



Around Sydney

New advertising contracts for Sydney Trains

Advertising on the Sydney Trains network will be given a major overhaul, with up to 150 new digital advertising screens at stations, and an increase in advertising on trains. The new advertising contracts are expected to double the revenue Sydney Trains receives through advertising to at least \$100 million over five years, unlocking the potential that has long been underutilised across the network.

Minister for Transport Gladys Berejiklian said, "Around the world advertising on public transport is done very well, using innovative technologies and new ideas." "It is time Sydney came in line with other global cities, and from now on customers will see many more digital advertising screens and more advertising on trains. "Most importantly, the money raised from these new advertising contracts will be spent on improvements to services for customers."

Four companies have been appointed to deliver the advertising following a competitive tender process. Adshel and APN Outdoor have

secured five-year contracts and S&J Media and Torchmedia have each been awarded smaller three year contracts.

Interior train advertising will initially run on 40 Tangara trains, and external advertising will initially run on another 40 Tangaras.

The digital screens will be rolled out at many of the busiest stations including Martin Place, Circular Quay, Wynyard, Town Hall, Central, Bondi Junction, Parramatta, Strathfield, North Sydney, Chatswood and Kings Cross. These will be able to be used for customer information when required.

Sydney Trains Director Customer Service Liz Ward said the winning companies will be introducing innovative ways of advertising on the network and the new look will make it easier for customers to navigate around stations. An increase in scrolling and digital advertising will enable a reduction in the amount of other advertising making directional signs easier to spot.