



# Positively different out-of-home

Alight Media – inclusive out-of-home built on positive connections

# About us

# Our growth story

Alight Media is the UK's fastest growing out-of-home media owner.

Over the last four years, since the company was founded, we have brought a new offering to advertisers, achieved phenomenal year-on-year revenue growth and created an awesome place to work.

Our founders,  
Dave Huckerby and Matthew Dearden





# Our founders

Alight was co-founded by Matthew Dearden (pictured right) and Dave Huckerby (pictured left) in 2019. Both Matthew and Dave had a strong background in OOH.

Dave had worked in the industry for over 30 years, after starting out as a teacher, and Matthew was previously President of Clear Channel Europe, one of the biggest OOH companies in the world.

Alight began as a self-funded, bootstrap operation, powered by Matthew and Dave vision to deliver incremental audiences through a values-driven, talented team.



# Alight in numbers

**No1** – for audience reach for digital billboards

**50%** – of all adults see Alight ads media each month

**1,700** – D48, D6 and C6 frames

**99%** – of our frames built since January 2020

**100%** – of our digital screens are RTB enabled

**50** – strong sales force covering every part of the UK

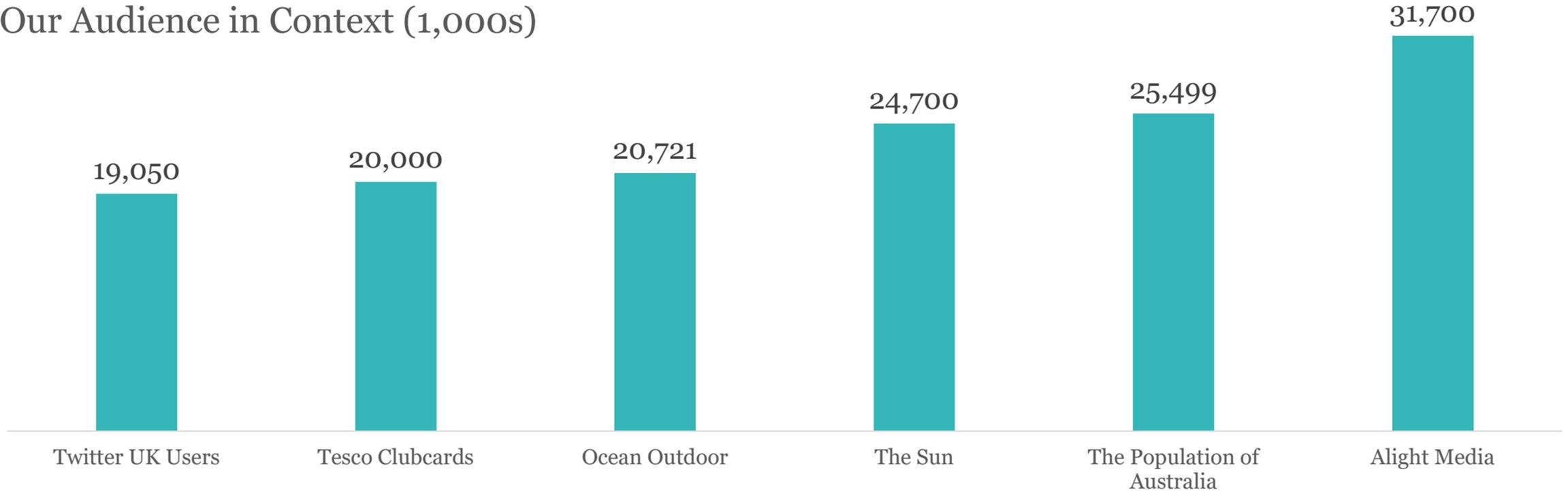
**1bn** – impressions delivered every 6 weeks

**The only** 4K enabled digital roadside network



## Our reach is wide and growing

Our Audience in Context (1,000s)



# We now reach more than 80% of adults across Yorkshire, Midlands and the North-West

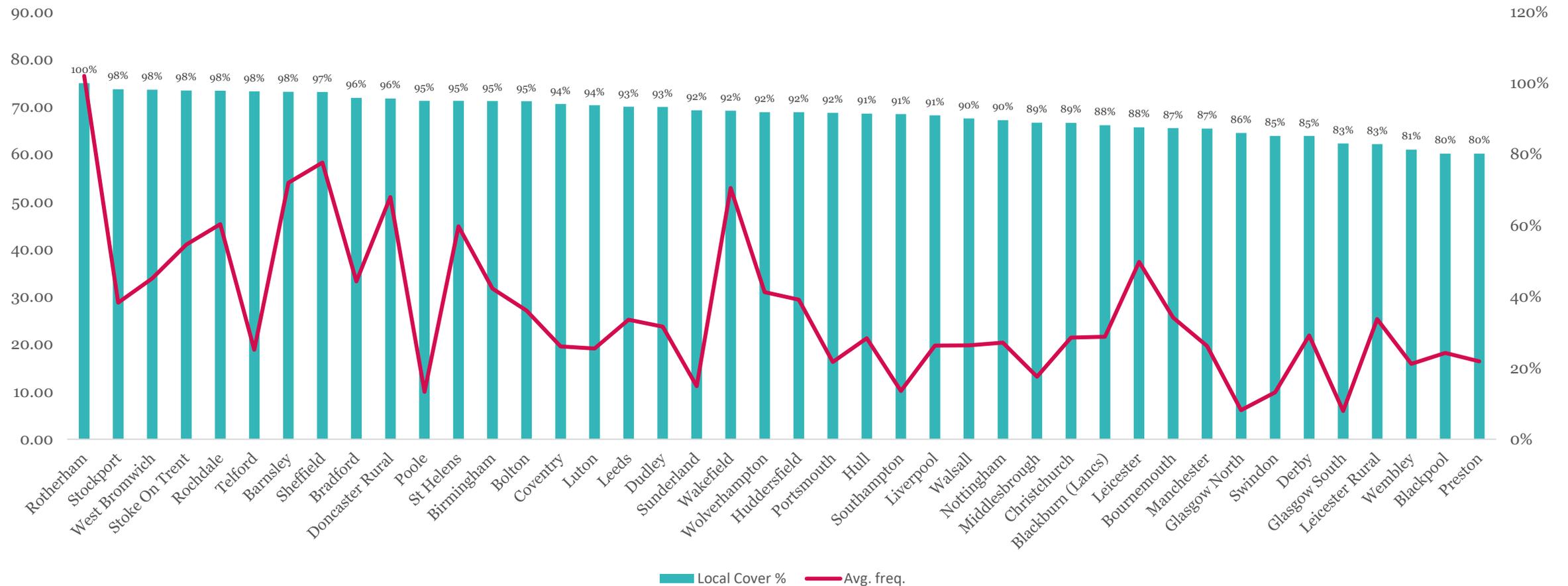
Our national reach of >50% of adults monthly is amplified in key areas particularly outside of London

