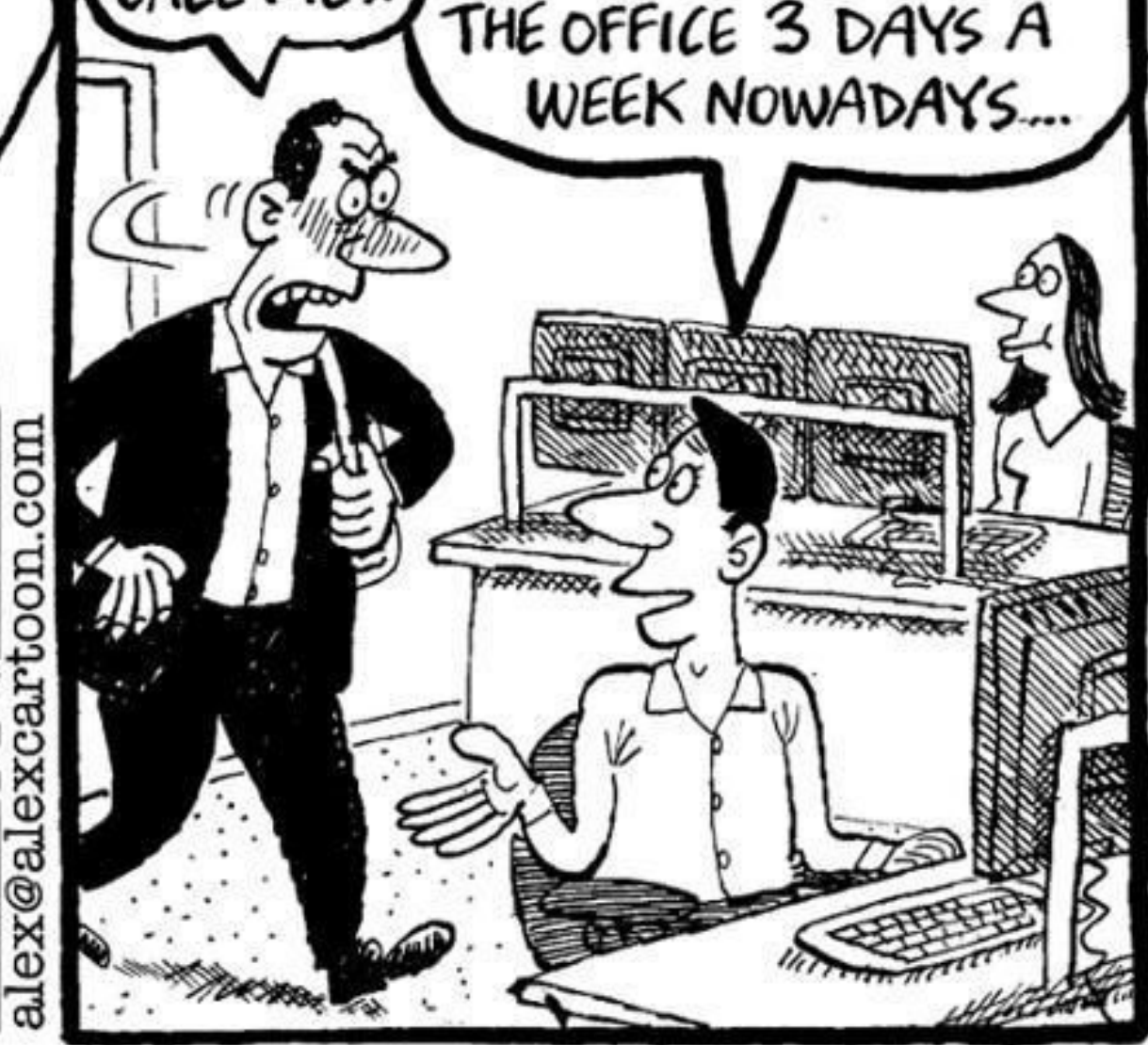


Alex

FEATTIE + TAYLOR



alex@alexcartoon.com

TIM BLEAKLEY

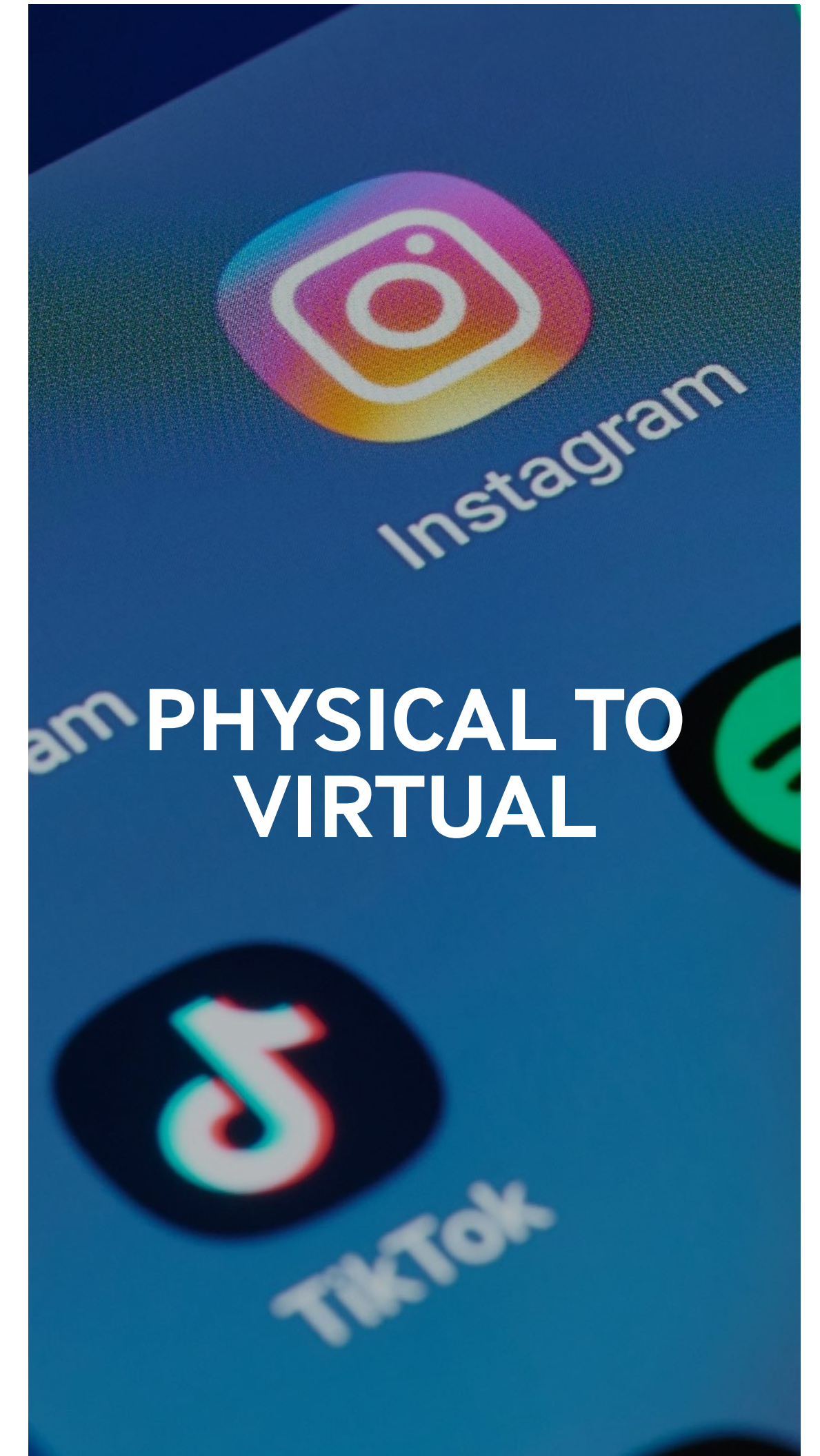
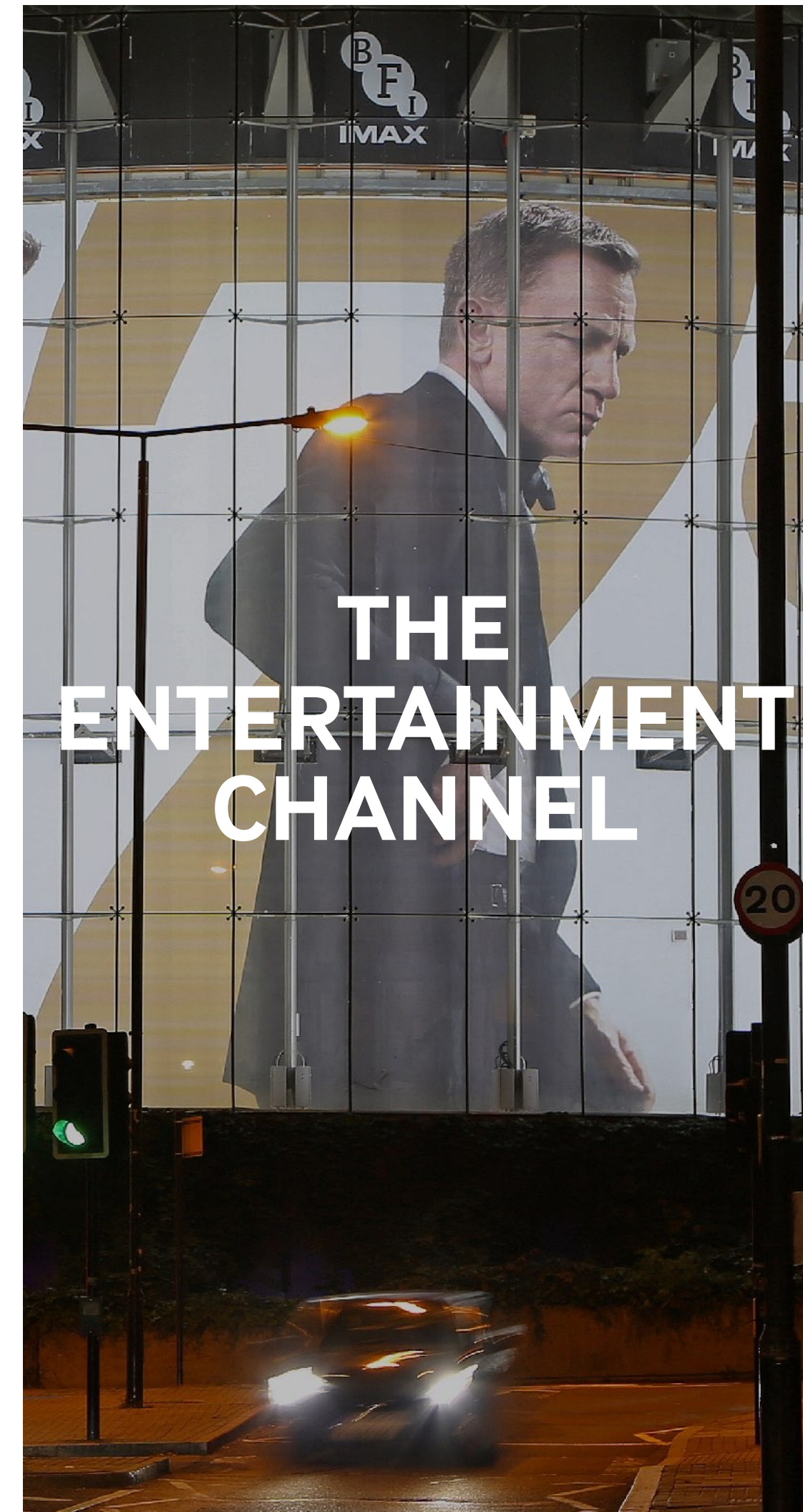
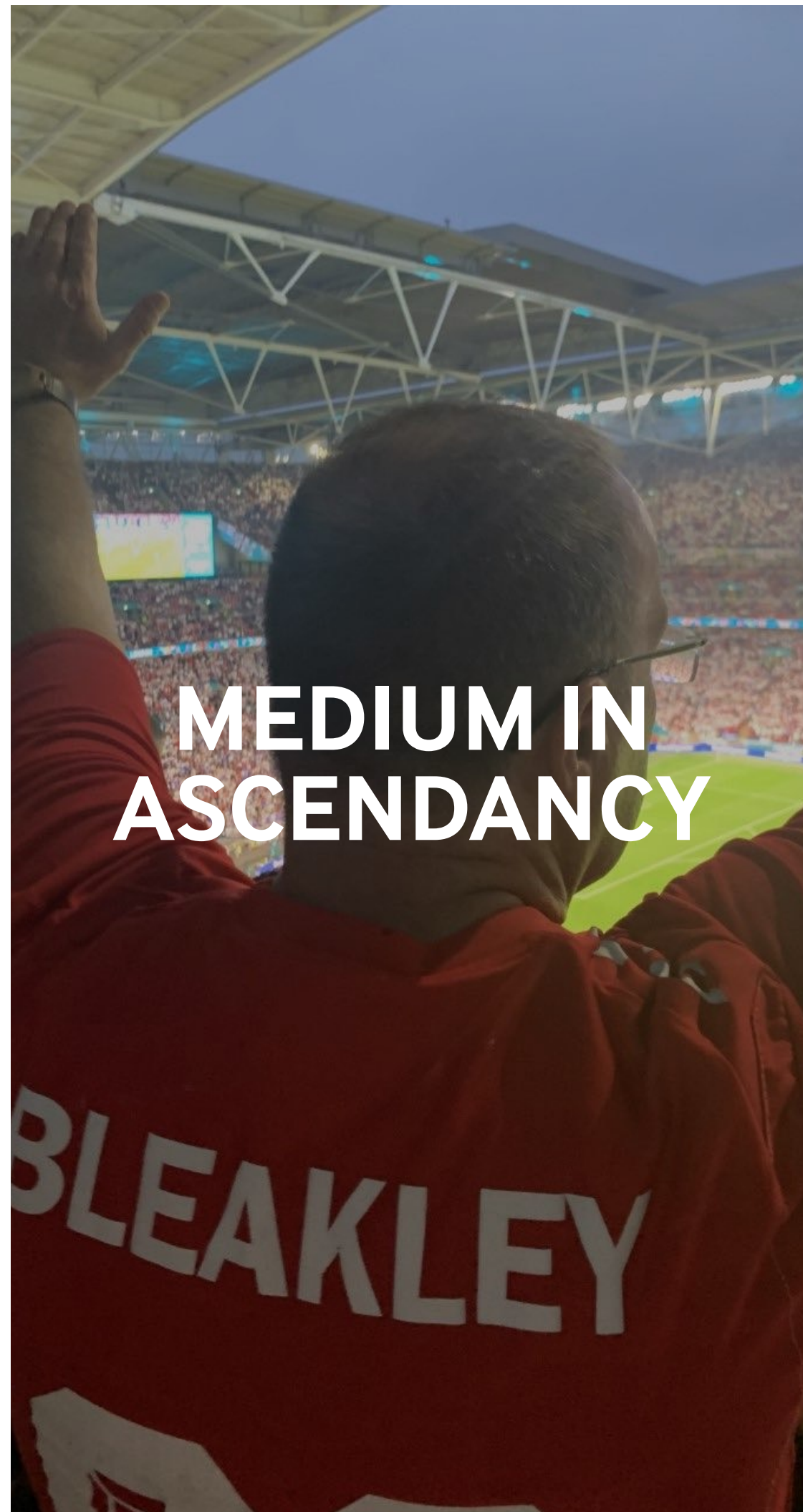
CEO, Ocean Outdoor
@thewindblewblea



