

Progress Report

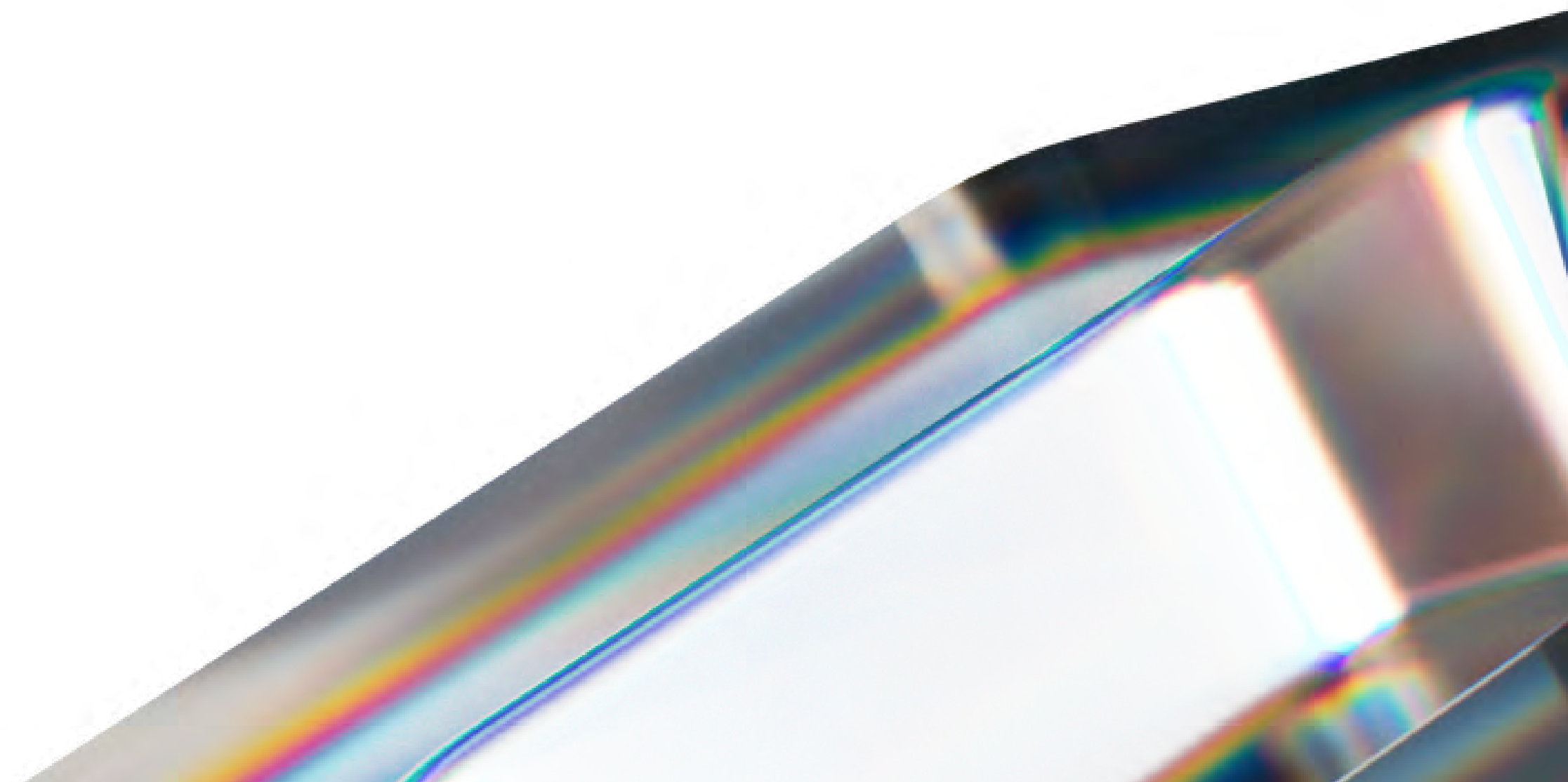
2025

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A Word From..



2025 has been another huge year for Open Media.

Like most businesses over the last 12 months, we've operated in a market that at times has been challenging, unpredictable and extremely competitive. But one thing I'm incredibly proud of is the way our team has continued to push forward, adapt and keep progressing in every area of the business.

As an independent SME in the OOH industry, we know nothing comes easy. Every client, every site, every opportunity is earned through hard work, relationships, creativity, and consistently delivering for our partners. That's what makes the progress we've made this year even more meaningful.

Throughout this report, you'll see examples of how Open continues to evolve - from launching new locations and strengthening our data and technology offering, to growing our people, improving our processes and continuing to lead the conversation around sustainability within media.

2025 also marked 10 years of Open Media, which gave us a real opportunity to reflect on the journey so far. What started as a small independent business has grown into a nationally recognised media owner with an incredible team and client base. That growth has only been possible because of the people around us - our staff, clients, partners and supporters who continue to believe in what we're building.

What I'm most proud of is that as we've grown, we've stayed true to who we are. We still care deeply about our culture, our people and the impact we have as a business. Whether that's through our B Corp journey, charity partnerships, investment in wellbeing, or creating opportunities for our team to develop and progress - we want Open to be a business that people genuinely enjoy being part of.

There's still a huge amount we want to achieve, and we know the market will continue to evolve, but we're excited about what's ahead. The foundations we've built over the last decade are incredibly strong, and the ambition across the business has never been bigger.

Thank you to everyone who has supported Open Media over the past year. We truly appreciate it, and we're excited for what comes next.

Mike Smith

Founder & CEO at Open Media

Our Mission Statement

At Open Media, we use our time and spaces to do great things for our people, and planet.