Cover and Frequency by BARB Region



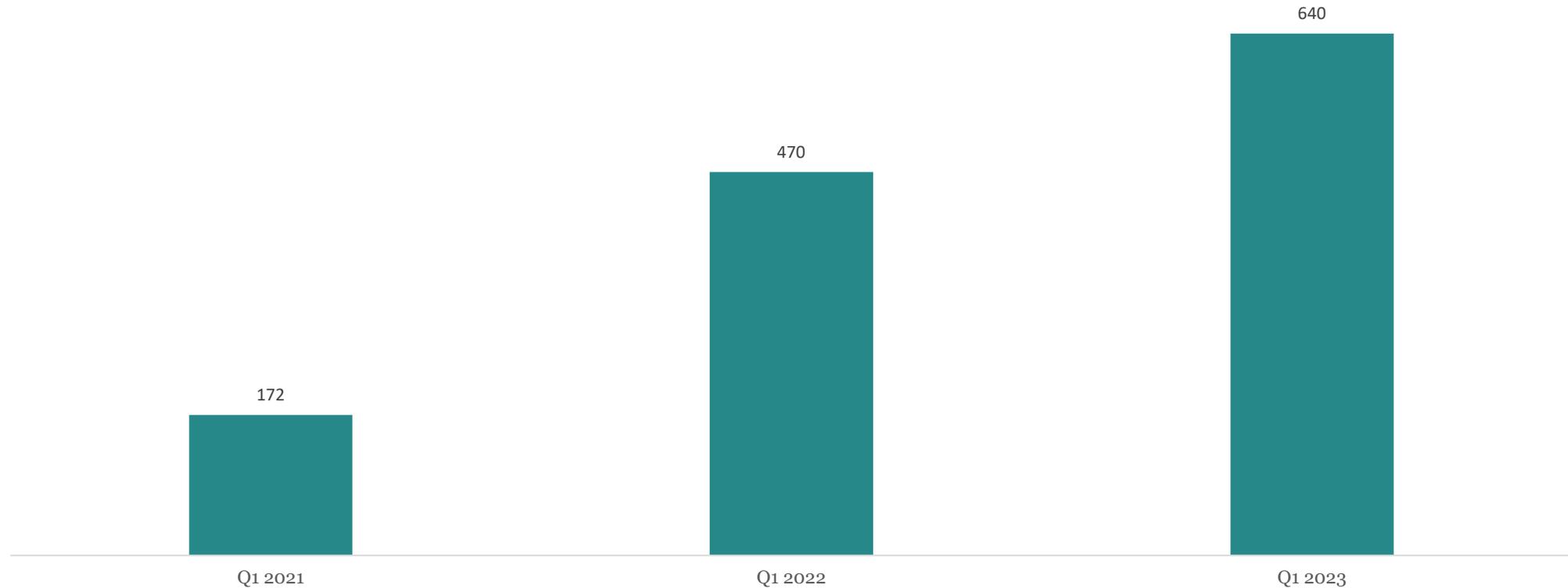
# We reach > 80% adults across 42 towns/cities with > 100k population

We reach more than 80% of people in major cities including Birmingham, Leeds, Liverpool, Manchester and Bradford



# Our network continues to attract more and more brands

Q1 Brand count 2021 - 2023



# What makes us Alight Media?



## We Blaze

We blaze our  
own trail.



## We Nurture

We nurture and protect  
ourselves and our environment.



## We Collaborate

Without us we are nothing.



## We Celebrate

Having fun brings out  
the best in us.



## We Aspire

We aim high.

## Our team

### A BEST COMPANY

In 2022 we were proud to be named one of the UK's Best Companies to work for, a Top 100 Best Small company to work for in the UK, a Top 30 Best Small Company to work for in London and a Top 30 Media and marketing business.

In 2023, we were also listed in Campaign's top 100 Best Places to work – the highest-ranking media owner – a top accolade within the advertising industry.



**WINNER**  
**campaign**  
**BEST PLACES TO WORK 2023**

**Positively different  
out-of-home**



OUR BRAND STRATEGY

OUR BRAND DNA

OUR BRAND IDEA

Positively different  
out-of-home

OUR BRAND REALITY

OUR OFFER

What do we do?

**We build stronger connections with communities out-of-home**

OUR AUDIENCE

Who are we here for?

**Advertising partners  
Specialist agencies, media agencies, clients (of all sizes) and communities**

OUR USPS

What makes us different?

- 1. Our network**
- 2. Our spirit**

OUR BRAND PERSONA

OUR PERSONALITY

Who are we?

**Inclusively ambitious  
Justifiably brazen  
Always personal**

OUR VALUES

What matters to us the most?

**Blaze. Nurture. Collaborate  
Celebrate. Aspire.**

OUR BRAND AMBITION

OUR PURPOSE

Why do we exist?

**We exist to blaze the trail to out-of-home that works for all of us**

OUR VISION

For the future

**Inclusive out-of-home, built on positive connections**

OUR MISSION

How we'll achieve our vision

**We bring the personal touch to the power of out-of-home**



## OUR BRAND STRATEGY – POSITIVELY DIFFERENT OUT-OF-HOME

### **Our Purpose – why do we exist?**

We exist to blaze the trail to out-of-home that works for all of us

### **Our offer – what do we do?**

We build stronger connections with communities out-of-home

### **Our vision – for the future**

Inclusive out-of-home, built on positive connections

### **Our mission - how we'll achieve our vision**

We bring the personal touch to the power of out-of-home



## Positively different out-of-home

- We are creating a business built on best practice
- That is genuinely for the benefit of all stakeholders



- We're boldly pushing forward against the status quo
- In places different from most other billboard operators
- And with ways of working different from most



# Our positive difference

How we are challenging ourselves to make a positive difference to out-of-home and the wider media industry.

# Audiences

- 82% of the UK don't live in the top 5 cities
- Underserved communities
- Inclusive reach



# Scale

- Every BARB region in the UK
- 50% of the UK reached every month
- 165 towns and cities
- 60 unique to Alight on digital billboards



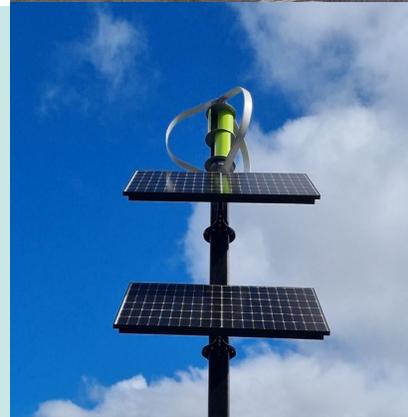
# Development and maintenance

- Full time, in-house team
- 2,000 sites visited in 2022
- Launched Shepper inspections



# Sustainability

- Exclusive Etesian Green partner
- First ever ‘off-grid’ bus station
- First ever Green Mile in Warrington



# Summary

## Audience

Our digital portfolio engages new audiences where and how, they live and work now, in every region of the UK

## Scale

Our national digital billboard network covers more towns than any other out-of-home media owner, reaching half of the UK population every month.

## Development and maintenance

Our experienced team curates our fast-expanding network which is independently inspected every two weeks (6-sheets) and every month (billboards).