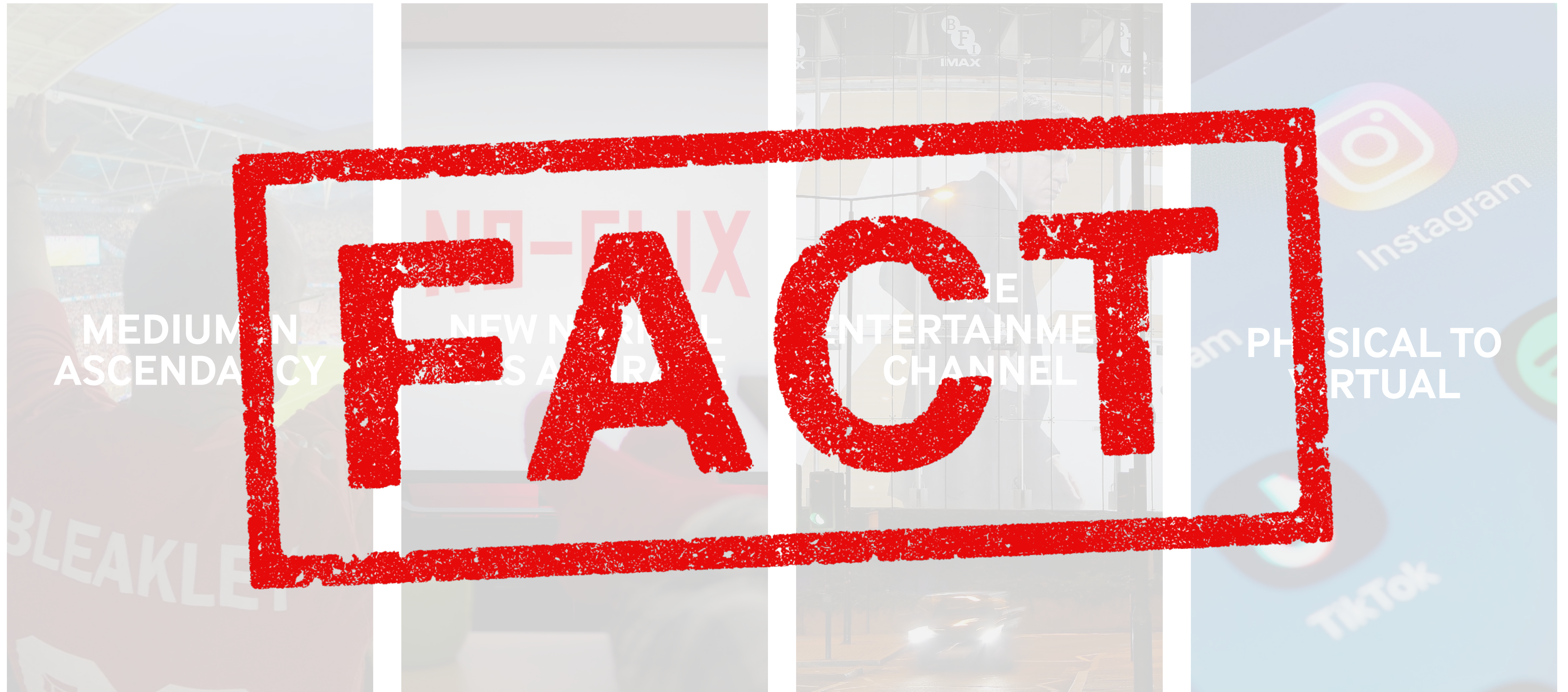


EVERY CLOUD...

...has a Silver Lining



...has a Silver Lining



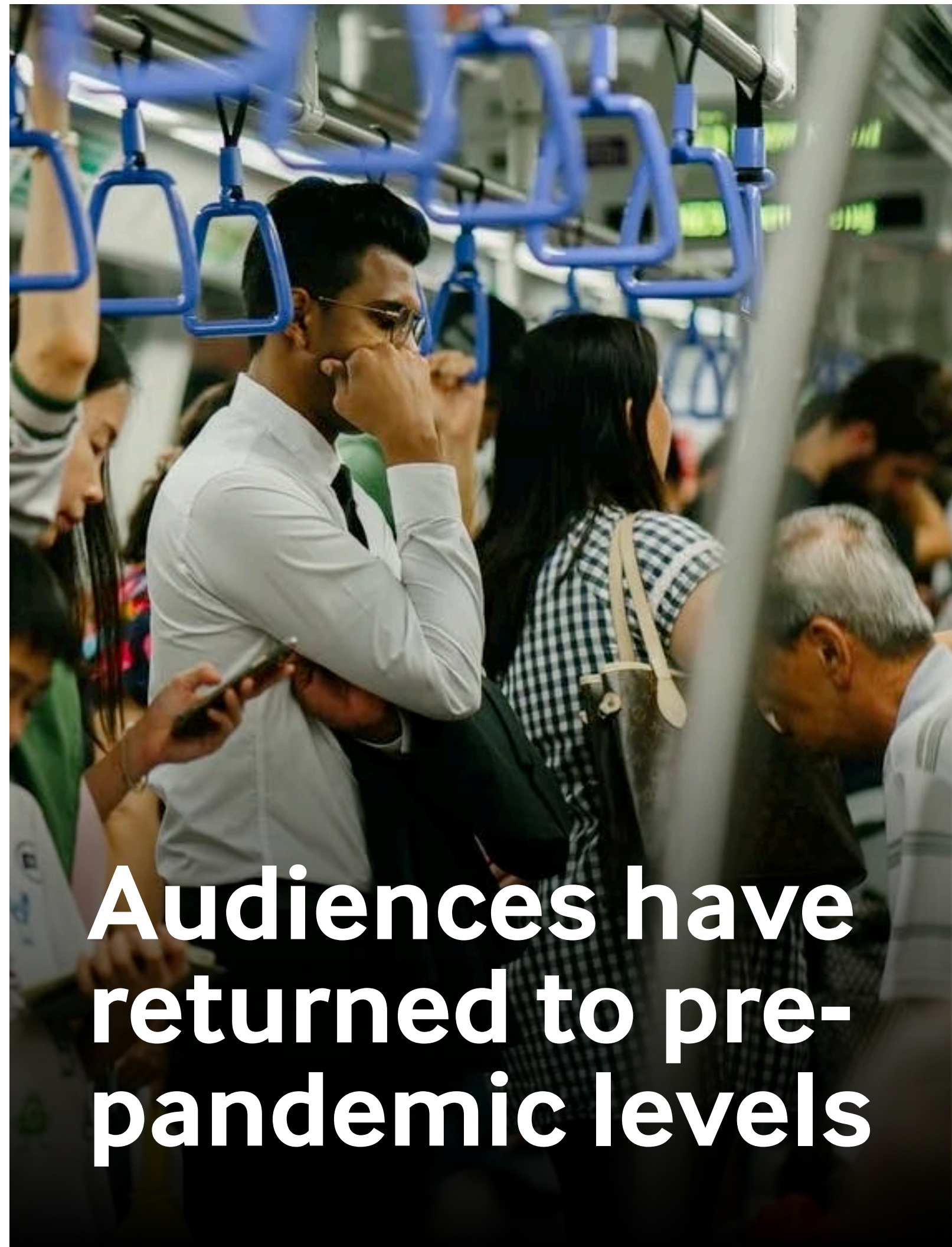
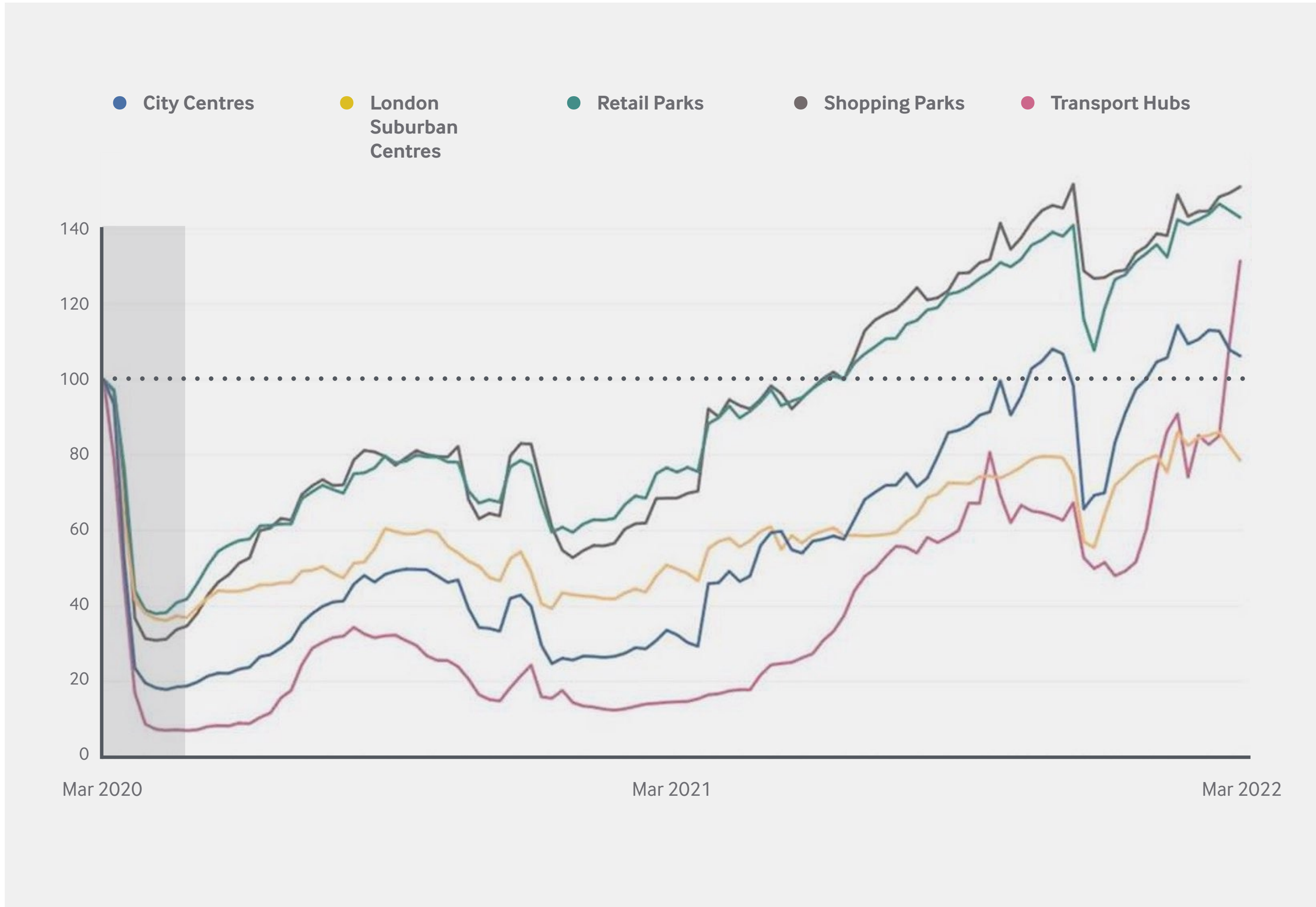
o|o