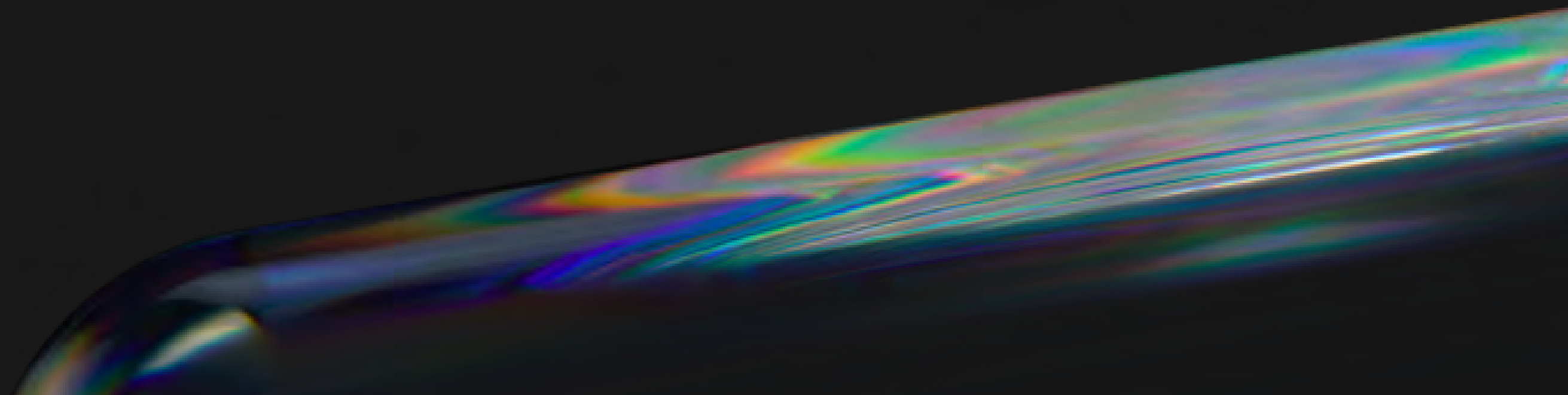
Working with exciting brands and partners to bring original ideas, captivating stories and unique cultural moments to life.

Pioneering sustainable ways to do business as a media owner and redefining what quality out-of-home means, in towns and cities across the UK.



Highlights

2025



Open Media's 10th Birthday

To reflect on the past decade, we sat down with our Founder and CEO, Mike Smith, for a candid conversation about how it all started, the biggest lessons learned along the way, and what's next for Open as we look to the future.

We wanted to share a more personal piece that captures the spirit of what drives Mike and Open as a company: bold ideas, meaningful partnerships, and a passion for the power of OOH.

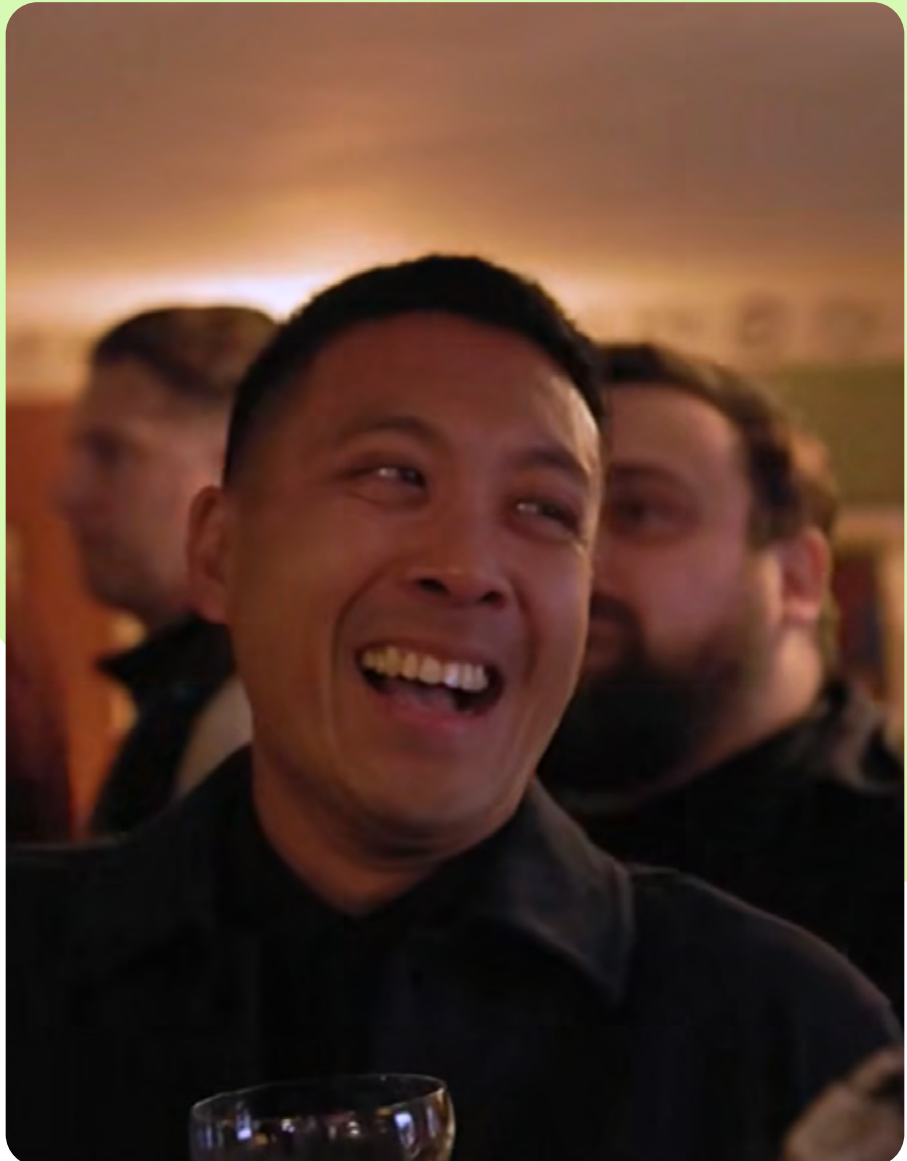
Watch Here.