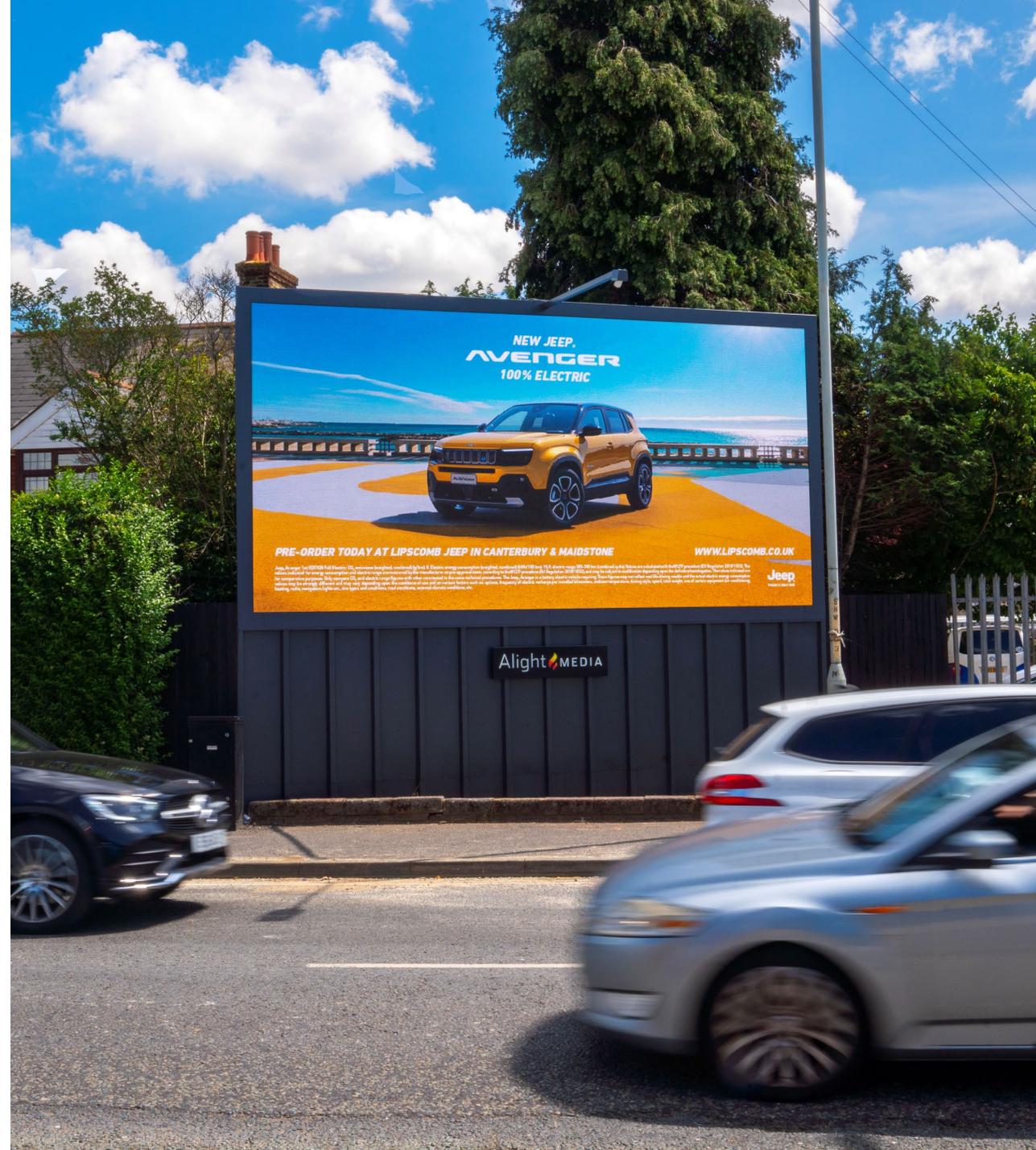
## Sustainability

We have an exclusive partnership with the UK's premium supplier of sustainable street furniture.

# What we offer

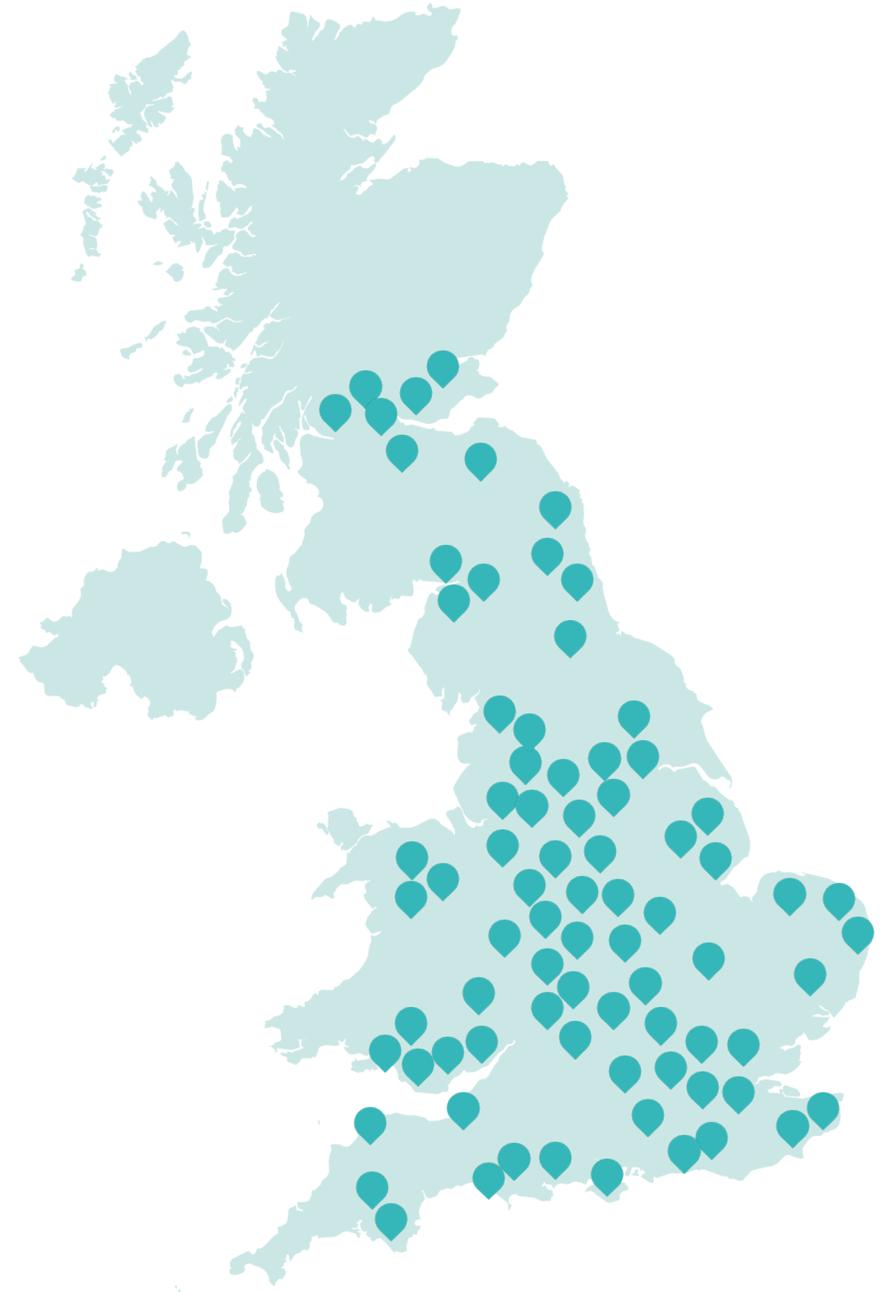
# The UK's market leader for reach

In the latest Route release, out-of-home's measurement and trading currency, Alight was shown to be the market leader in digital billboards with the **highest reach** across the UK.



# A digital billboard network built for modern movement

Alight's digital billboard network is number one for total towns covered and delivers more impressions outside of the five largest cities.



