

MEDIA ON THE MOVE



PumpTV is the latest
engaging advertising
medium to hit the market

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High engagement, captive
and powerful... **PumpTV**,
fuel your potential



PumpTV captures
customers on the move

PumpTV is Media on the Move

It's the new way to capture your customers every day...

PumpTV is Australia's first digital Petrol Station TV network. PumpTV delivers fresh news, sport, weather and finance updates from content partners, Channel 7 and Yahoo!7, using the latest in wireless technology.

What is PumpTV?

It is television advertising for customers on the move...launched in November 2009, PumpTV is the latest engaging advertising medium to hit the market. This innovative and exclusive digital network captures the attention of your highly engaged and captive customers via 19" sunlight readable LCD screens as they fill their cars at premium 24 hour petrol stations.

Where is PumpTV?

PumpTV is proudly partnered with various petroleum retailers that entertain and inform your 'on the go' customers at the pump, right across Australia. The initial rollout in Melbourne and Sydney, offers locations with high traffic flow to ensure maximum exposure. The network will experience rapid growth into more than 400 strategically located petrol stations with almost 5,000 LCD screens throughout Melbourne, Sydney, Brisbane, Perth and Adelaide.

How does PumpTV work?

Fuel customers spend between 2½ and 4 minutes filling their cars each week. PumpTV delivers an engaging and uncluttered 5 minute loop from exclusive content partners Channel 7 and Yahoo!7 that keeps the customer updated on the latest in news, sports, weather and finance. These convenient, bite-size updates are combined with 10 and 20 second wrap advertisements (still or flash) and 15 and 30 second full screen video advertisements with audio.

2.5 Minute Loop

The five minute air time is made up of two content loops. Each loop includes your advertising message along with two editions of news, sport, weather and lifestyle updates...ensuring your customers remain engaged and receptive to your message.

2 Minutes 30 secs

Channel 7 and Yahoo!7 news content									Full Screen	Full Screen	Full Screen
1	2	3	4	5	6	7	8	9	30 sec	15 sec	15 sec

10 second wraps

Full Screen TVC (with audio)

Why Choose PumpTV?

- A captive audience for the entire duration of filling their car...up to four minutes!
- High Engagement
- Uncluttered communications
- 100 per cent competitor exclusivity
- A unique and measurable digital media platform
- Up to date content that engages the customer
- Strengthen and support current advertising campaigns
- Ability to target broad or specific demographics
- Capture your customers on the way to work when they are most likely to call or gain a quote online
- Cost effective
- Full colour digital format
- Sunlight readable 19" LCD screens
- Located at premium metropolitan 24 hour petrol stations
- Flexible campaign lengths
- Keep your message front of mind
- Increase market share
- Initiate purchase at point of sale
- A perfect medium for call to action campaigns

PumpTV Advertising Options

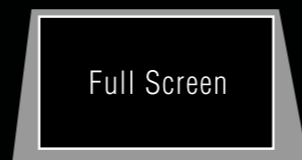
PumpTV is a measurable and digital out-of-home media network offering flexible advertising options...



Wrap

PumpTV Wrap

- Static or flash animation
- 10 or 20 second duration



Full Screen

Full Screen Video

- 15 or 30 seconds
- Video and audio

Advertising with
PumpTV strengthens
and supports product
campaigns