Open Media's 10th Birthday

We also had an incredible time celebrating 10 years of Open Media with our amazing team, friends, clients, and partners who joined us at Soho House for our party.

It meant the world to share this milestone with those who've supported us over the past decade.



Secrets to Scaling a B Corp

March 2025 marked our third B Corp Month as a certified company. Over those three years, we've scaled up our commitment to doing good by using our position to encourage other businesses to look into the certification, too.

Since 2024, we've collaborated with our client and partner, **Electric Glue**, to co-host an annual event bringing the industry together and putting the spotlight on responsible media.



Secrets to Scaling a B Corp

This year's focus was on brands and how to scale them, with speakers from period care brand, **Here We Flo**, agency **Green, Black + White**, and mobile network leader **giffgaff**.



Lisa Boyles
giffgaff



Tara Chandra
& Susan Allen
Here We Flo



Bruce Crouch
Green, Black + White



Open Chat x MEFA

In May, we hosted our first collaborative Open Chat with **MEFA** (Media for All, the industry's network of diverse talent). The event was held at Soho House, featuring a panel of incredible senior leaders: **Lucy Daramola, Sufia Hussain, Fiona Ravlic** and guest host **Nikki Sehgal**.

Our monthly inspirational breakfast event, founded by CRO Fiona Ravlic, has grown from strength to strength in recent years, attracting hundreds of women in the advertising industry since its inception in 2016. Open Chat x MEFA was a fantastic morning spent joining our communities and gleaning years of media insight from our panellists.



Client Roadshow

At Open Media, we pride ourselves on our excellent customer service and our award-winning Sales team.

As we've grown over the past ten years, cementing our status as a key player in the OOH landscape, we've been privileged to take our offering **'on the road'**. The chance to showcase our strengths to our clients and partners is incredibly exciting, and this year we've been touring our offering, focusing on three key themes:

- OOH Unlocked
- The Beauty Essentials Pack
- Cultural Moments



OOH Unlocked

The OOH Unlocked offering highlights the incredible power of data in contextual planning, and our partnerships with the likes of Starcount and AdMobilize give our clients wider visibility into their audiences.

Starcount offers us granular insights into the audiences targeted by our sites, utilising social media, demographic, and merchant banking data to build advanced targeting models and even new decks for our clients. AdMobilize goes even further, offering metrics such as age, gender, gaze-through rates, and even the emotions of our sites' demographics.



The Beauty Essentials Pack

Launched in March 2025, The Beauty Essentials Pack has quickly established itself as a highlight of our offerings, specifically curated to highlight premium large-format advertising sites strategically located near leading beauty retailers.

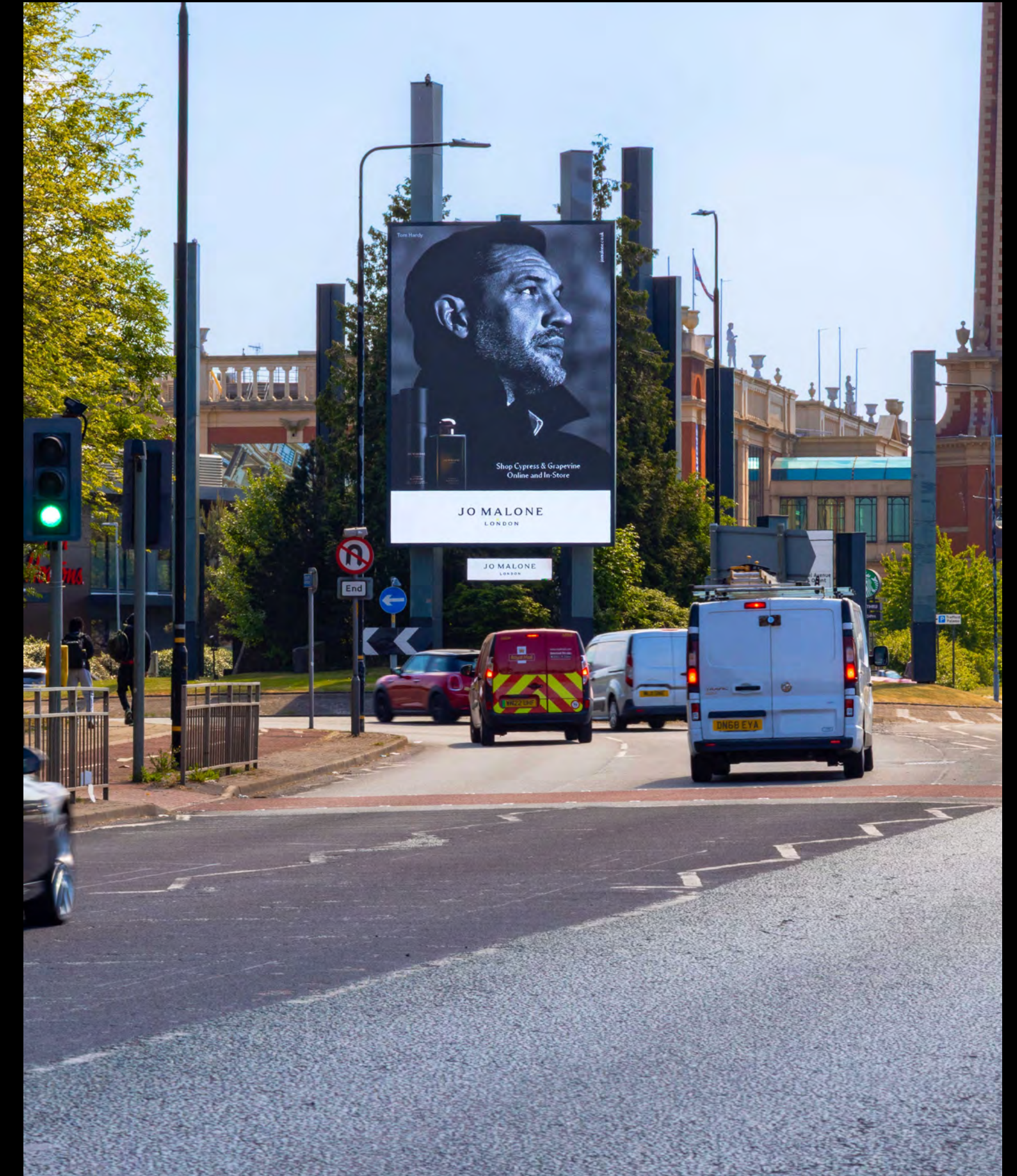
This opportunity has been well received by Open Media's extensive beauty client base, as demonstrated by its successful presentation to over twenty agencies and specialists within the industry.