# Footfall is up

Data shows that vs 2019 levels, footfall in regional towns and suburban high streets is up significantly.

**+23%**

M'Mowbray

**+26%**

Buxton

**+26%**

Colchester

**+52%**

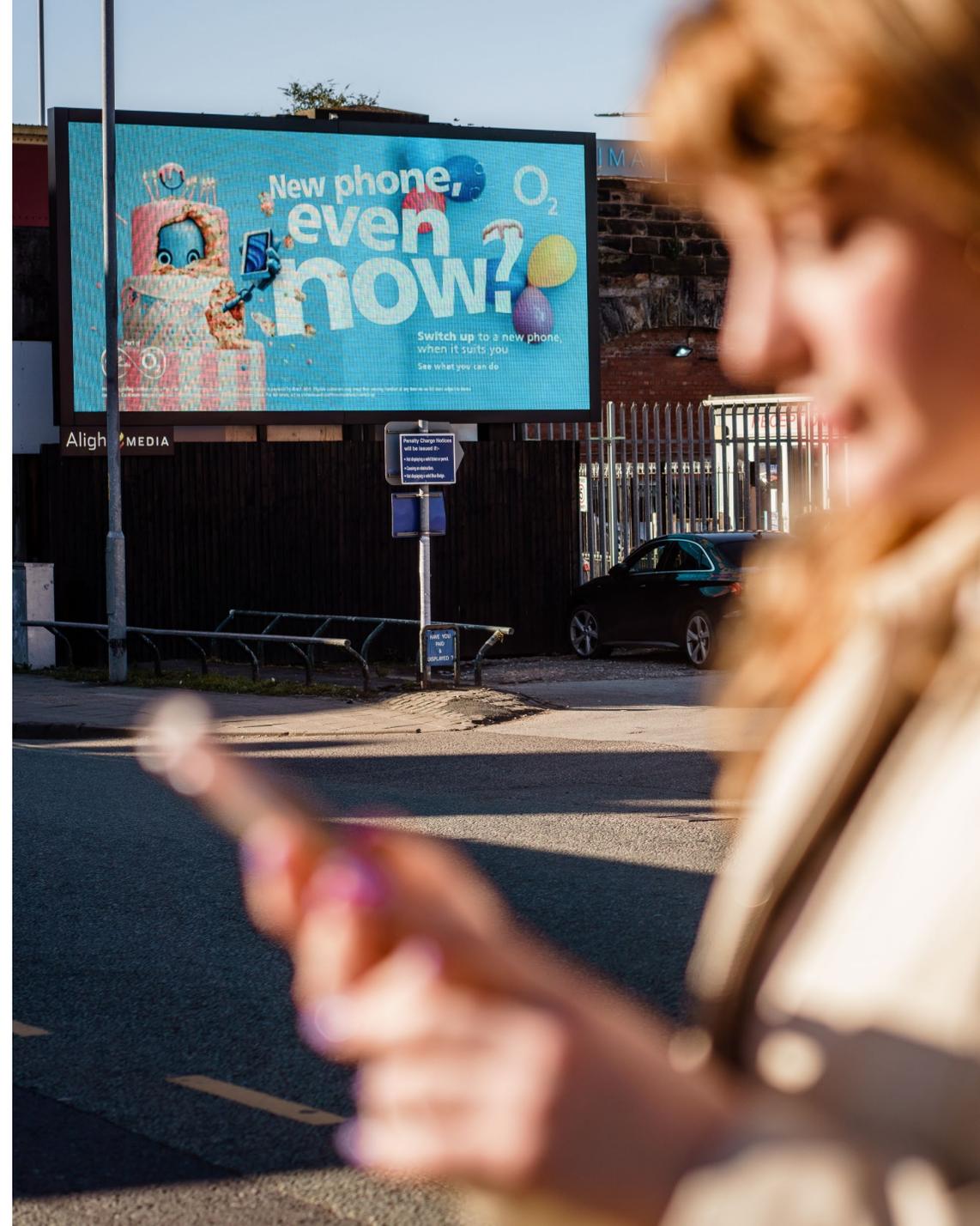
Folkstone

**+53%**

Skegness

**+33%**

Marlow



# A digital network built for modern movement

We've built our digital billboard network with modern mobility in mind - providing high quality inventory in the largest number of towns

# 66%

D48 impressions delivered outside of London, Birmingham, Leeds, Manchester & Glasgow - **Alight Media**

# 70%

D48 impressions delivered inside of London, Birmingham, Leeds, Manchester & Glasgow - **Rest of market**

# Different

40m Impressions – Top 5 cities

Mon	Tue	Wed	Thu	Fri	Sat	Sun
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**10m  
Reach**

# Positively

23m Impressions  
Regional towns

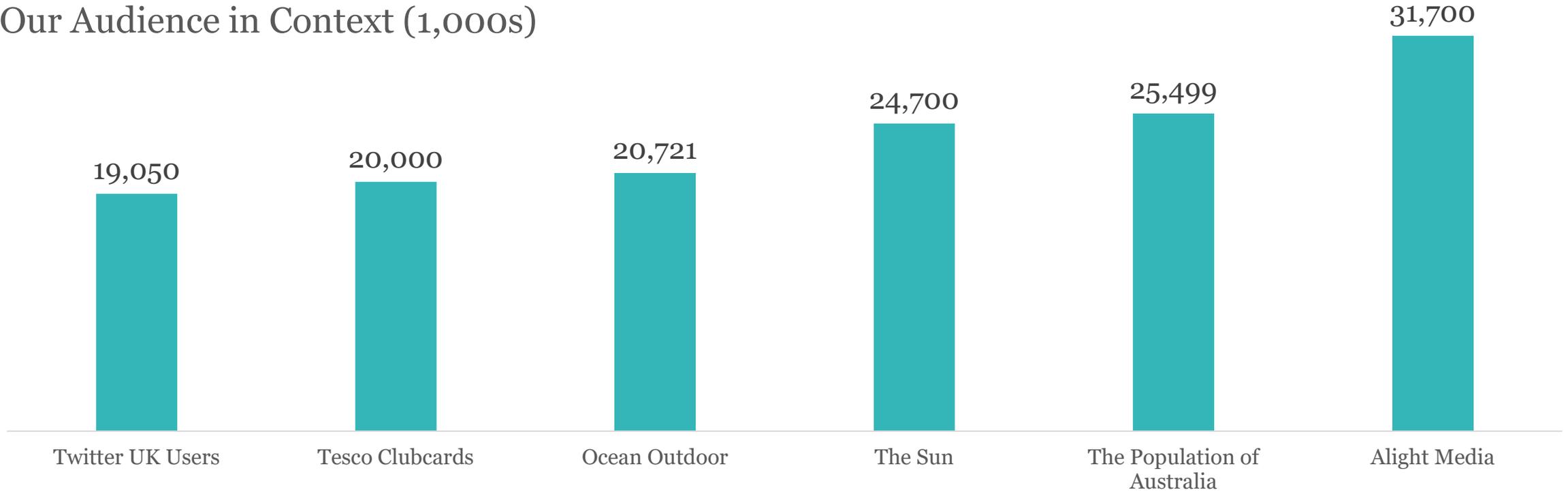
17m  
Impressions  
Top 5 cities

Fri	Sat	Sun	Mon	Tue	Wed	Thu
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**17m  
Reach**

