

**Quebecor Out-of-Home now offers digital street furniture advertising
through Vistar Media programmatic platform**

Quebecor continues expanding access to its signage inventory

MONTREAL, November 2, 2020 – Ever alert to the needs of the industry, Quebecor Out-of-Home is partnering with Vistar Media to let customers purchase advertising on its network of digital street furniture through Vistar’s programmatic platform. An industry leader, Vistar Media is a major source of digital out-of-home advertising demand and will enable Quebecor Out of Home to provide its customers with one of the most complete service offerings anywhere. In addition, the Vistar Media platform lets advertisers enhance their campaigns with geolocation data from third parties for even more highly targeted results.

“At Quebecor, our decisions are driven by our customers’ needs, and a number of customers had told us that they wanted to access our digital street furniture inventory through the Vistar platform,” says Patrick Jutras, Senior Vice-President and Chief Advertising Officer at Quebecor and TVA Group. “Vistar is a leading industry player, so it was natural for us to turn to them to expand our service offering. Vistar also has a strong Canadian team and a firm commitment to supporting its customers – values that we share.”

Quebecor Out-of- Home deploys a network of 133 digital programmatic buying screens in Montreal, Laval, Sherbrooke, Lévis and Montreal’s South Shore. These modern structures are sited at exclusive locations in the heart of urban neighbourhoods. They fit perfectly into the urban landscape while capturing the attention of a diverse audience of young professionals, high-income consumers, tourists, and students at all levels and families with 3.7 million impressions per day. Quebecor Out-of-Home’s inventory also includes the largest street furniture screen in Quebec.

“Our buyers can’t wait to reach their audiences through Quebecor’s unique, high-impact inventory,” says Scott Mitchell, Vistar Media Managing Director for Canada. “Programmatic buying lets them invest in digital out-of-home advertising flexibly and with complete confidence, using data to reach audiences on the most attractive and visible fixtures of everyday life.”

About Quebecor

Quebecor, a Canadian leader in telecommunications, entertainment, news media and culture, is one of the best-performing integrated communications companies in the industry. Driven by their determination to deliver the best possible customer experience, all of Quebecor’s subsidiaries and brands are differentiated by their high-quality, multiplatform, convergent products and services.

About Vistar Media

Vistar Media is the world’s leading provider of software solutions for digital out-of-home (DOOH), including the only end-to-end programmatic ecosystem for DOOH. Vistar Media’s demand-side platform (DSP) and supply-side platform (SSP) empower buyers and sellers to easily transact on DOOH inventory while applying intelligent data insights that improve media performance. Vistar’s SaaS solutions (unified ad server and Cortex for device and content management) deliver enterprise-grade solutions for monetizing and operating digital signage networks at any scale. Through its global reach, direct platform integrations, data partnerships, and complete technology stack, Vistar Media continues to power innovation and growth across the digital signage industry. Founded in 2012, Vistar Media is headquartered in New York City and operates across the United States, Canada, the United Kingdom, Australia and New Zealand.

-30-

Information:

Marianne Nycz
Director of Communications
Quebecor Advertising Sales, MELS and TVA Publications
T: 514 526-9251 x3087