By combining visually compelling sites with prime access to beauty shoppers, The Beauty Essentials Pack provides an unparalleled opportunity for brands to capture consumer attention at a critical moment; **the decision-making stage prior to purchase.**



The Beauty Essentials Pack

With an ROI of **2045%**, we're confident of the staying power of this pack and its influence over forward-thinking beauty audiences. Our commitment to facilitating impactful engagements within the beauty sector positions The Beauty Essentials Pack as the ideal solution for brands seeking to enhance their visibility and influence within such a competitive market.



Cultural Moments

As the summer ended and autumn set in, we wanted to look back at a memorable summer filled with key cultural moments. To do this we published an insight piece which highlighted key events in the calendar and how our OOH network of sites amplified brand messages in front of receptive audiences.

We took a look back at the events of the summer including; Oasis reunion, Coldplay's record-breaking 10 show stint at Wembley, the Women's Euros and the Usyk fight at Wembley Stadium.

The piece was filled with impactful images of the campaigns as well as audience data figures collected from Starcount to really drive home the message that OOH is the perfect medium, capturing attention at significant moments.

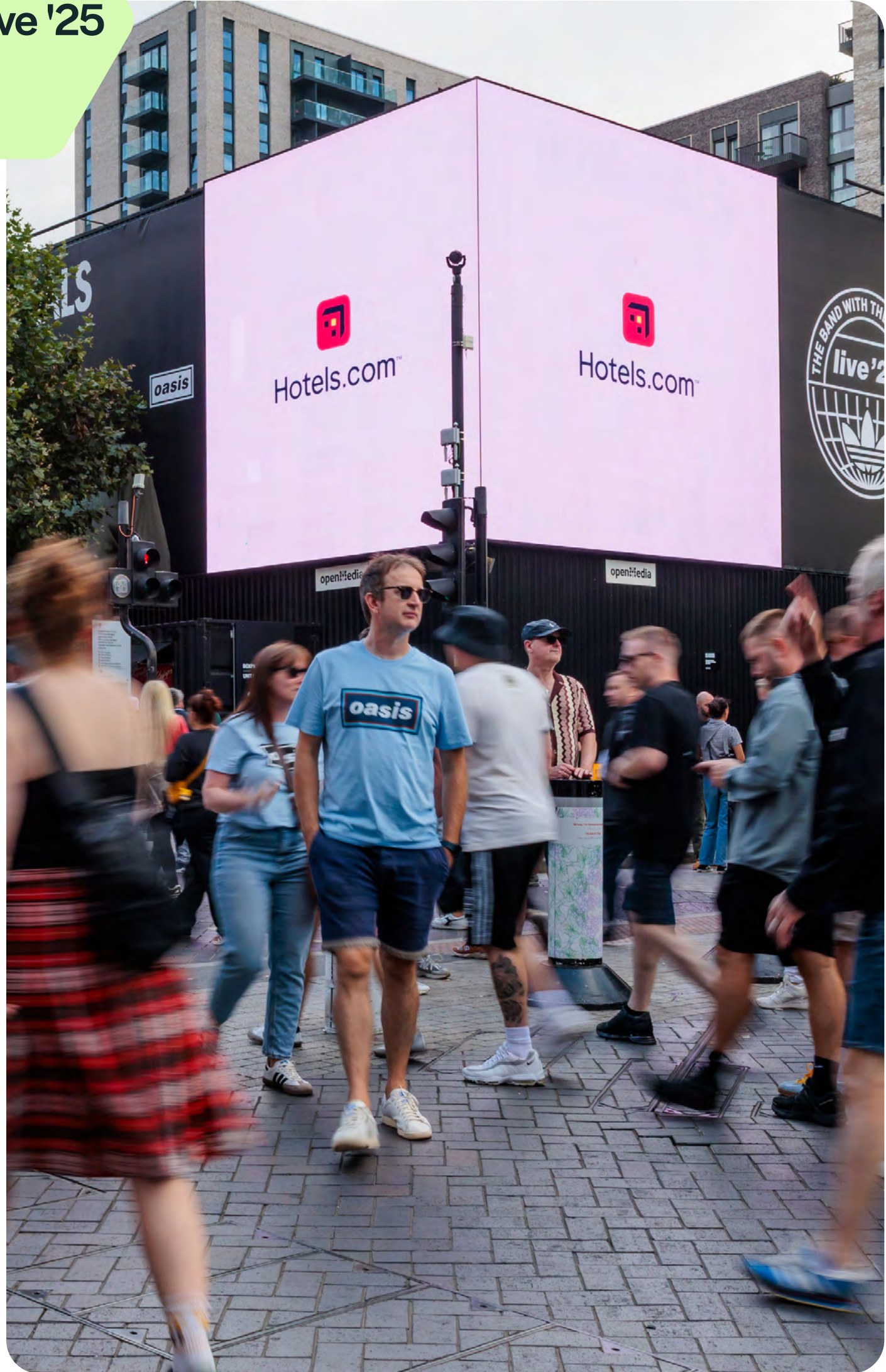
Usyk vs Dubois



Cultural Moments



Oasis Live '25



Company

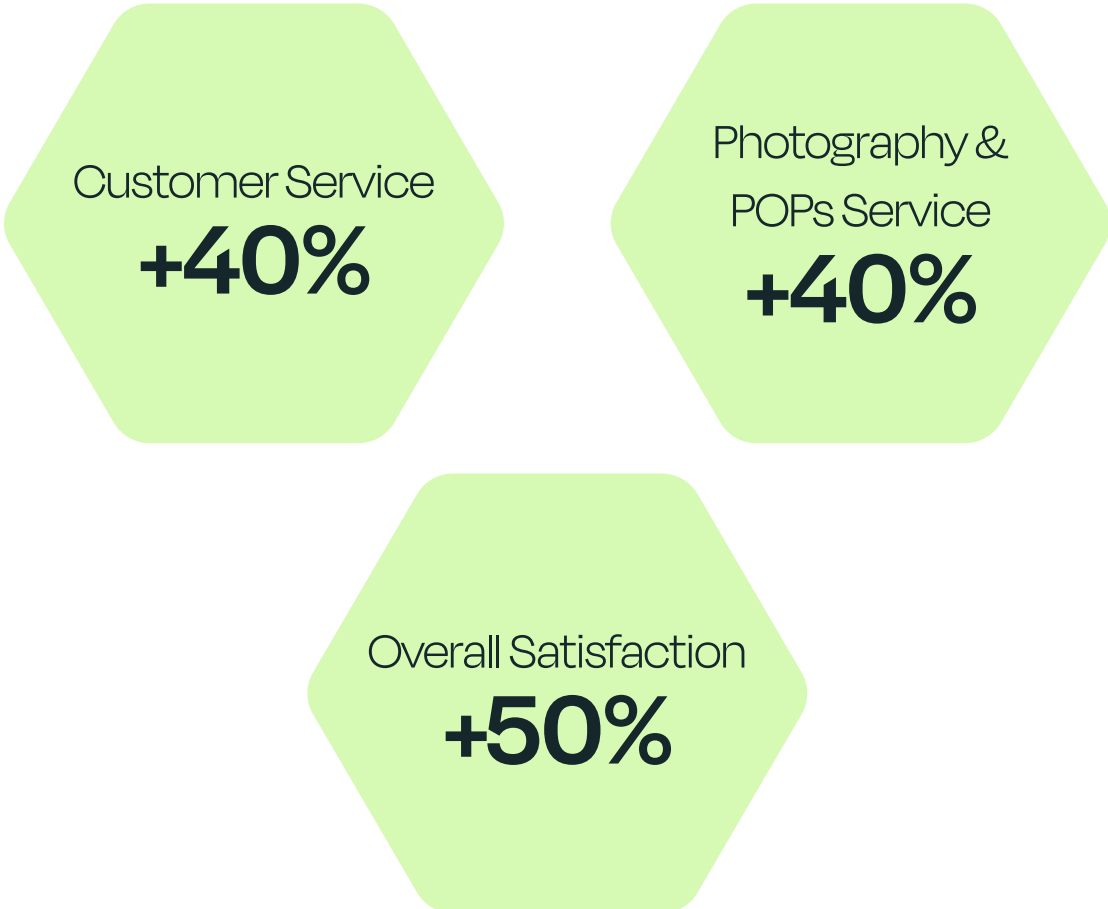


Client & Partner Survey

The Client & Partner Survey is a key initiative designed to gain a deeper understanding of our service delivery, measure satisfaction, identify areas for improvement, and discover the most significant challenges within our industry.

