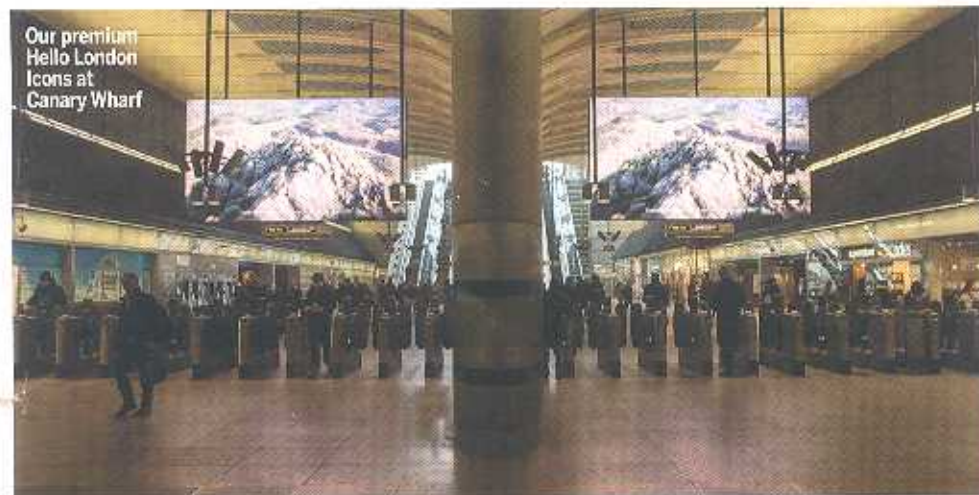


Mayors' visions will drive city growth

Ambitions to better link our cities with modern transport infrastructure are key to the prosperity and well-being of citizens



Our premium Hello London Icons at Canary Wharf

▶ It comes as no surprise to me that the newly elected mayors will focus on their transport responsibilities, as reported in the last edition of *Passenger Transport* (PT160).

Transport links are a huge influence on positive sentiment towards city environments. New research from work.shop.play, our 11,000-strong award-winning national urban consumer panel, reveals that transport links are actually the top factor for what makes a city a great place to live. Public transport is vital in connecting citizens and visitors with the best shopping, leisure, employment and cultural attractions that our great cities have to offer.

These systems play a fundamental role in our entire economy; well-developed infrastructure and access to a variety of transport options, both local and international, can be key in attracting tourism, businesses, talent and investment to cities. I applaud Andy Burnham's criticism of the first draft of the Greater Manchester spatial planning framework - it appears more sensible to build out in brownfield sites, invest in and maximise existing transport networks and towns.

Having recently been appointed as the media

partner for both Strathclyde Partnership for Transport's Glasgow Subway and Blackpool Transport, Exterion Media remains the number one media owner in the UK's transport sector. We are now responsible for media opportunities across most light rail/metro systems in the UK including Manchester, Sheffield, Birmingham, Newcastle, Liverpool, London and Glasgow. James Palmer's plans for an underground light rail system across Cambridge are exciting and as ever we encourage those deliberating this new network to give 4/5G, Wi-Fi connectivity, customer information, advertising and retail opportunities early and full consideration.

Investment and growth across transport systems is hugely important to us. Across all of our partnerships with operators, we are working closely to maximise revenue opportunities and create enhanced commuter journeys. To this end, we believe we can play an active role in helping to fulfil the mayors' promises of reduced fares and improved customer satisfaction.

With their focus on transport there will be increased investment in infrastructure and a real focus on the connected passenger journey - be this through metros, rail, stations

or buses. Transport operators and commercial partners, like Exterion Media, must now focus on working together to deliver a more efficient, streamlined and enjoyable customer experience using the opportunities created through innovation and data.

Transport networks are incredibly rich with data. Exterion Media is developing tools to ingest this data and create valuable, usable insight that will enrich the value of advertising. Taking this data-led approach, we can make advertising more considerate, helpful and engaging as part of an improved environment. Working in collaboration with operators will also be of considerable value to authorities, retail partners, city planners and mayors.

Hello London, our commercial media partnership with Transport for London, is a world-class partnership for a world-leading metro. It is a symbol of our shared focus of investing in data and new technology. An example of this is Abi, our planning tool driven by anonymous, aggregated data from one million Telefonica o2 devices. Alongside this is the introduction of new formats and digital displays, including our premium Hello London Icons at Canary Wharf. Together, all of these create more impactful station and journey environments, and unlock new revenue streams. We now have a blueprint we can take to other cities and networks whilst still allowing operator branding and city messaging to shine through.

The mayors' ambitions to better link our towns and cities with modern transport infrastructure is key to the prosperity and well-being of its citizens, and is incredibly exciting. Exterion Media has an important role to play in helping to realise the true value of the networks, and through better use of data and insights, engage the citizens that they serve. ■

Learn more about work.shop.play: www.exterionmedia.com/uk/work-shop-play-dashboard. To hear more about our tools and advertising opportunities, contact: 0800 80 85 409.

ABOUT THE AUTHOR

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