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APN Outdoor Brings The Invictus Games To XtrackTV.

SYDNEY: Leading media business APN Outdoor, the Official Outdoor Media Partner of the Invictus Games Sydney 2018 presented by Jaguar Land Rover, has revealed the next phase of its partnership with the Games, launching coverage through its XtrackTV national digital rail network.

The industry-leading XtrackTV network operated by APN Outdoor will deliver content from the Games in Sydney to rail commuters, direct from the official broadcast partner, the ABC.

The content is running on the XtrackTV network until the close of the Invictus Games on 27 October. The Games will see 500 wounded, injured and ill defence personnel from 18 nations taking part in 11 medal sports.

APN Outdoor General Manager, Marketing, Charlotte Valente, said: "XtrackTV is the only full-motion, audio-enabled, national digital network. Combined with the strength of the rail environment in providing a high-dwell, high-frequency, captive audience, it is a powerful and compelling way to reach consumers.

"Our partnership with the Invictus Games represents the perfect opportunity to use the reach, technology and innovation offered by XtrackTV to amplify the ABC's coverage of the Games and take it into a new, impactful environment," she said.

APN Outdoor has been supporting the Invictus Games since 2016, running several campaigns across its comprehensive national network of billboards, airports, rail and transit assets.

APN Outdoor recently launched two new marketing initiatives to support the games.

Using key internal digital sites at Sydney Airport terminals, messages of welcome were displayed targeted at Invictus Games competitors and their families, as well as digital billboards in each state displaying a daily countdown to the start of the Games this Saturday. These initiatives are in addition to billboards promoting ticket sales and ABC television coverage highlights of the Games on XtrackTV.



For more information, please contact:

Neil Shoebridge / Andrew Knowles
SKMG
M: 0417 511 012 / 0449 510 357
E: neil@skmediagroup.com.au / andrew@skmediagroup.com.au

About APN Outdoor

APN Outdoor is a leading provider of outdoor advertising across Australia and New Zealand, with over 40,000 high-impact connection points.

APN Outdoor has a quality network that reaches 97% of Australians every day. Our focus on insights, powered by data, provides a deep understanding of audiences, including where to find them and how to connect with them. At the heart of our business are innovative media solutions that amplify, engage and inspire action – ensuring our advertisers achieve smarter impact. It's not outdoor without us.