



Place Exchange Inventory Guide

Australia + New Zealand

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Publisher	Country	Status	Media Type	No. of Digital Screens	Monthly Impressions
	Australia	Live	Billboards	52	744 million
	New Zealand	Live	Billboards	187	316 million
	Australia	Live	Bars and Restaurants, Gyms, Point of Care	1,068	750 million
	Australia	Live	Bars and Restaurants, Retail	224	142 million
	Australia	Live	Billboards , Retail, Street Furniture	1,294	28 million
	Australia	Live	Shopping Malls	1,600	TBD
	Australia	Live	Point of Care	2,871	28.6 million

Civic Outdoor

Australia

Civic Outdoor is an Australian owned and operated billboard company, with over 50 years of experience delivering high quality large format OOH advertising. The network currently features 50+ premium large format digital assets across Australia's two major cities Melbourne and Sydney. Civic Outdoor is focused on innovation, flexibility, and growing its programmatic offering for advertisers.

Coverage

Digital Screens	52
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4-Week Impressions	744.6M
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Markets Reached	Melbourne, Sydney
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Images are for illustrative purposes only



Go Media

New Zealand

Go Media NZ is a leading independent outdoor media company with the largest digital billboard network in New Zealand, featuring over 180 screens nationwide. Go Media combines strong regional coverage with a focus on community and cultural uplift, enabling them to reach audiences across New Zealand.

Coverage

Digital Screens	187
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4-Week Impressions	316M
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Markets Reached	35
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Images are for illustrative purposes only



Motio

Australia

Motio operates premium networks across high-dwell environments including office towers, fitness clubs, residential buildings, retail destinations, and lifestyle venues. Their campaigns capitalise on long dwell time by integrating best-in-market technology with carefully curated content and strategic display placement to deliver impact at the right time, in the right place, and with intent.

Coverage

Digital Screens	1,068
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4-Week Impressions	751M
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Markets Reached	9
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Images are for illustrative purposes only



Notice Board Systems

Australia

Notice Board Systems operates small format portrait and landscape screens located in the IGA supermarket chain across all states in Australia.

Coverage

Digital Screens	224
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4-Week Impressions	142M
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Markets Reached	National
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Images are for illustrative purposes only



QMS Media

Australia

QMS is a leading DOOH company in Australia, reaching 94% of Australians nationally and providing clients with dynamic and innovative advertising solutions across their expanding portfolio of premium billboards, retail and airport locations. QMS also operates digital street furniture throughout Sydney to influence motorists, pedestrians and shoppers alike.

Coverage

Digital Screens	1,742
4-Week Impressions	5.4B
Markets Reached	135

Images are for illustrative purposes only



Scentre Group

Australia

Scentre Group BrandSpace is the retail media division within Scentre Group, owner and operator of 42 Westfield destinations across Australia and New Zealand, featuring more than 1,600 SmartScreens and 28 premium SuperScreens. Scentre Group delivers high-impact digital media solutions positioned in optimal locations for customer engagement, close to more than 12,000 retailers and right where purchasing decisions are made.

Coverage

Digital Screens	1,600
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4-Week Impressions	TBD
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Markets Reached	31
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Images are for illustrative purposes only



Tonic Media

Australia

QMS is a leading DOOH company in Australia, reaching 94% of Australians nationally and providing clients with dynamic and innovative advertising solutions across their expanding portfolio of premium billboards, retail and airport locations. QMS also operates digital street furniture throughout Sydney to influence motorists, pedestrians and shoppers alike.

Coverage

Digital Screens	9,339
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4-Week Impressions	916M
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Markets Reached	105
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Images are for illustrative purposes only





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