## Our reach is wide and growing

Our Audience in Context (1,000s)



# Our channels



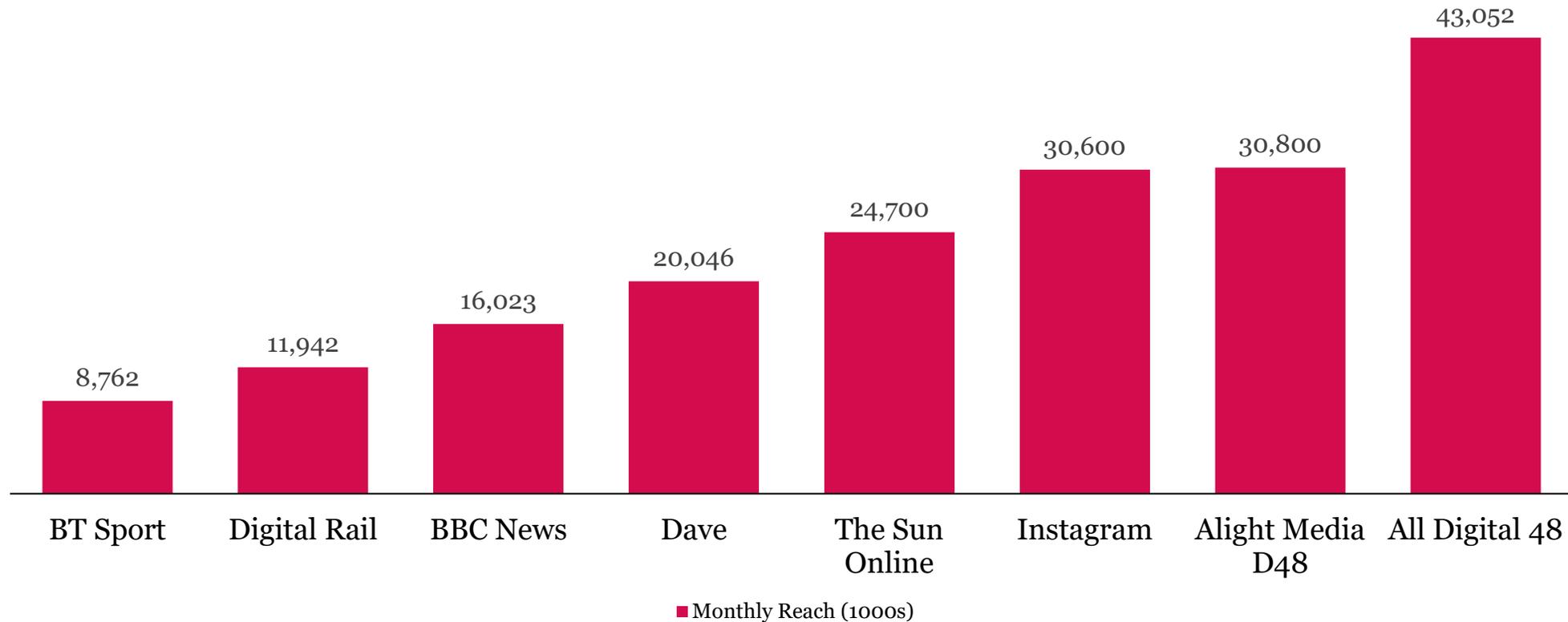
Alight MEDIA



# D48 Roadside

# Digital 48 sheets are now one of the largest reach media products in the UK

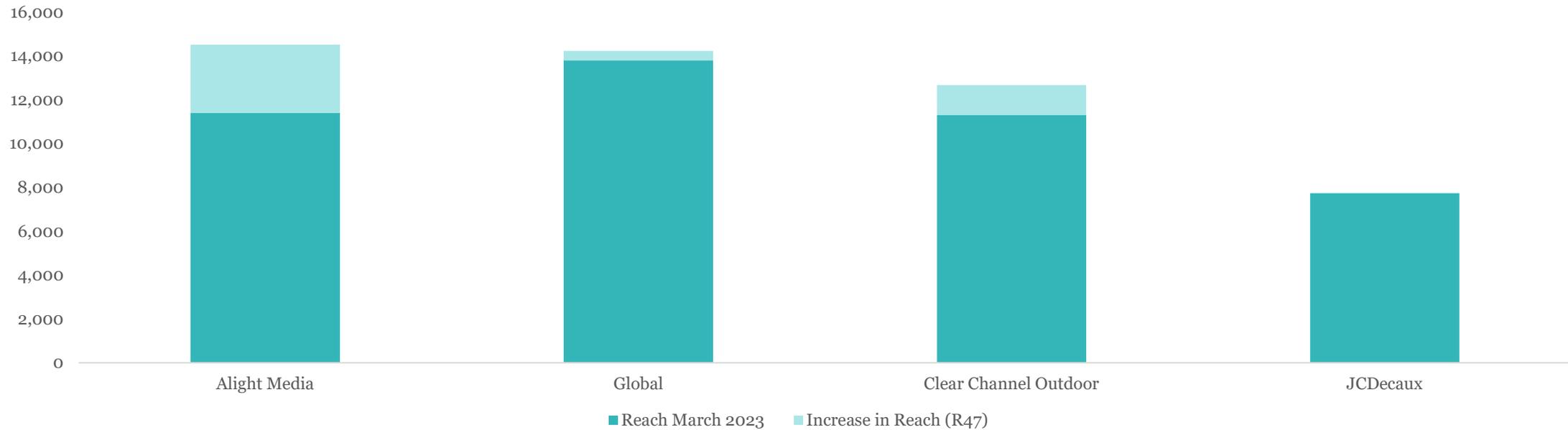
D48s have quickly overtaken more established media channels for total adult reach with 70% of their total audience available from Alight. They are also the most cost-effective DOOH channel for reach.



# We continue to lead the growth on D48

As forecast earlier this year, our strategy of building high quality panels in deficit areas has now made us market leader for total D48 reach.

Total Monthly Reach (Standard Slot)



# The premium factor

## THE BIGGEST IMPACT

Most of our audience (78%) won't see a bigger digital ad during the campaign duration. Premium outdoor sites also generate stronger emotions and are better encoded into memory



## THE PRIMING EFFECT

The most iconic sites have a powerful priming effect on other sites. The best sites continue to have an impact beyond initial viewing.

Source: Ocean Outdoor, The Science Behind the Art of Outdoor



WINGS  
FOR LIFE  
WORLD RUN



MAY 7, 2023

YOUR RUN. YOUR DISTANCE. YOUR FINISH LINE.