Medium in Ascendancy



FACT

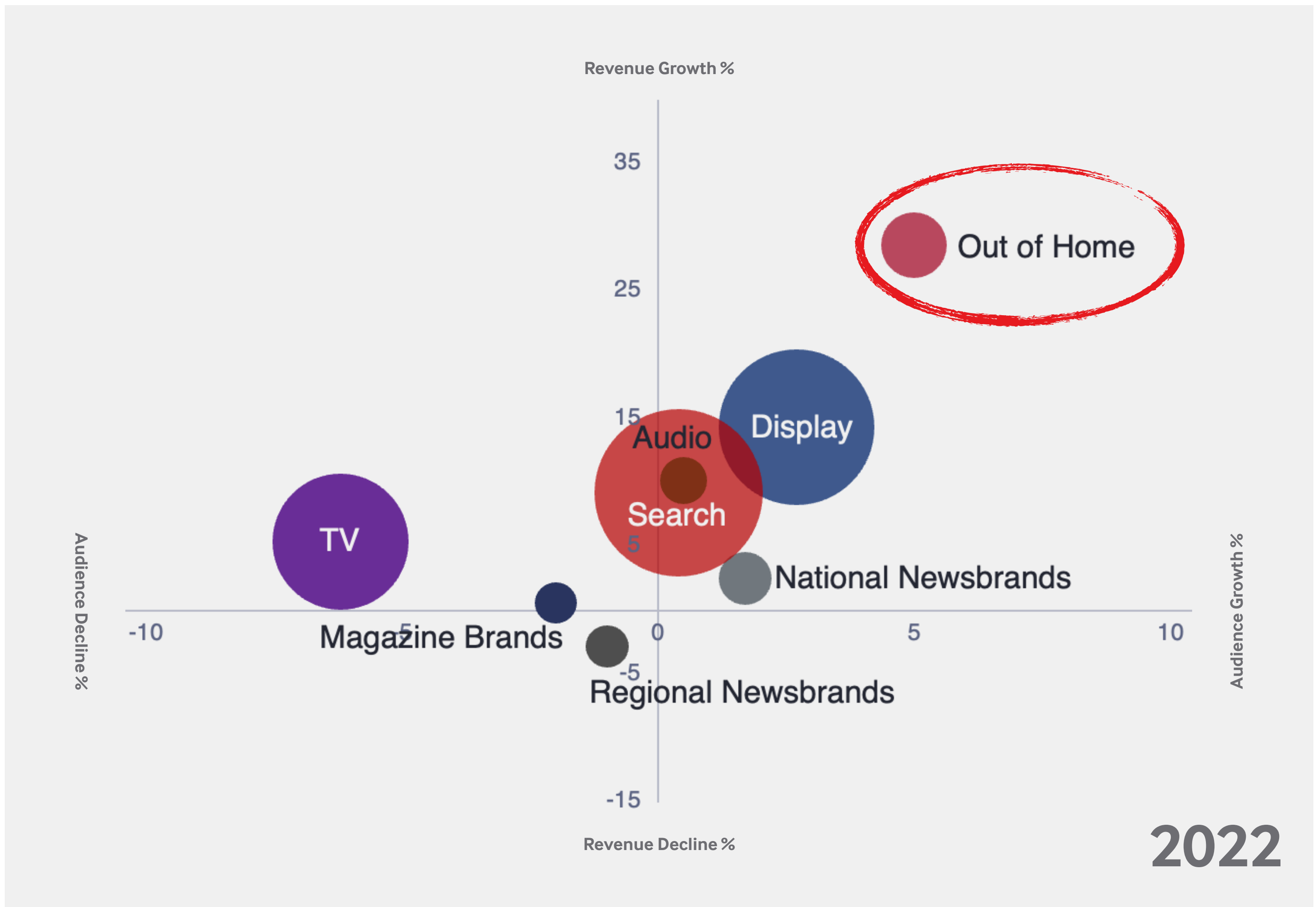
Audiences are back out of home



Audiences have returned to pre-pandemic levels

FACT

OOH revenue and audience growing well ahead of other media

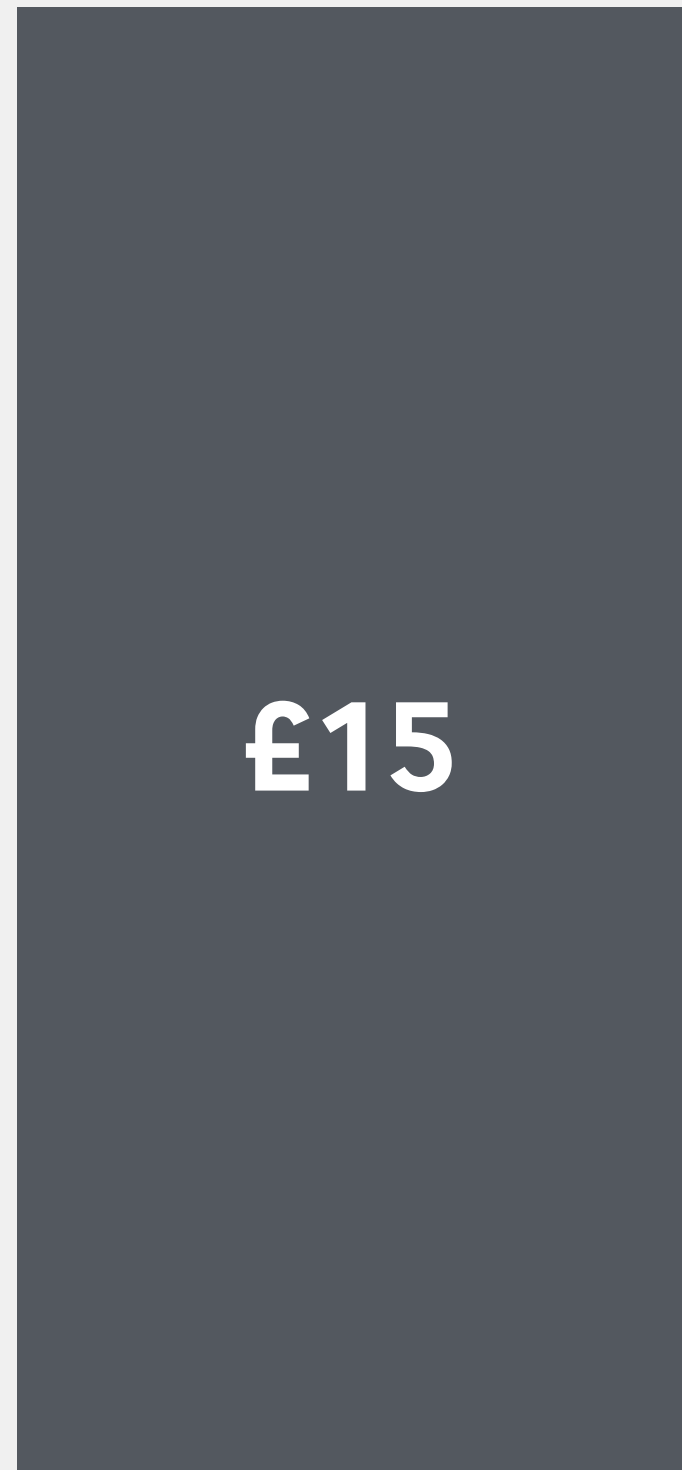


OOH is in a unique position of growth

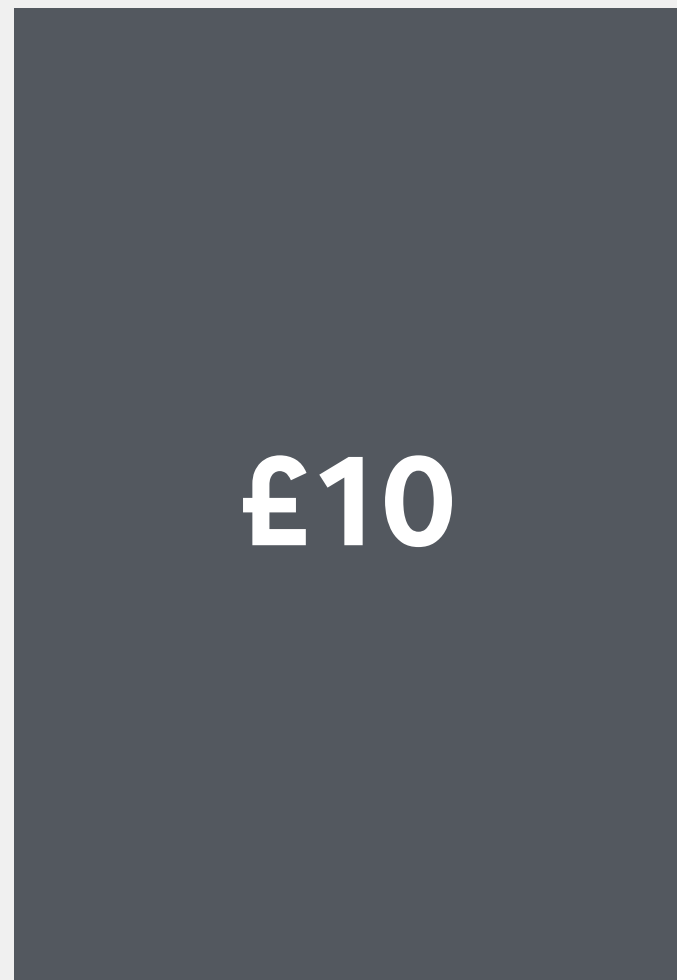
FACT

OOH not suffering the same inflation as other broadcast channels

Estimated CPT for 2022



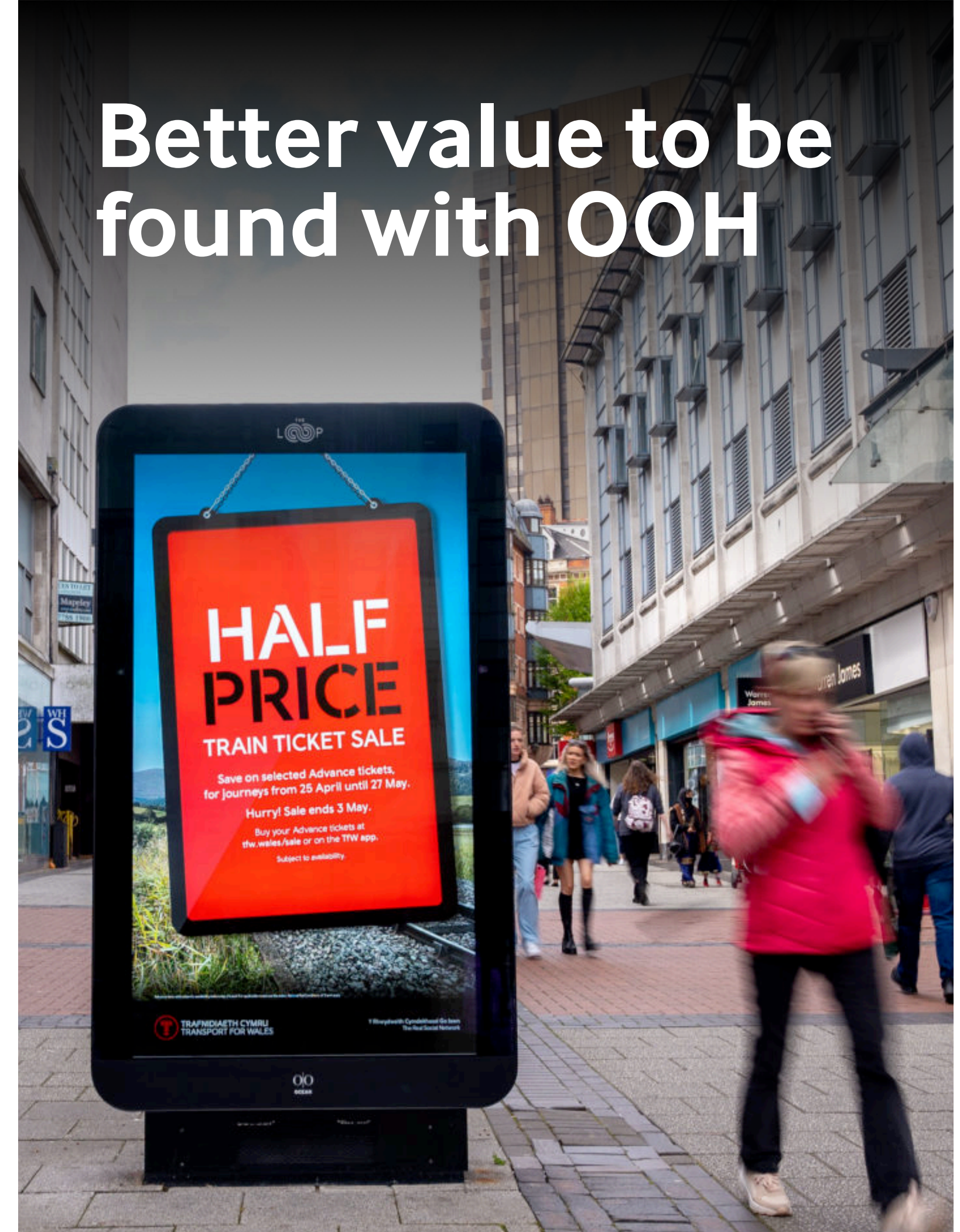
Linear TV



Radio



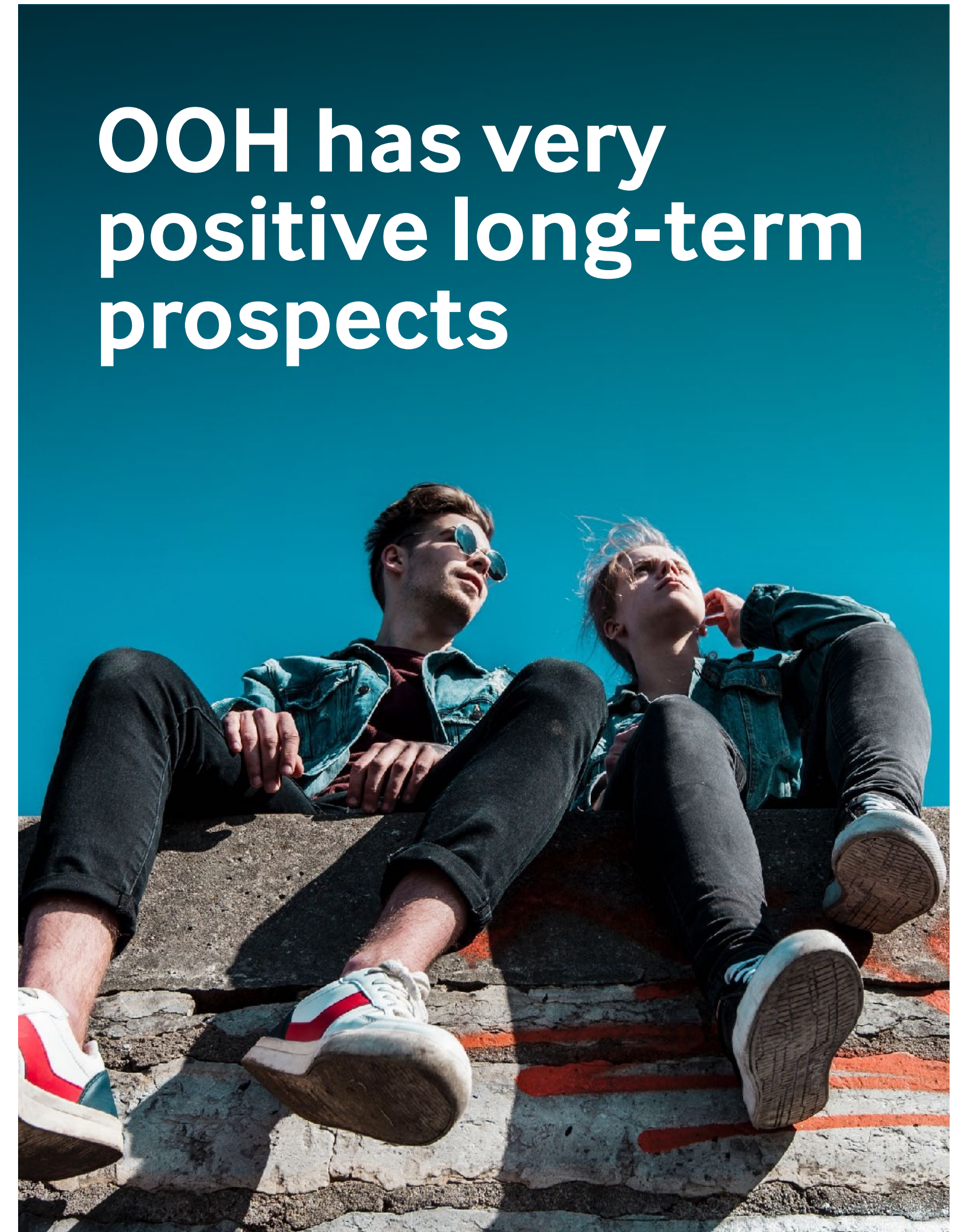
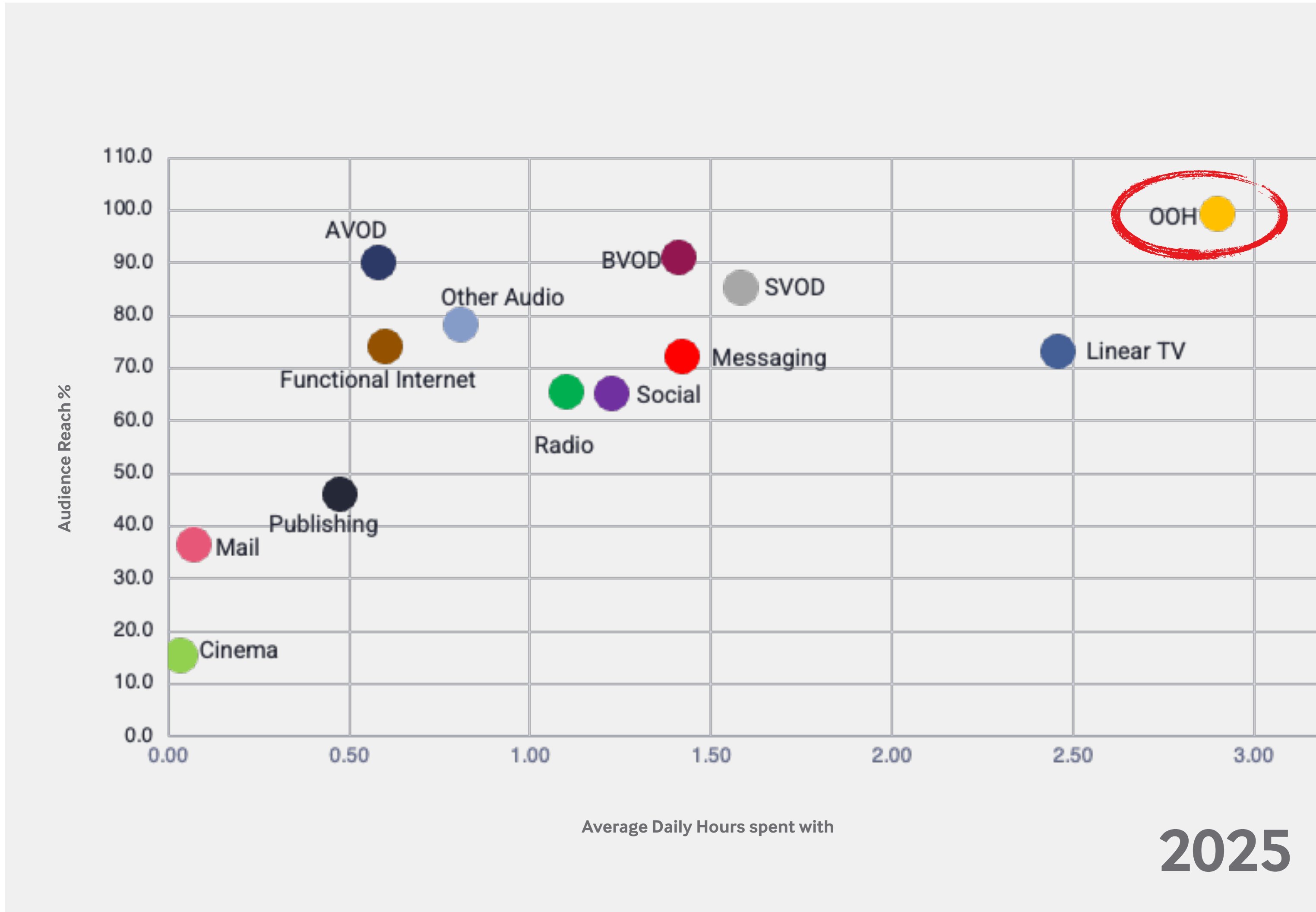
OOH / DOOH



Better value to be found with OOH

FACT

OOH has strong time spent and reach



The 'New Normal' was a Mirage

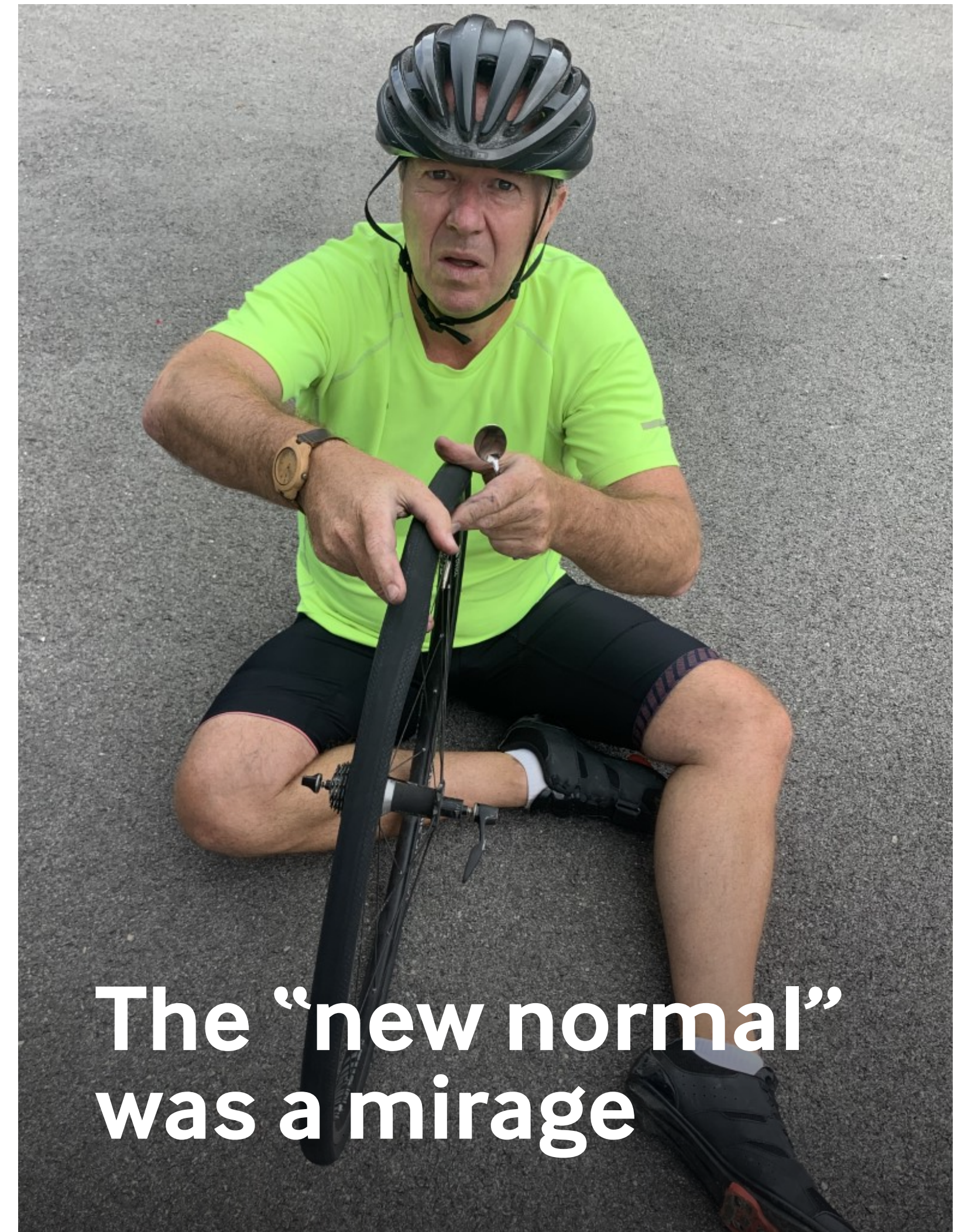
NO-FLIX

FACT