In 2025 we reported a significant increase in engagement, with 107 total respondents (up from 95 the previous year). More importantly, the results show consistent and substantial improvement across all categories compared to the previous year.

We achieved notable gains in:



Every category saw a positive score increase which culminated in an Overall Customer Satisfaction rating of **96%** for 2025. This fantastic result is a true testament to the hard work and dedication of the entire team.



Systems & Processes

The integration of **Broadsign** into our operations has significantly enhanced our campaign monitoring and control capabilities, resulting in increased efficiency and in-house visibility. We now conduct a daily online check of all screens each morning to verify that campaigns are operating smoothly.

This process is bolstered by our ability to provide clients with in-situ Proof of Play (PoP) data through real-time screenshots. In addition to our daily checks on players, our technical team complete more frequent assessments when issues arise, supported by an immediate alert system. This direct integration enables us to access reporting instantaneously, reducing reliance on third-party partners and gaining greater control over our campaigns.

As a result, we have achieved faster response times and an overall enhanced client experience.

Cleaning & Maintenance

At Open Media, we pride ourselves on maintaining our portfolio to a high standard and ensuring that our clients' campaigns look their best. We have secured a new local supplier, **Advanced Water Technologies**, for cleaning and maintenance services across our Liverpool portfolio, our best-populated city.

The AWT team has achieved ISO14001 status, as well as their Safe Contractor certification. In total, 88% of our estate has received a maintenance visit from our Technical Manager or external contractors in 2025, which included necessary cleans, technology updates, repairs, and installations.