RUN WITH US



LET'S RUN FOR THOSE WHO CAN'T

100% OF ALL MONEY RAISED GOES TO SPINAL CORD RESEARCH

PHILIPS do SPORT  
Sports Headphones

# C6 and D6 Roadside

**Alight is the THIRD  
largest operator of bus  
shelter advertising in  
the UK**

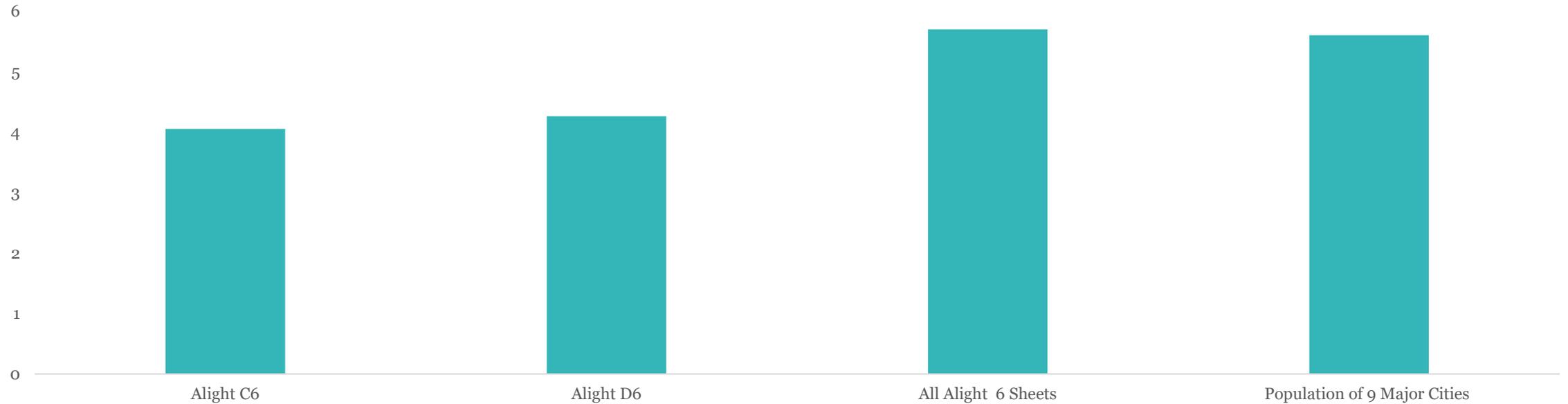
# Our 6-sheet network reaches 5.7m adults every month

more than the population of Glasgow, Liverpool, Birmingham, Bristol,  
Manchester, Sheffield, Leeds, Edinburgh and Leicester combined!

## Our 6 Sheet reach is greater than ever

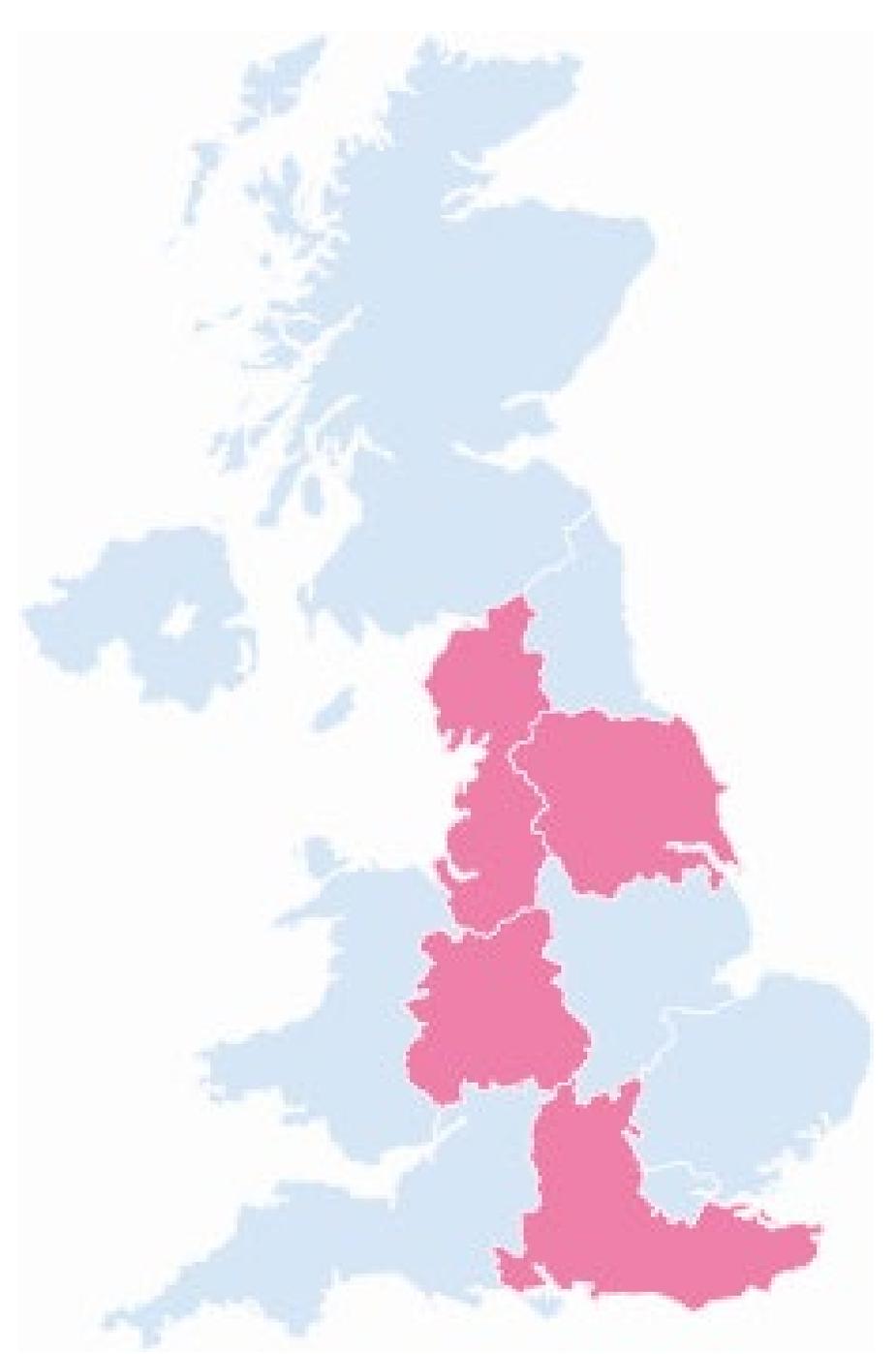
5.7m adults now see Alight 6 Sheets every month. That's more than the combined population of Glasgow, Liverpool, Birmingham, Bristol, Manchester, Sheffield, Leeds, Edinburgh and Leicester

Adults (Millions)

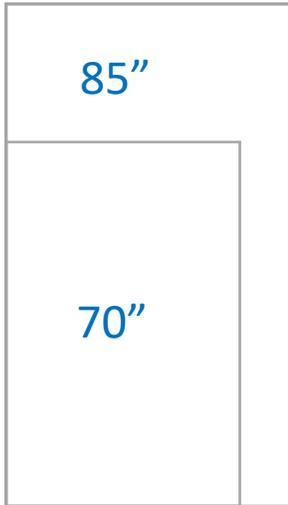


# Reaching communities across the UK

- The new Warrington contract adds +45% to Alight Media's National 6 Sheet reach taking it to 5.7m adults every two weeks.
- Our new Blackpool contract will be seen by 19m tourists annually
- Alight S.Yorkshire is the UK's 5th largest street furniture contract
- Our bus shelter and FSU network of 850 classic and 300 digital 6s and is present in 20 towns/cities across 4 UK regions, including a number uniquely available with Alight.
- We're part of the national 6 sheet map with 100% Roadside and 100% Route scored digital and classic frames.