Stay-at-home brands have lost most of their pandemic value

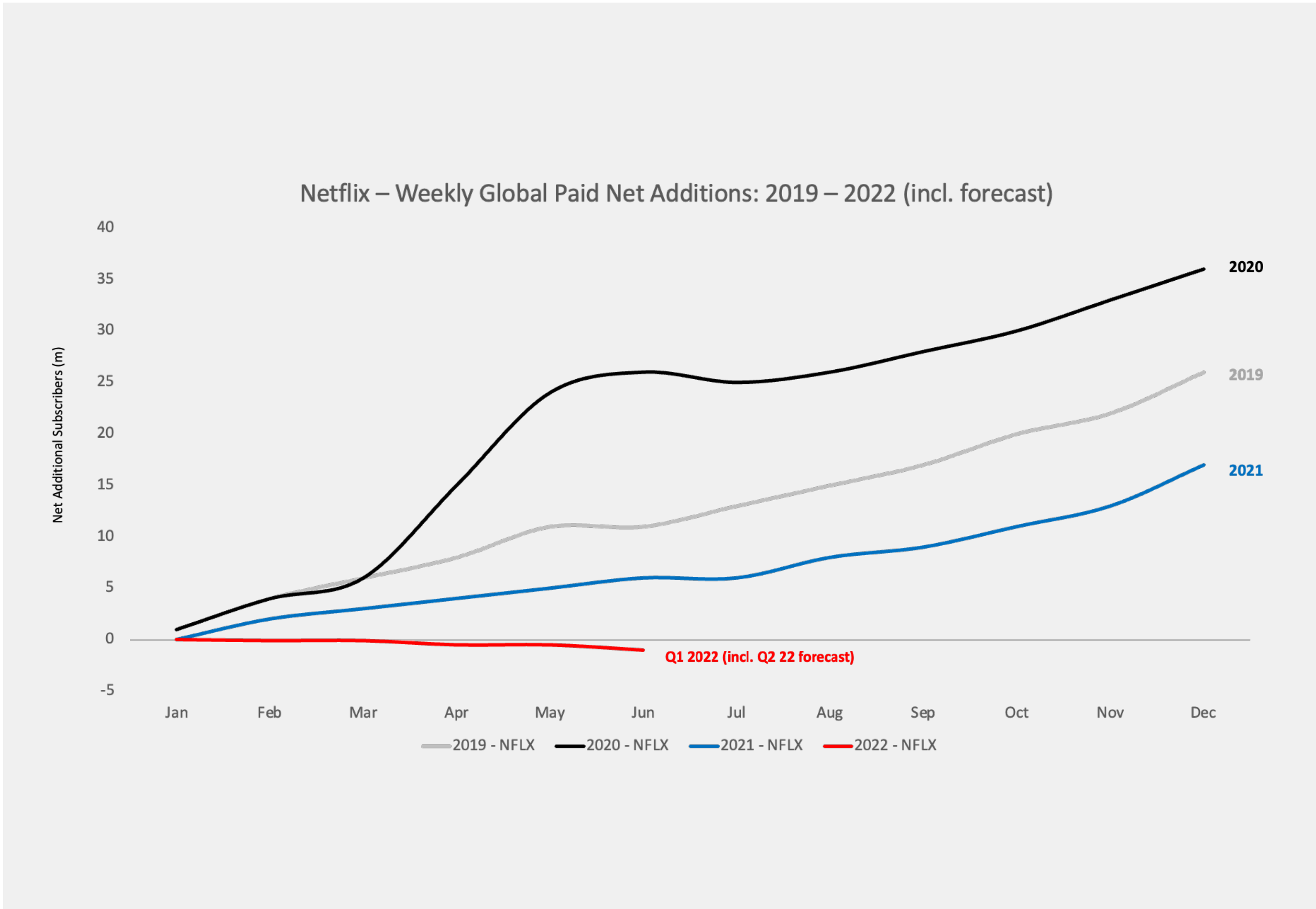
The collage features three main news articles:

- Financial Times:** "Great cancellation spreads beyond Netflix" (Retail & Consumer Industry). The article discusses how the pandemic has led to a significant decline in consumer spending across various sectors.
- CNN Business:** "Teladoc stock plunges as the stay-at-home economy fizzles". The article reports on the sharp decline in Teladoc's stock price, attributing it to the overall economic downturn and reduced demand for telemedicine services.
- The New York Times:** "Peloton Plunge". The article details Peloton's first quarterly earnings report under its new CEO, which showed a massive loss of \$757 million, far exceeding analyst expectations.