Improved Onboarding Process

In Q2, our Impact Manager, Helena, collaborated with our HR provider to implement a new and improved onboarding process.

This initiative was designed to provide new starters with greater clarity and the necessary resources for success, ultimately aiming to improve overall retention. The new process includes a comprehensive checklist for all managers, ensuring consistency across the company, so that every new team member receives the same essential information, equipment, and timeline.

Training has also been enhanced, with all new starters now completing mandatory GDPR training as part of their initial introduction to the company, and Carbon Literacy training scheduled upon passing their probation period.

Renewable Energy Site Improvement

Over twelve months, we directly increased the number of sites running on renewable energy within our estate from 71% to 81%.

Our aim is to achieve a 100% renewable powered estate, as demonstrated by our Renewable Energy policy:

- **All new sites will be immediately placed on a renewable energy tariff, and any existing sites on a standard tariff will be switched over when contracts expire.**

Starcount Educational Campaign & Admobilize CEO Interview

Following on from feedback from our Client & Partner Survey 2024, we wanted to promote our data offering with two pieces of content. First, we went live with a recorded interview between **Georgie Rumble**, Sales Director at Starcount and **Anna Hunter**, Data Strategy Manager at Open Media. Then to follow this, we published a written interview with CEO at AdMobilize, **Jose Mora**.

Both platforms are key instruments in our data strategy and allow us to discover audiences in new and exciting ways, with Starcount providing demographical info, audience interest info and audience spending info, and AdMobilize providing real time audience measurement using live cameras placed on a key selection of our sites.

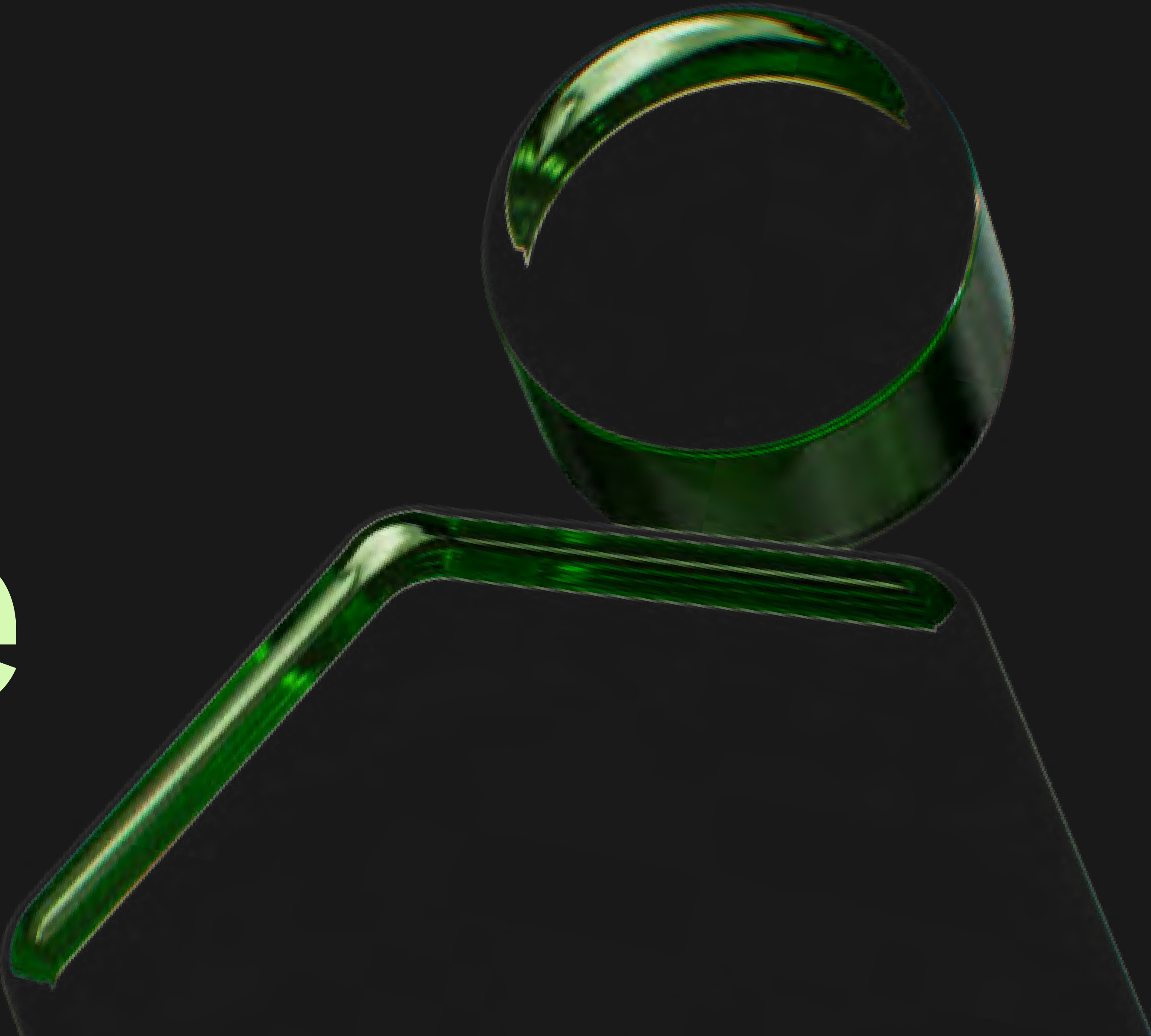


Georgie Rumble
Sales Director
at Starcount



Anna Hunter
Data Strategy
Manager at
Open Media

People





Caring for Our People

Flexibility at Work

At Open Media, all employees are entitled to 1x work-from-home day per working week. In Liverpool and Manchester, this is Wednesday, and in London, Monday or Friday.