# Our Samsung displays



With 8 million pixels in every display, our screens have **4x the resolution** of any other digital 6 sheet on the market

The 85" panels have narrow bezels filling almost the full cabinet and have **50% more display space vs a 70" D6**

We operate the only **4K Ultra High-Definition** roadside displays in the UK, powered by Samsung OLED technology



*Actual size vs a 70" display*

# Planning & buying

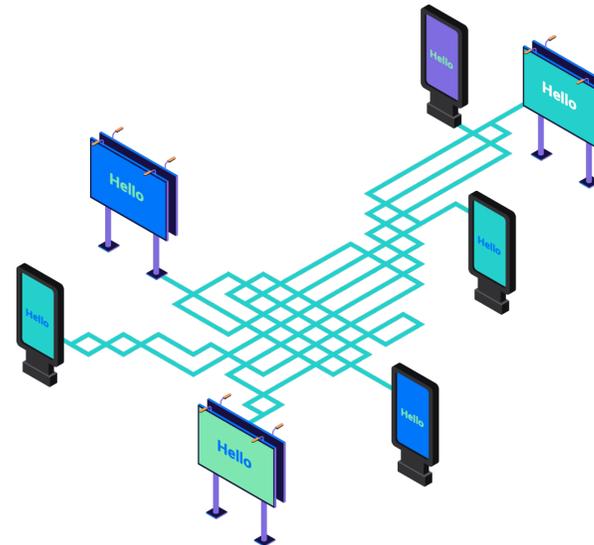
# Plan and buy your way

Our digital portfolio is a connected digital channel allowing you to access audiences directly from us, via a point solution or omnichannel DSP.

We also have no minimum order value as we want to make OOH available to advertisers and communities of all sizes.

# Panel Rate

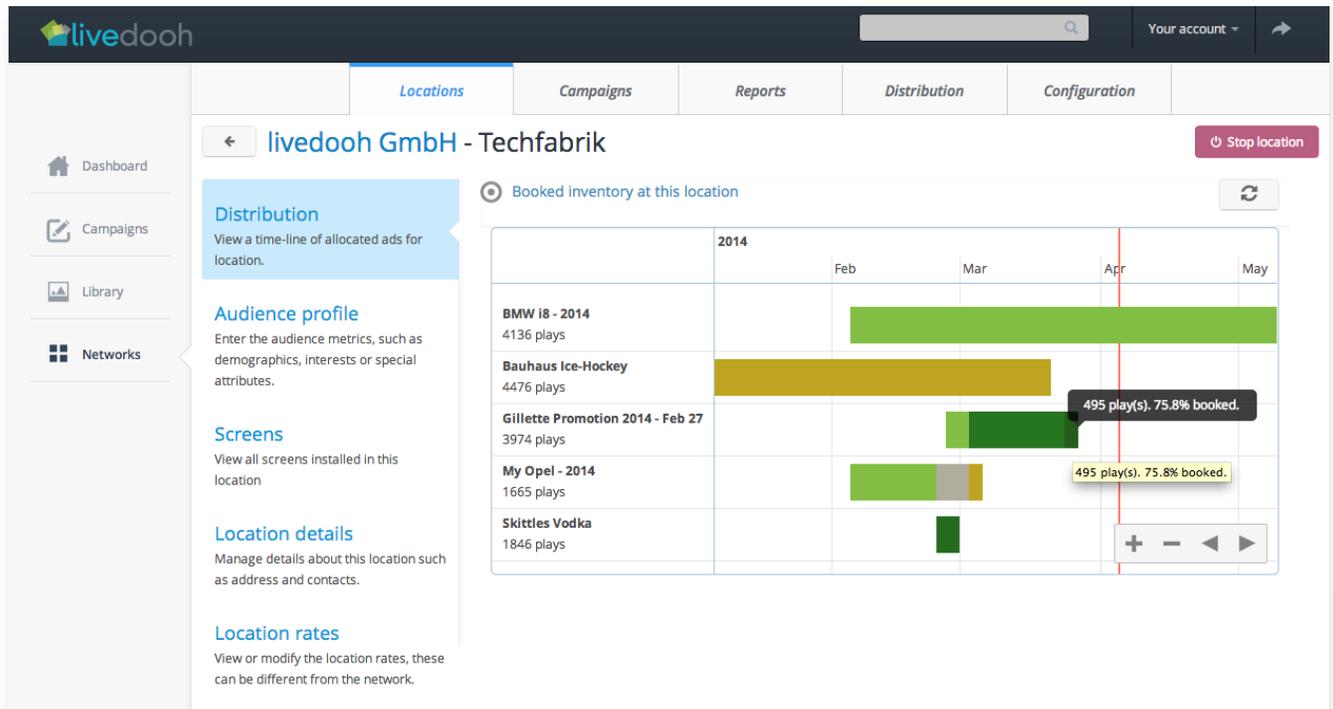
Traditional OOH buying



# Fixed CPM

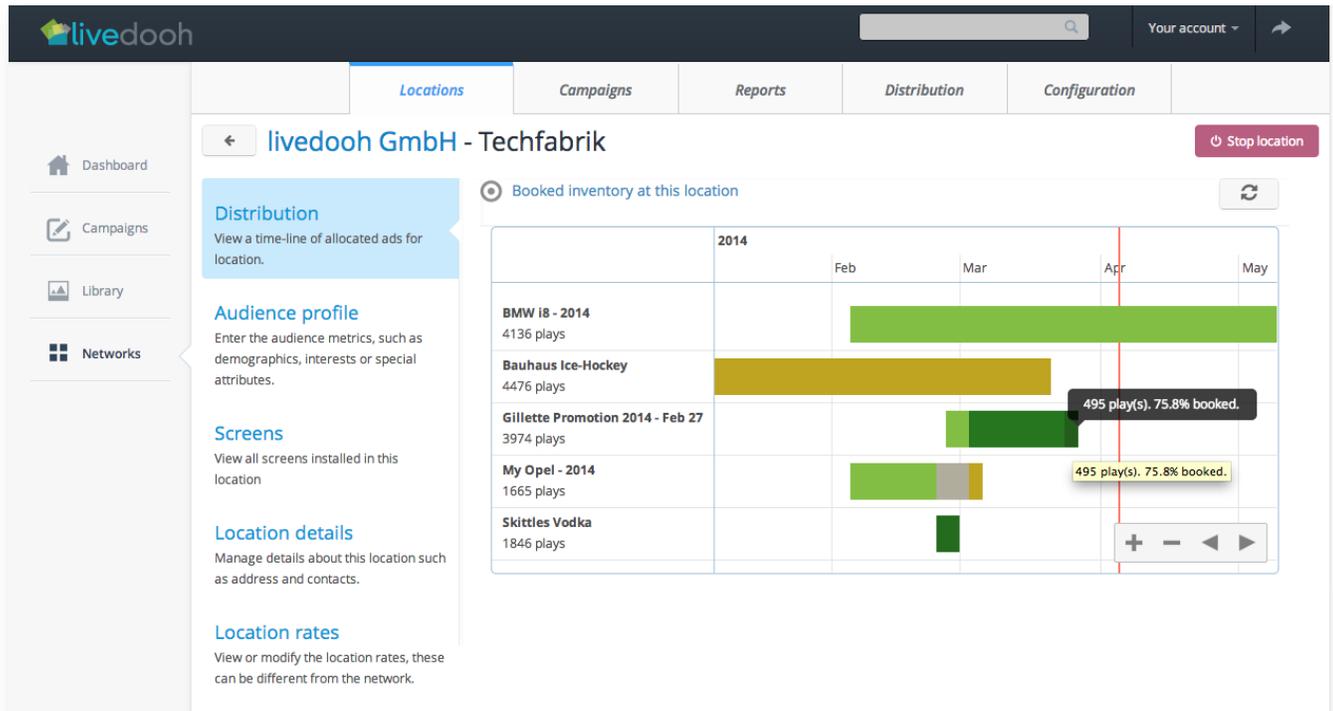
Direct or through programmatic channels

# Our vision – doing digital differently



- We believe that DOOH can be much more than a digital scroller
- We are excited to move beyond just the slot model in 2022
- Our platform is enabled to offer optimized campaigns for your clients, based on multiple goal types
- Whether that's day parts, audience impressions, SOT or combinations of these
- New goals can be set against Impressions, Reach, and Plays and can be filtered for geographic and time based criteria