FACT

Digital audience gains were brought forward in 2020



FACT

Now reflected in equity values



FACT

Stay at home share trading isn't very 2022


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FINANCIAL TIMES myFT

Robinhood + Add to myFT

Robinhood revenues tumble as retail trading loses steam

Shares fall 11% as brokerage laps 'Covid extravaganza trading boom'



Jason Warnick, chief financial officer: 'We're seeing our customers affected by the macroeconomic in our results this quarter' © Andrew Kelly/Reuters

Twitter Facebook LinkedIn Save

Madison Darbyshire in New York APRIL 28 2022


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Enter your email address

Robinhood's revenue fell more than expected in the first quarter as the coronavirus pandemic retail trading fervour in meme stocks and cryptocurrencies lost steam in the

Robinhood



HOOD · NASDAQ


Robinhood Markets Inc

\$9.73 ↓ 72.06% -25.09 1 Y

Pre-market: \$9.56 (↓ 1.75%) -0.17

Closed: 19 May, 05:05:32 UTC-4 · USD · NASDAQ · Disclaimer

1D 5D 1M 6M YTD 1Y 5Y MAX

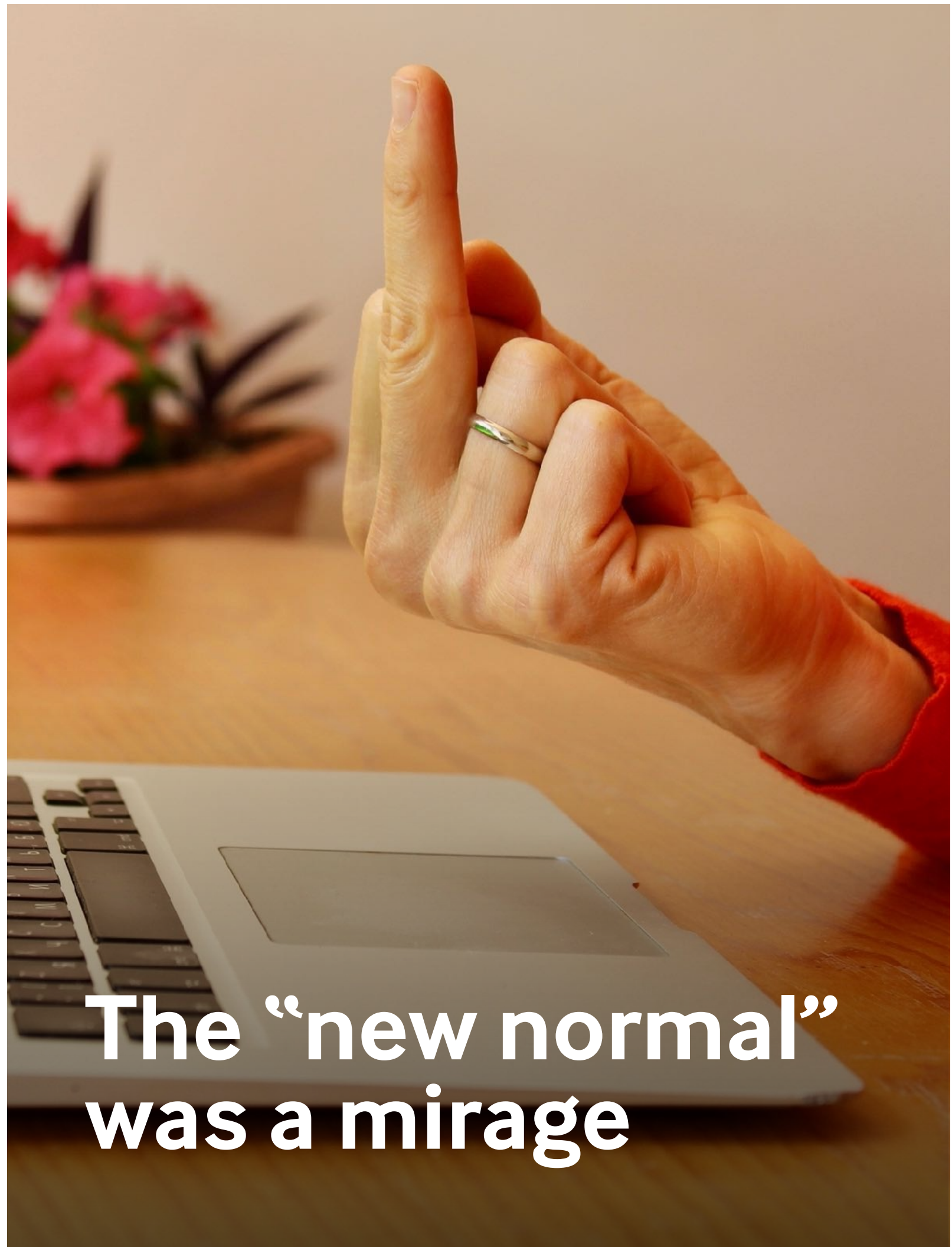
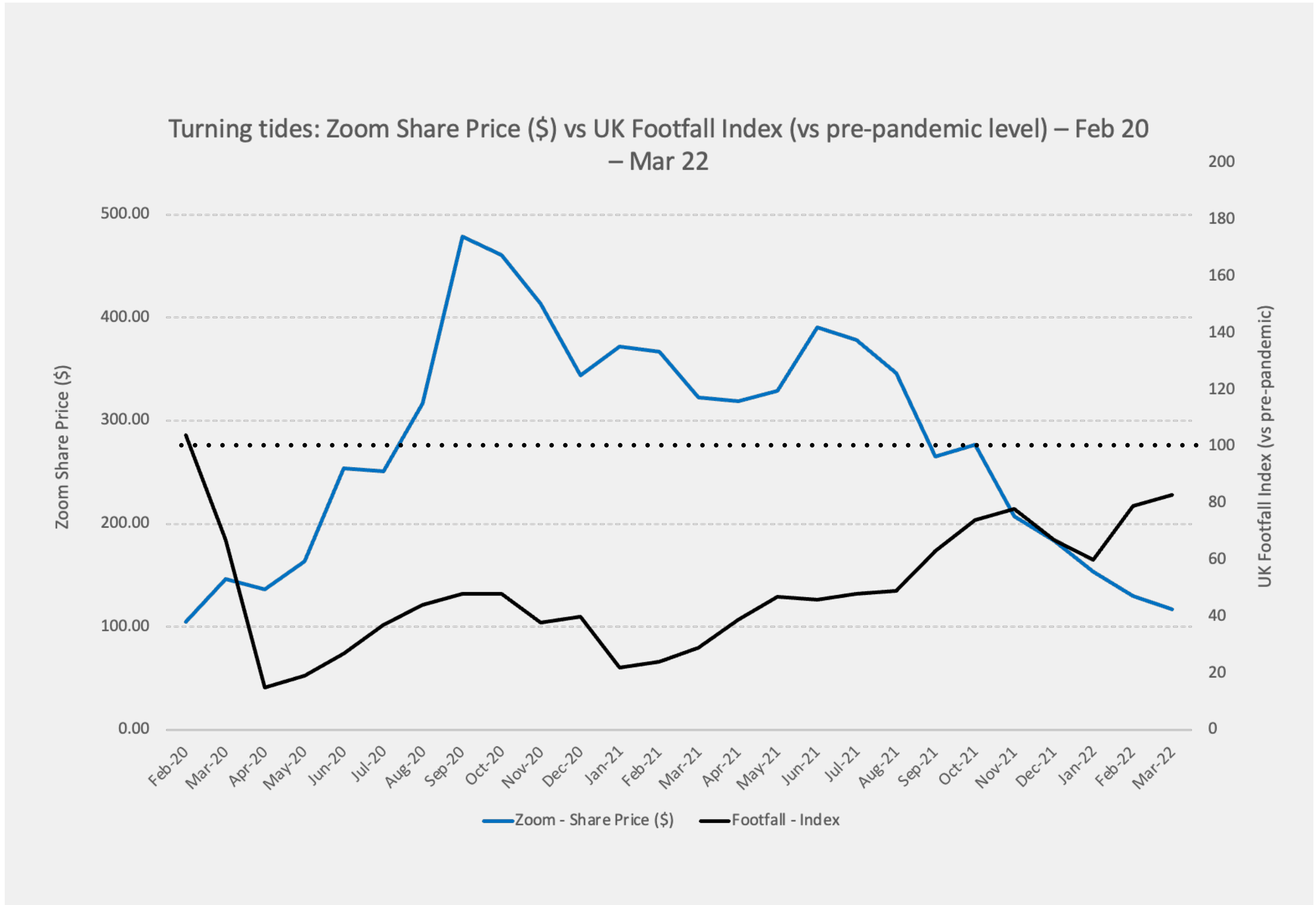


Month	Price (\$)
Sept 2021	~70
Nov 2021	~40
Jan 2022	~20
Mar 2022	~15
May 2022	~10