All employees have the right to apply for flexible working and can make two requests in every 12-month period in accordance with our Flexible Working policy.

Volunteering

Open Media is committed to supporting our employees' wellbeing- both through initiatives such as wellness days, as well as 16 hours of paid volunteering time.

These two-day paid opportunities allow our team members to give back - whether through organised volunteering sessions with our partners, or within their own communities.

Private Health Insurance

All employees are entitled to private health insurance, including counselling, dental and medical support.

Learning & Development

Open Media proudly supports employees' skills and education through the Professional Development Fund. This fund offers a £1000 per annum grant available to all employees to cover the costs of courses, mentoring, and further professional training that enhances their capabilities.

Physical Health

At Open Media, we're excited to support each team member's health and wellness journey. Team members enjoy an annual £250 financial contribution or a JD Gyms membership, which many have enthusiastically used for Pilates classes, swimming sessions, and Peloton subscriptions. Team wellbeing is our priority!



Wellbeing

Throughout the year, we marked several Mental Health calendar dates with various activities including:

Time To Talk Day

Team Breakfast to start the mental health conversation.

Stress Awareness Month

Lunch & Learn with signposting.

Open Media Steps Challenge

Team challenge to encourage movements to promote positive mental health and stepping away from screens.

Mental Health Awareness Week

'Golden Hour' & signposting:
An hour back for all employees to do something to improve their mental health.

Diversity Role Models Training

During Pride month a member of the team from Diversity Role Models charity conducted a full talk to the team to discuss how to be a better ally to the LGBTQ+ community as well as share stories from trans members of their team.

Diversity Role Models are a charity who educate for inclusion by collaborating with leading educators and inclusion experts with the aim to embed inclusion and empathy into schools and workplaces.

Men's Mental Health Month

Men's team breakfast to discuss pressing mental health topics for males as well as info signposting for the full team.



Wellbeing

Wellness Days

Every quarter, team members have the opportunity to take one day completely dedicated to wellness and relaxation. This day can be used for various activities, such as spending time with loved ones, enjoying nature, or catching up on personal tasks.

On this wellness day, team members are not to be contacted and are encouraged to fully disconnect from work. Our aim for 2025 was to get usage figures for each quarter up to 100%– a goal we achieved successfully



Supporting Our Team

In 2025 Open Media were awarded a **IPA People First Badge of Honour**. This award proves that the company is actively investing in, and engaging with, the mental health and wellbeing of its people.

In 2025, we retained our status as **All In Champions** via the Advertising Association. New actions introduced this year to continually address diversity gaps within our industry included introducing mandatory mental health support training for all people managers, and completing the Age inclusion checklist to ensure we're supporting Older Talent within advertising.



Culture at Open

Open's Culture Tuesday scheme was introduced to serve as a regular team bonding experience and an opportunity for the team to relax outside of an office setting through a wide range of activities.



Rage Room



Go Karting



Paint & Sip



Mini Golf



Escape Rooms



Virtual Shooting Range



+15%

Team Growth in 2025



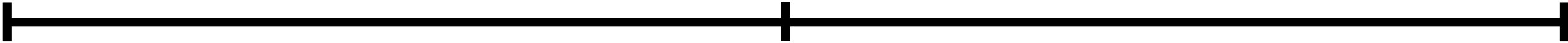
Sasha Tetro
Account Director



Ellie McArdle
Business Director



Yarna Law
Assistant Accountant



Team Promotions



Lauren Williams
Promoted to
Operations Director



Helena Houghton-Casella
Promoted to
Impact Manager



Sophie Steventon
Promoted to
Senior Insight & Marketing Executive



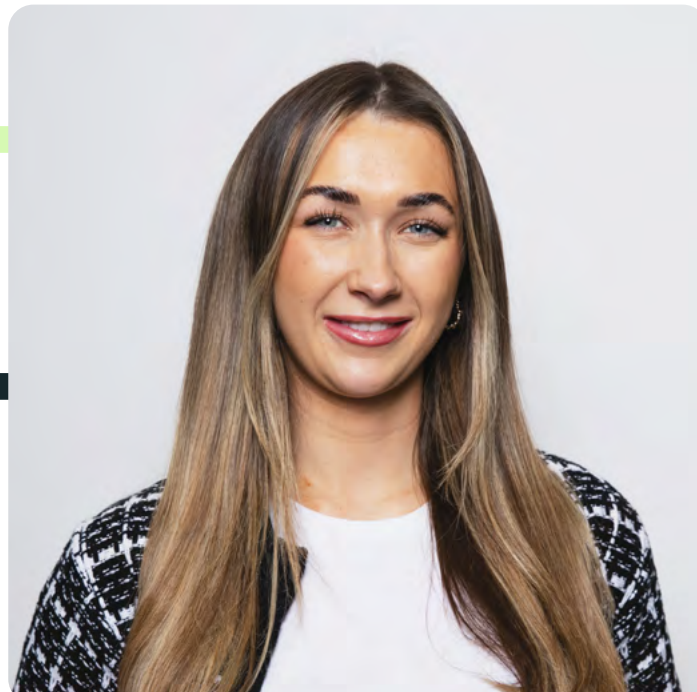
Rachael Webster
Promoted to
Operations Executive



Marvin Henrius
Promoted to
Junior Designer & Photographer



Michael Davies
Promoted to
Marketing Manager



Anna Hunter
Promoted to
Data Strategy Manager

Team Achievements



Loz's Engagement!



Soph T London Half Marathon!



Mike & Ricky Liverpool Half Marathon!



Rach bought a house!



Kate's Engagement!