# The benefits of LiveDooh



- AI can provide availability for and schedule campaigns in milliseconds - work that could take hours previously by humans
- 100% of screen time can be utilised – providing more useable media space
- The platform is ready for external connection to SSP and client-side planning/buying platforms

# Programmatic Platforms

## SSPs

Always on, PMP and PG Deals available

Fixed price and biddable



## Data integrations

Weather triggers

Day part



## DSP Partners



# Our impact

## ESG

**Our objective:**

**To positively impact the  
world as a business  
and as a team**



## Our sustainability commitments

### **Renewable energy**

We use 100% renewable energy across all our estate covering our C6s, D6s and D48s and have accountable documentation

### **ISO accreditation**

We have ISO accreditation -  
14001:2015 Environmental Management

### **Wind & solar**

We have 5 x fully self-powered shelters in Telford which are 100% powered by wind and solar energy and use recycled materials

### **Emissions**

We work with environmental specialists, Watts Sustainability to track our progress and offset our emissions



**Renewable  
energy**

We use 100%

**ISO  
Accredited**  
Environmental Management



# A sustainable transport network

## WARRINGTON GREEN MILE

- Made up of a combination of recycled materials, living roof shelters and the use of wind and solar power.
- Complemented by the Council's new bus fleet which aims to be 100% electric in the next two years. The buses will be charged by green electricity, including from the council's solar farm in Cirencester.
- All bus shelters will have living roofs and a 500m grass central reservation will be seeded and re-wilded by funds from a "Green Finance Pot" provided by Alight Media.





## Our partnerships

### Pinwheel

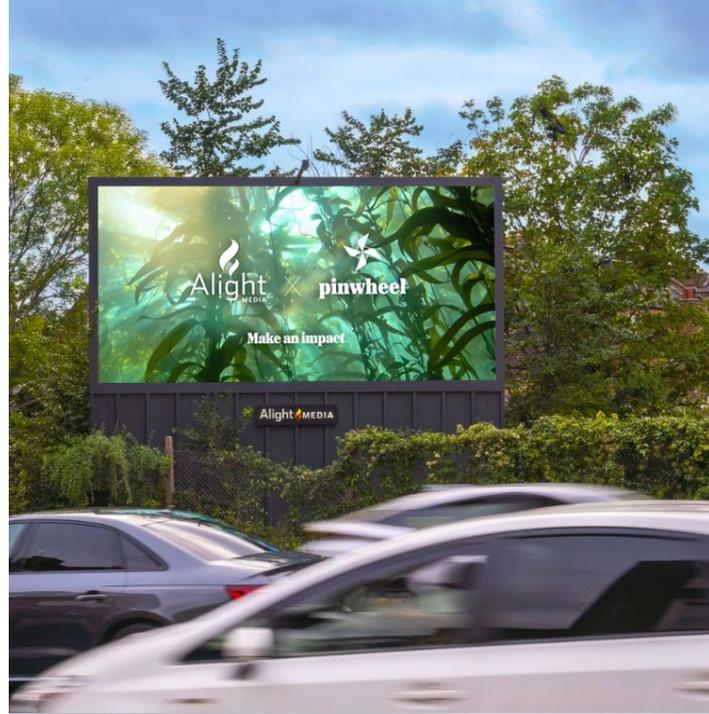
We are the first media owner to work with Pinwheel to help fund diverse initiatives such as: seagrass restoration, reforestation, rainwater harvesting and rewilding programmes.

### Ad Net Zero

We are proud supporters of Ad Net Zero, our industry's drive to reduce the carbon impact of developing, producing and running advertising to real net zero.

### Etesian Green

We are exclusive OOH partner with the UK's premier sustainable street furniture manufacturer. Street furniture is manufactured from recycled bottles as a substitute for steel and aluminium and green street furniture is powered by wind and solar energy



# Our Community and charity support

**As well as being part of the Government Enterprise Scheme, Alight has a number of charity partnerships including Justdiggitt and Wings for Life.**

We also work directly with schools, colleges and local youth clubs, for example St Gregory's in Warrington where we will help embed careers into the curriculum.



# Our partnerships

## ARTICHOKE TRUST

Throughout 2023, Alight Media will be showcasing the fantastic creative work of our partners Artichoke Trust, who runs a project ‘The Gallery’ which aims to bring an exhibition to the people.



## PROJECTS

Season 1 – ‘What does ‘Straight White Male’ mean in 2022’

Season 2 – ‘Gender, disability, home, nationhood, environment, mental health, industrialisation and social injustice.

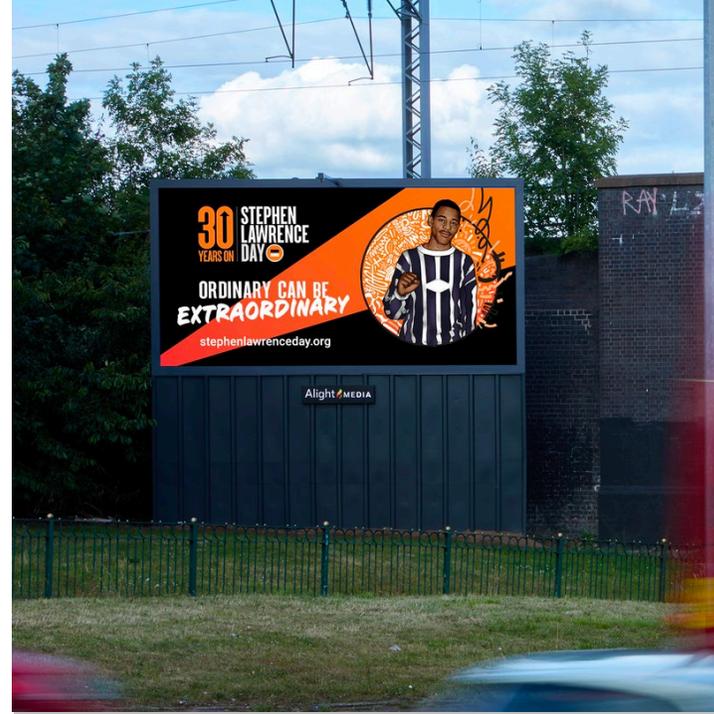
Season 3 – ‘No But Where Are You Really From?’



# Supporting great causes

The Stephen Lawrence Day Foundation exists to inspire a more equitable, inclusive society and to foster opportunities for marginalised young people in the UK.

Movember is the leading charity changing the face of men's health. We know what works for men – and what doesn't.



# Stephen Lawrence Day

# Movember