FACT

Physical audiences are returning

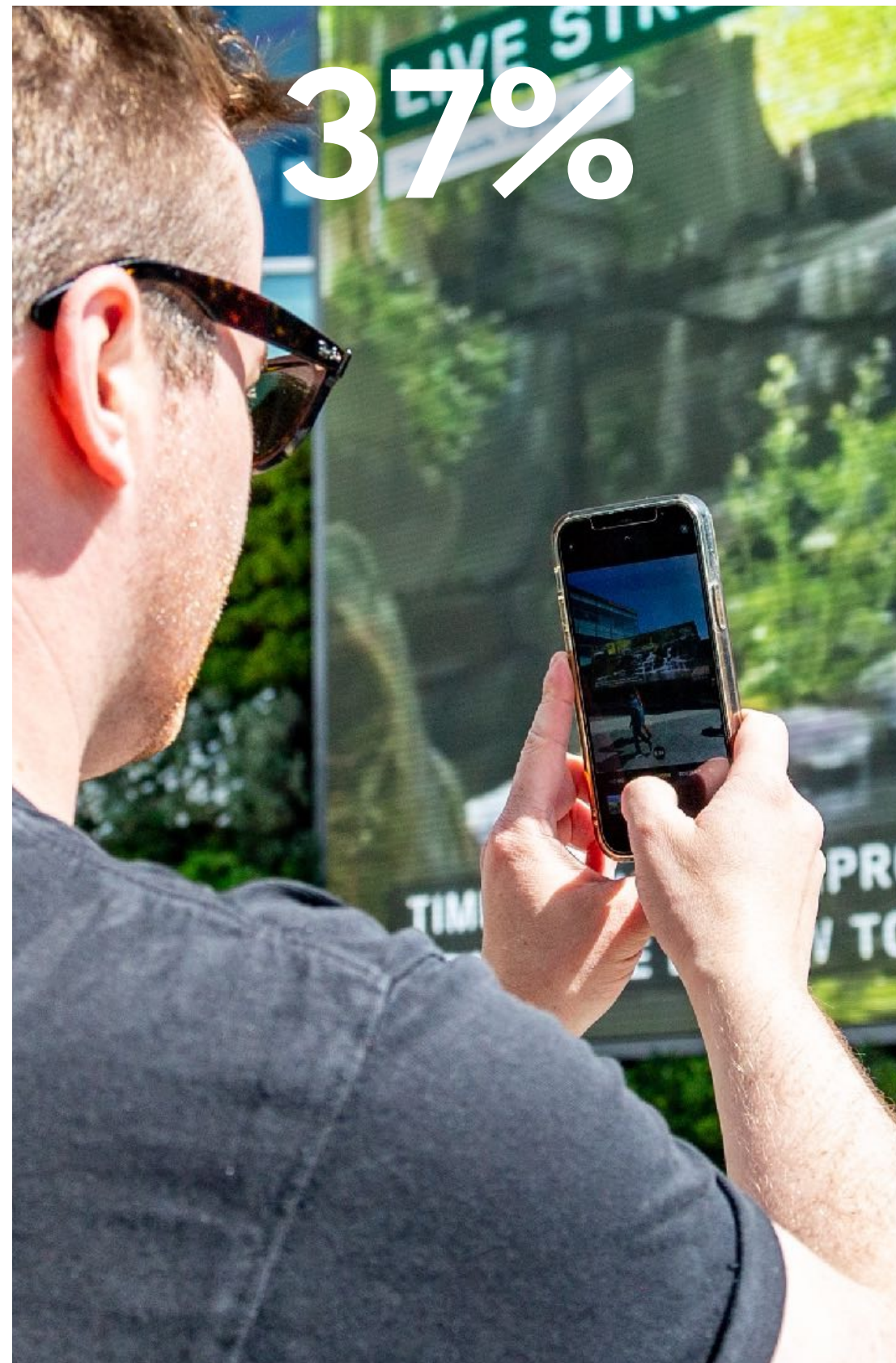


The Entertainment Channel



OOH has an equivalent entertainment value to TV

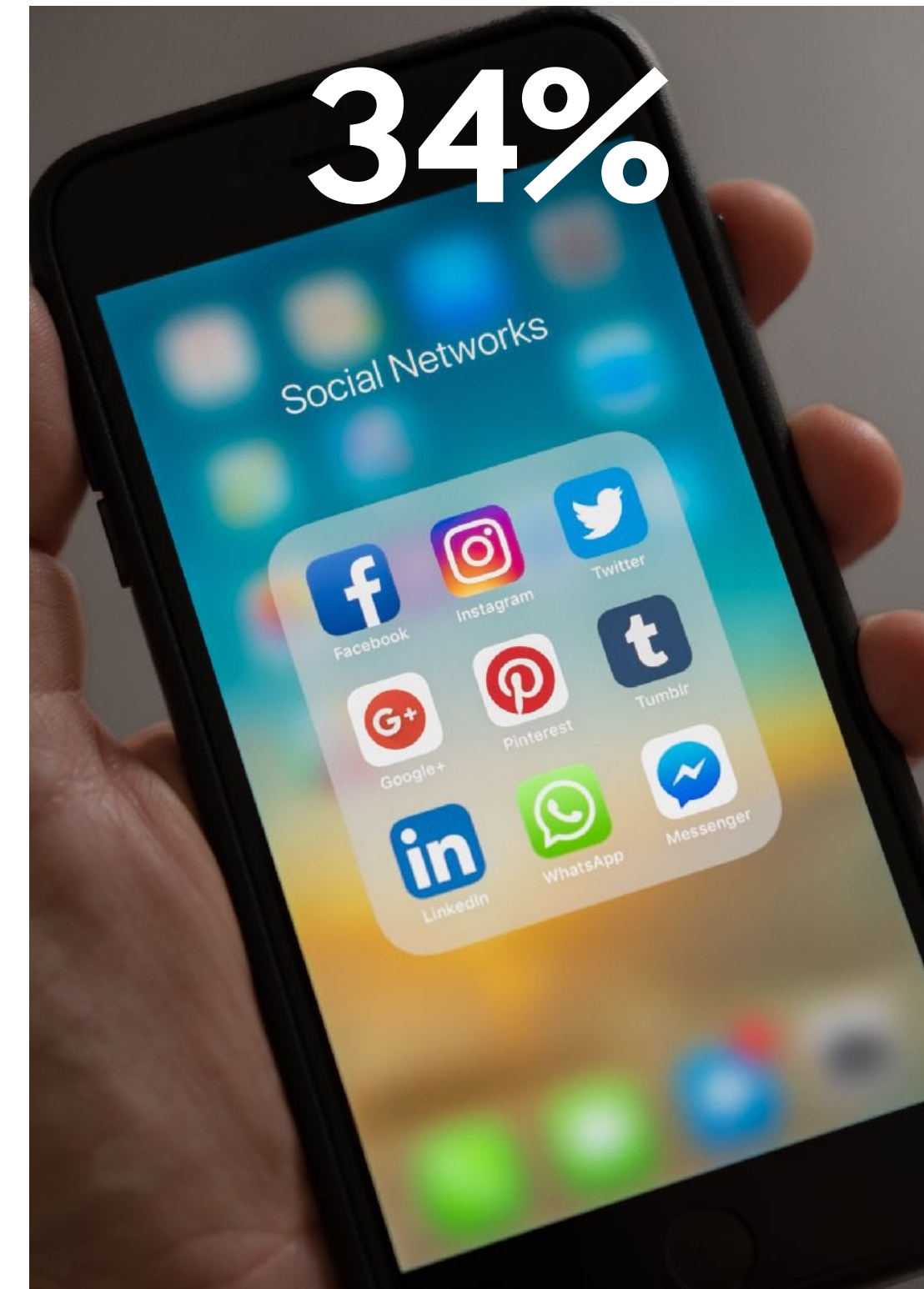
% respondents finding media channel 'entertaining' (Sample 4,590)



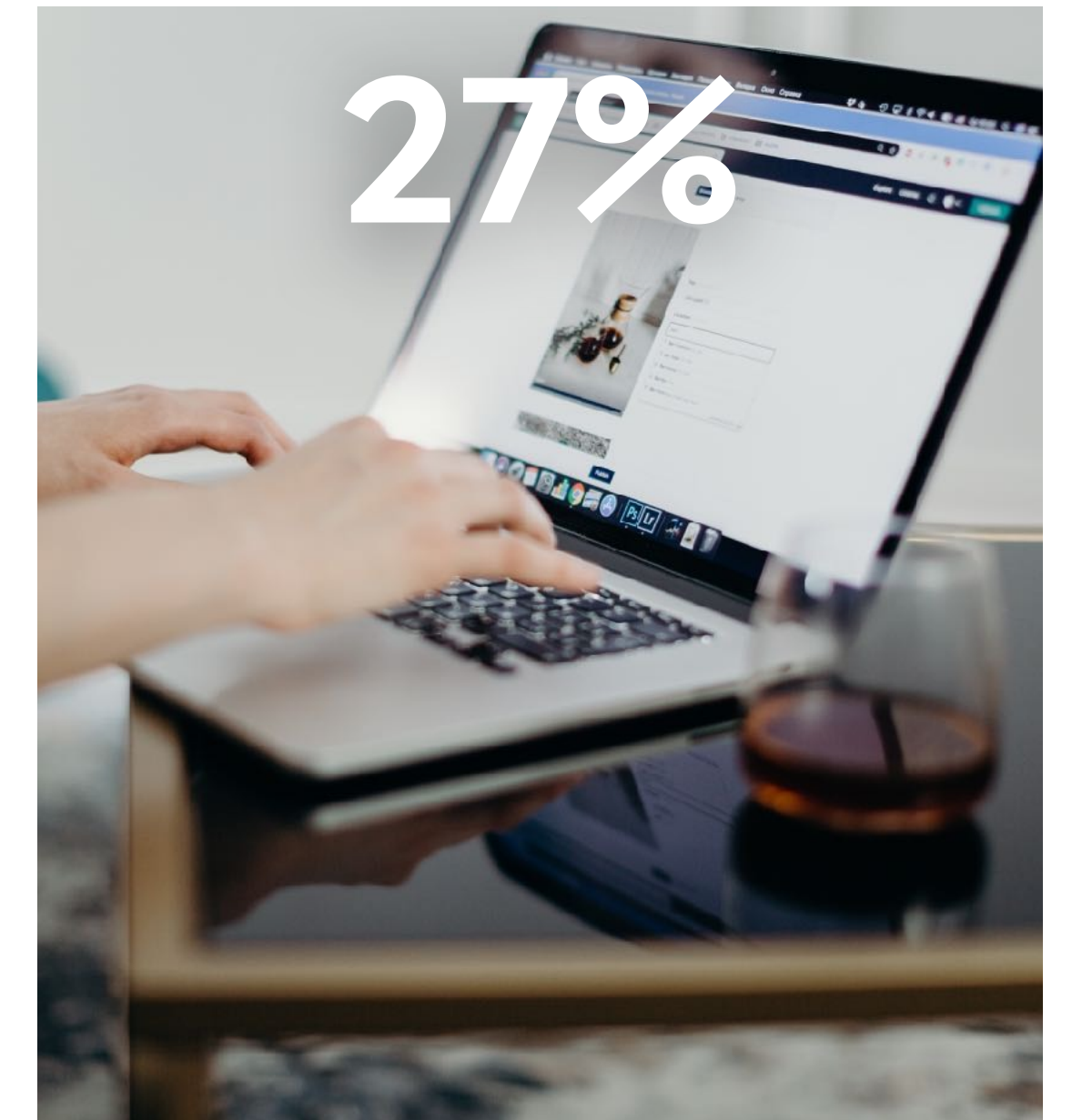
DOOH



TV



Social media



Websites

Wow Factor in Person



“Watching it
in the flesh is
truly captivating”

Matt Bell, BTS director/producer - Amazon Prime Video



prime video

THE WHEEL OF TIME

NOVEMBER 19

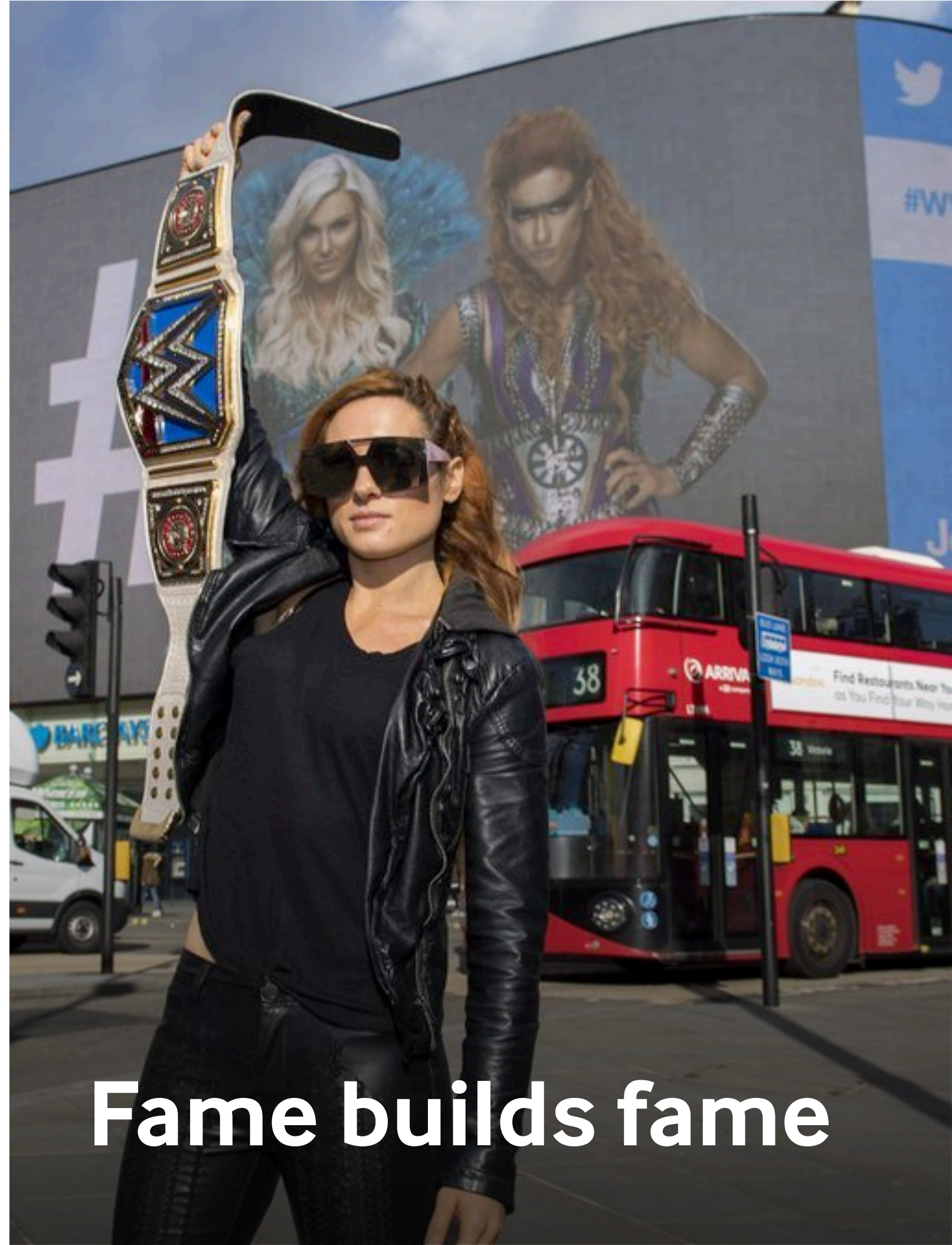
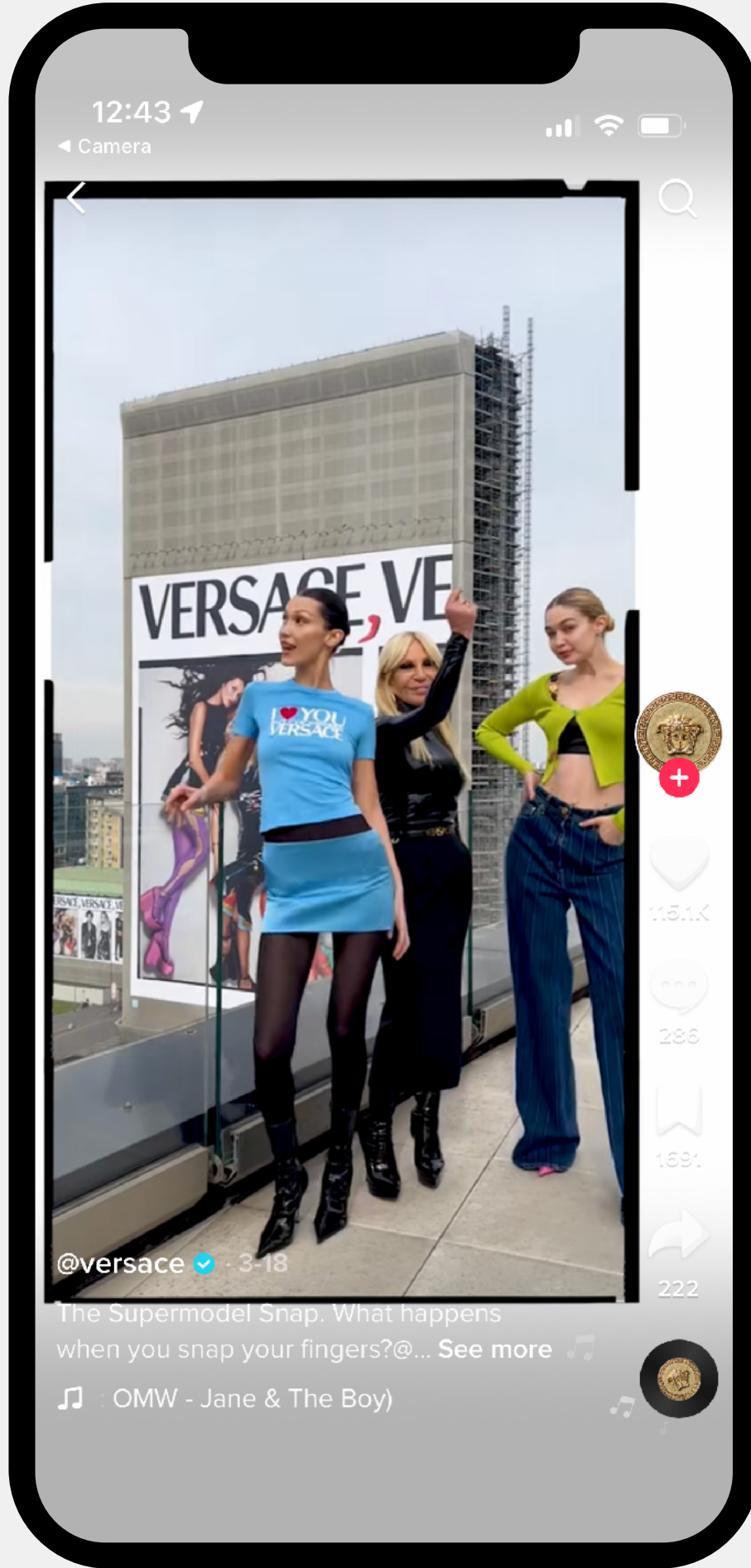
Boots beauty



