



# Rouge Media sells Canadian business to Rogers Sports & Media

The Canadian arm of Rouge Media, Rouge Media Group, has been acquired by Rogers Sports & Media. Rouge Media Group launched in 2003 and has grown into a leading, placed based OOH company within Canada and the US. Rouge Media operates static and digital based signage within university and college campuses, resto-bars and salons. Martin Poitras, CEO Rouge Media Inc states, “We are proud that our Canadian OOH networks, partnerships and Rouge Canada team are now part of Rogers Sports & Media. Our best in class assets and networks will be in good hands and a strong media compliment within the Rogers omnichannel portfolio”.

Rouge Media Inc. will continue to operate its national Campus and Women networks in the US where it has built a vast DOOH network in over 3000 locations since 2013 and established offices in New York, Los Angeles and Chicago. Alison Jacobs, CRO, comments, “The US market has been an incredible growth opportunity for Rouge Media Inc. over the past 8 years. We look forward to further investing in our premium, addressable, DOOH networks that provide unparalleled scale to advertisers looking to reach targeted audiences in contextual, brand safe environments”.

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