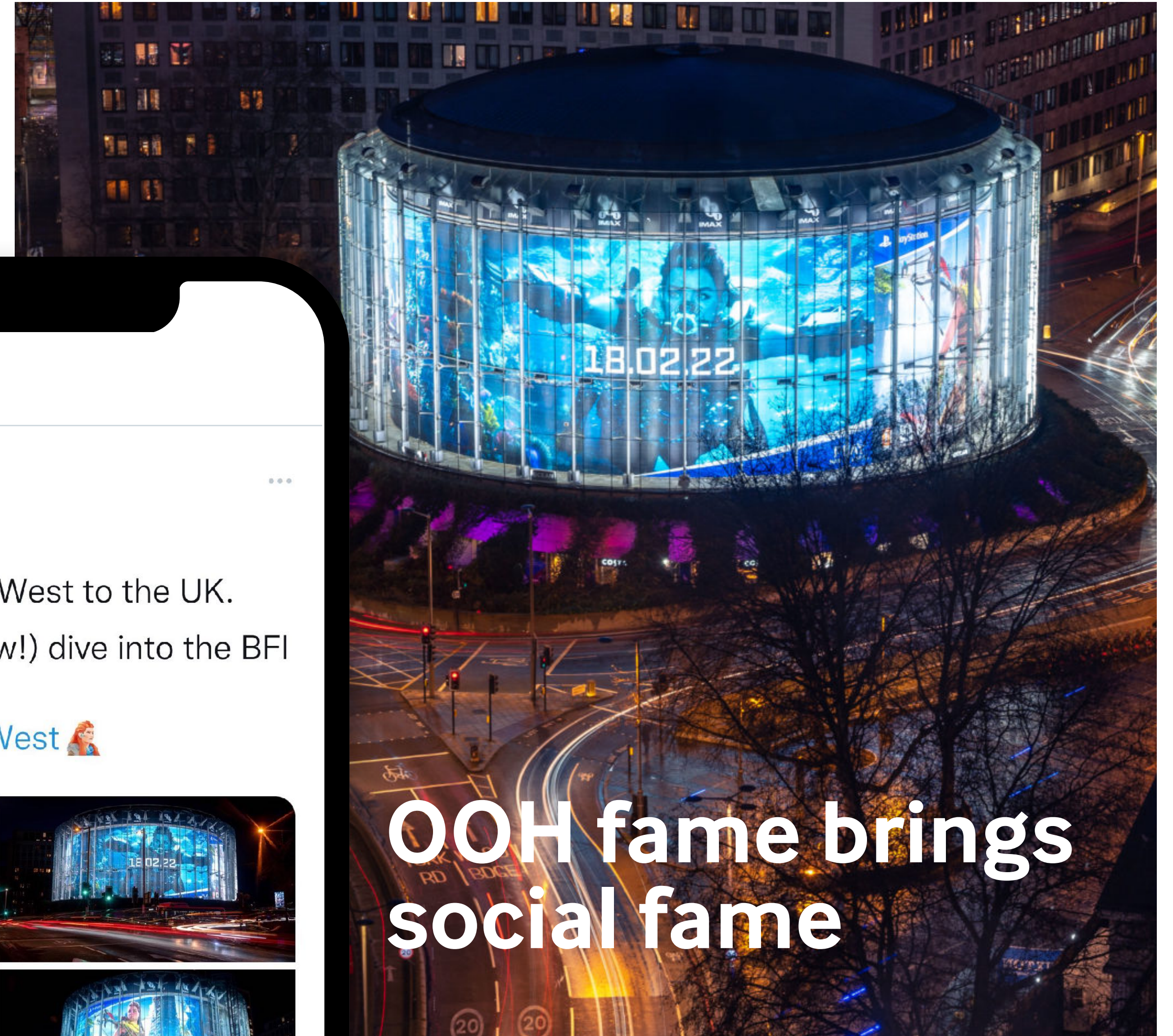
Physical to the Virtual content

FACT

Outdoor brings fame



Social Amplification



← **Tweet**

 PlayStation UK ✓
@PlayStationUK

From the Forbidden West to the UK.
Aloy (and a Snapmaw!) dive into the BFI
IMAX Waterloo.
[#HorizonForbiddenWest](#) 



11:52 · 16/02/2022 · Khoros Publishing

OOH fame brings
social fame

The Book of Boba Fett @ Times Square: over 1 million extra views



The Book of Boba Fett ✓
@bobafett

Have you spotted the incredible #BookofBobaFett billboard in Times Square?

Learn more about how LG and ILM brought this to life:
youtu.be/R896At9Cj2M



6:03 PM · Apr 27, 2022 · Twitter Media Studio

6,396 Retweets 906 Quote Tweets 40.6K Likes

1.3M views



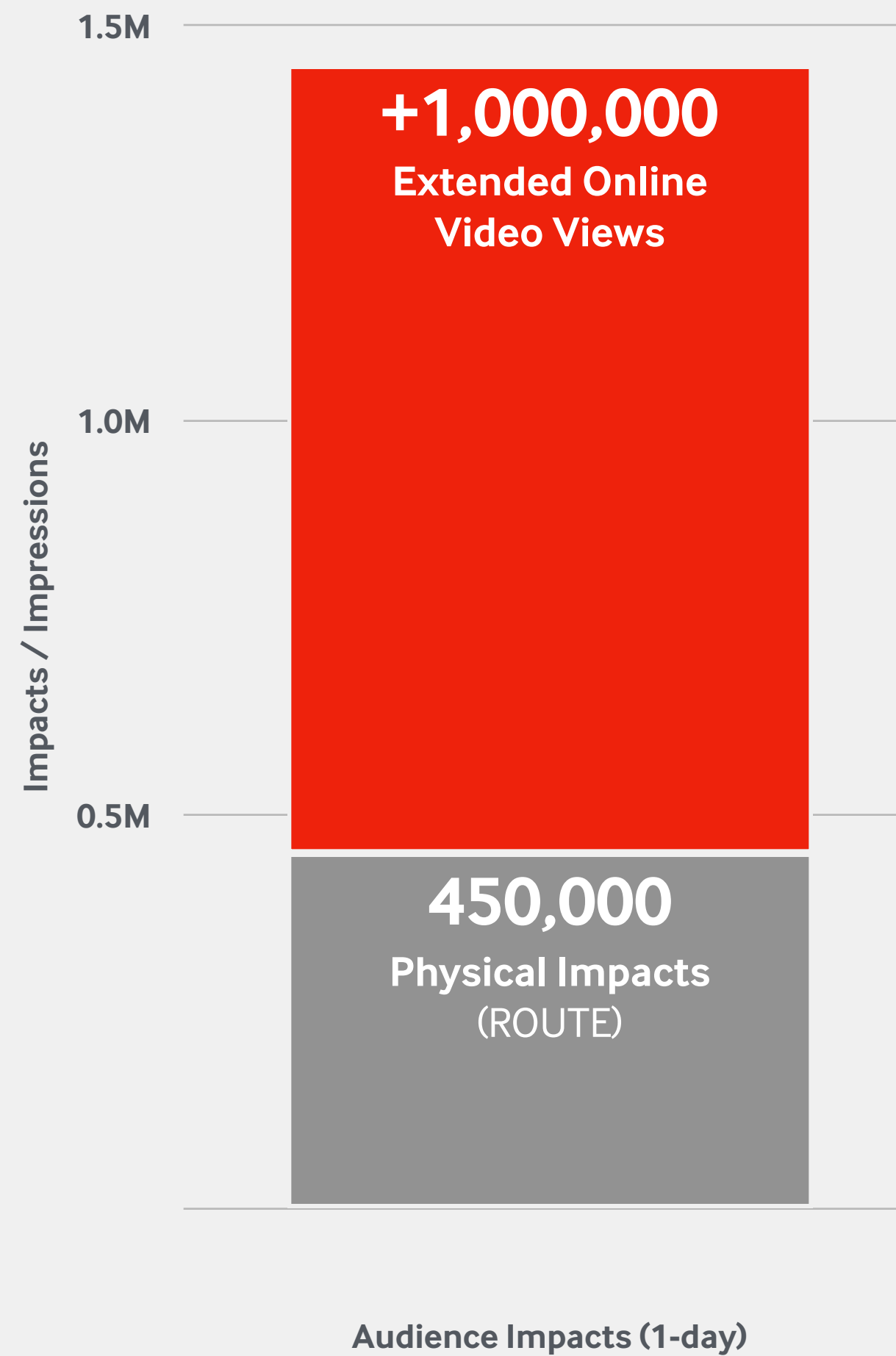
FACT

Iconic OOH achieves extended social reach

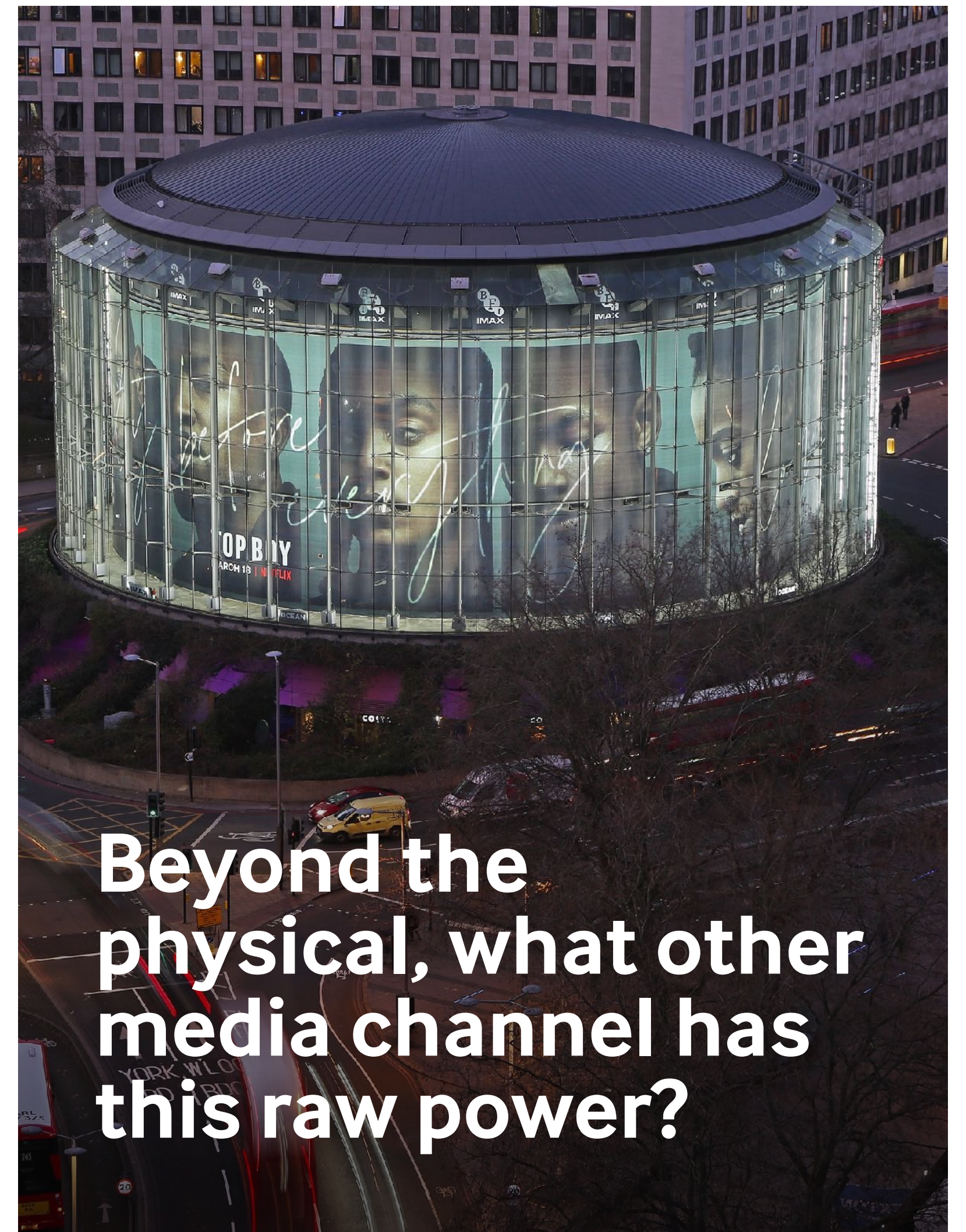


12:09 PM · Jan 31, 2022 · Twitter Media Studio

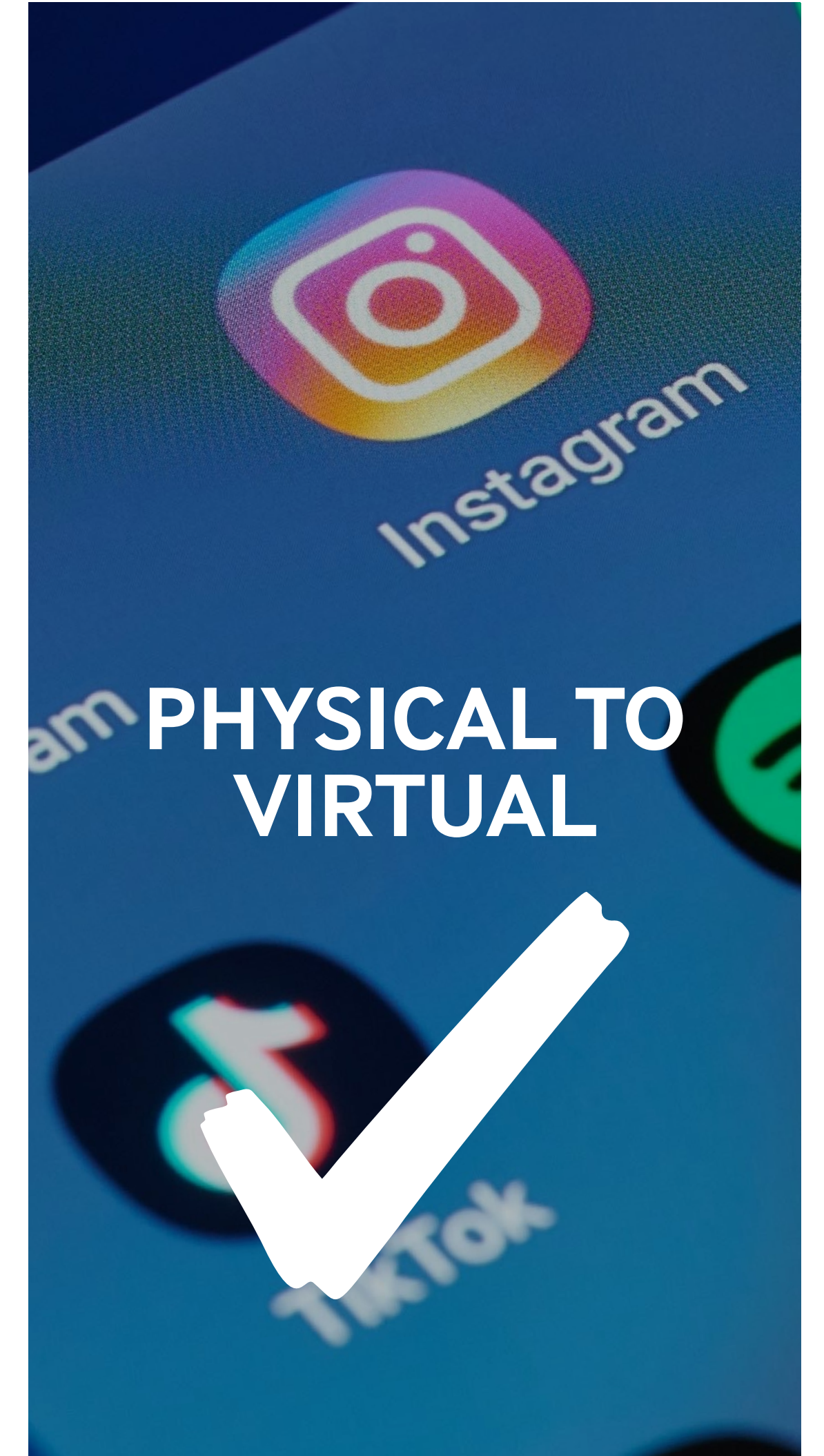
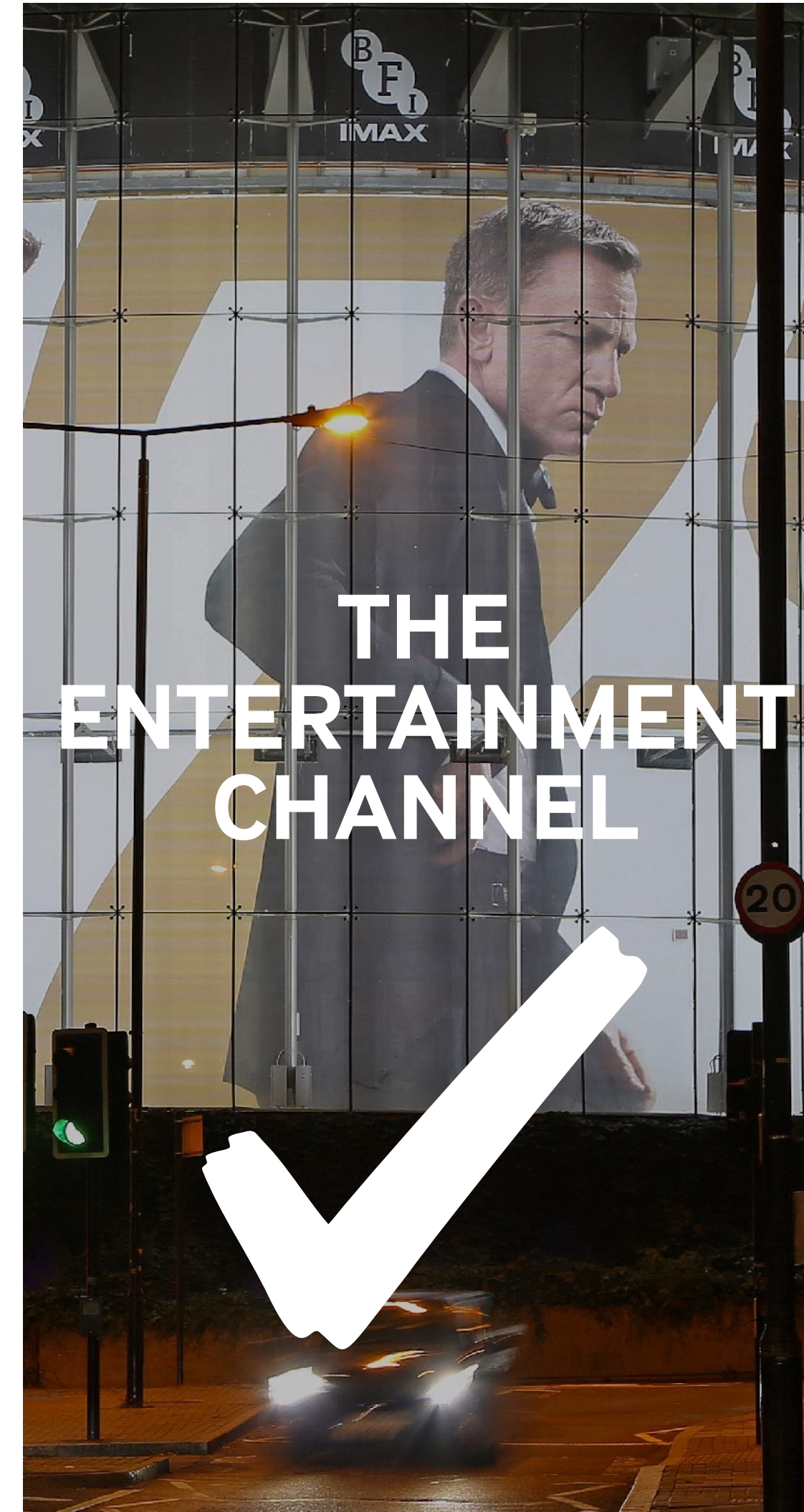
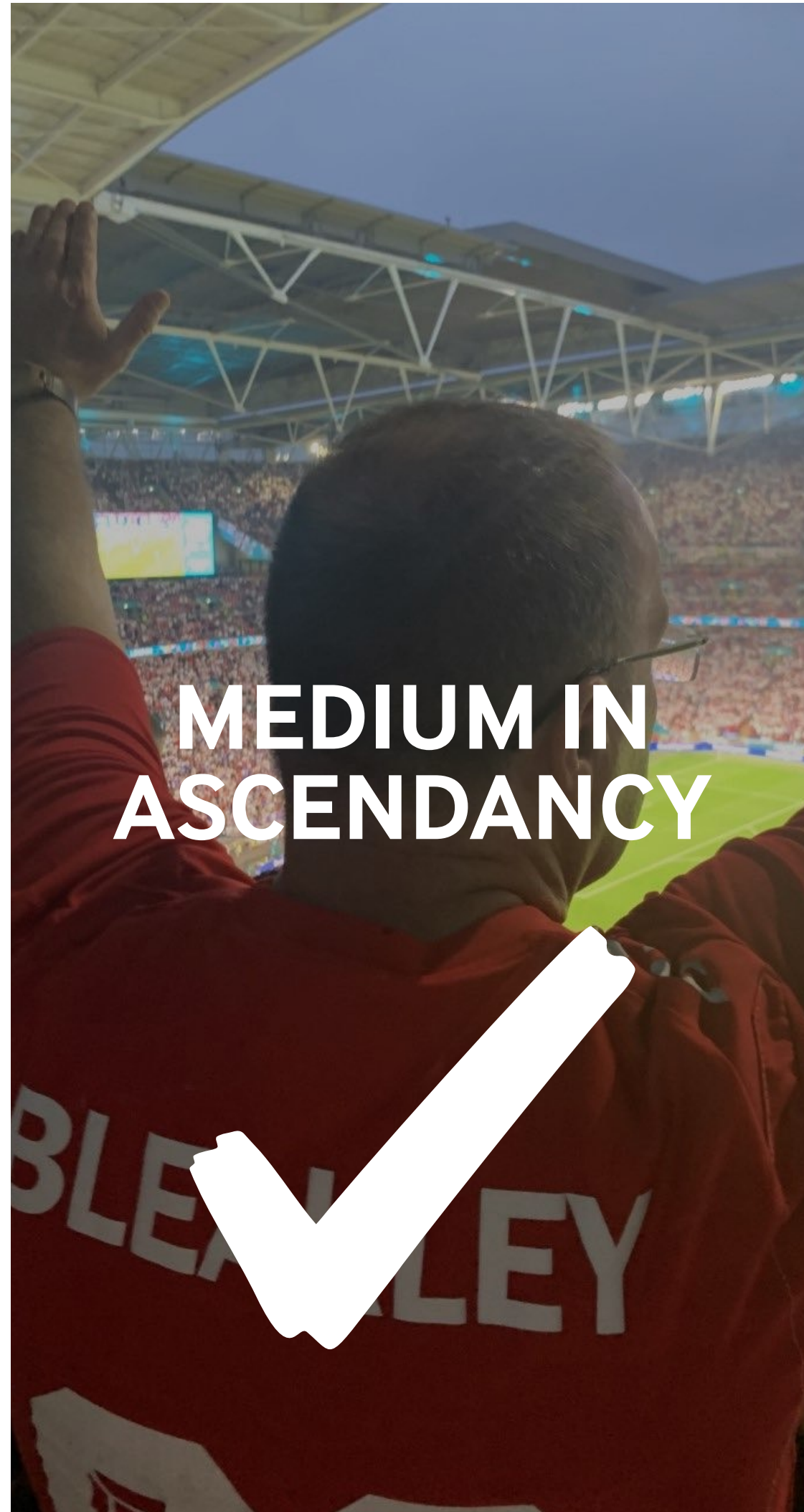
3,755 Retweets 1,720 Quote Tweets 12.2K Likes



Source: ROUTE 41.01 (All Adults 15+, based on 2-weeks)



...has a Silver Lining



The Silver Lining Product Promise

- ✓ Audience reach increase for next 5 years – **Guaranteed**
- ✓ Longer time spent with our channel in next 5 years – **Guaranteed**
- ✓ Audience engagement with our channel to increase – **Guaranteed**
- ✓ Free multi media distribution of our channel across platforms – **Guaranteed**

...or your money back



“ We will be with our friends again; we will be with our families again; we will meet again ”

Her Majesty The Queen
Message to the Nation



THANK YOU



2020

2022