Awards



THE SUNDAY TIMES

T Best Places to Work 2025

SMALL ORGANISATION

Earlier in the year, Open Media were proud to announce that we were recognised as one of **'The Sunday Times Best Places to Work 2025'**. The prestigious recognition places us among the top employers in the small organisation category, with particular commendation for our commitment to professional development and the wellbeing benefits we offer to all of our employees.

WINNER

campaign

BEST PLACES TO WORK 2025

In association with



Connor Broadley
Benefits Consulting

8th
In Boutique
Employers

21st
Overall

In May 2025, we were honoured to be recognised in **'Campaign's Best Places to Work'** list for the third consecutive year. We were proud to be ranked 21st overall as well as 8th in the Boutique Employers category (15-24 employees). This recognition is particularly meaningful as it reflects the voices of our employees, highlighting how we support and value each other through our benefits, policies, and practices.



Shortlisted
Best Practice
in Sustainability
Life Cycle
Assessment Tool

Ad Net Zero Awards

Shortlisted
Sustainability
Excellence Award

The Media Leader Awards 2025

Awards



Metro Pride Awards

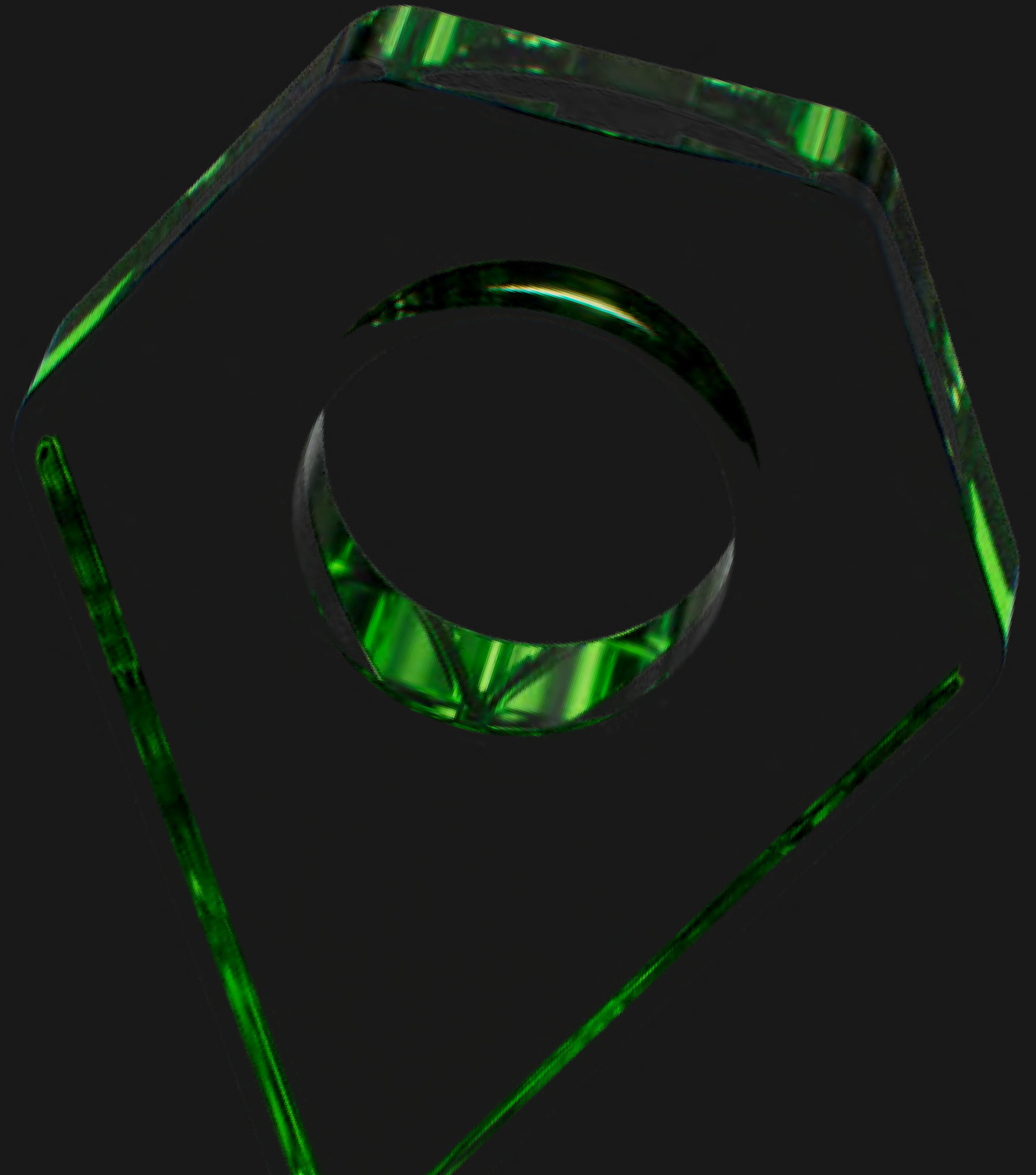
Winners
Marketing Campaign
of the Year
Open & Proud

In February 2025 we were honoured to receive the 'Marketing Campaign of the Year' award at the Metro Pride Awards for our 'Open and Proud' campaigns. These DOOH campaigns used our national portfolio to amplify the voices of the LGBTQ+ community and celebrate true individuality during Pride month.



We were thrilled to announce that our **Data Strategy Manager, Anna Hunter**, was inducted into **The Media Leader's 'Future 100 Club'** for 2025! This recognition is a testament to the significant contributions Anna has made at Open, particularly in implementing new data platforms and overseeing our programmatic strategy.

Place



New Sites

In 2025, we were excited to announce Belfast Central. Our first location in Northern Ireland and the only large-format full-motion digital screen in the city centre.

Located on one of Belfast's busiest thoroughfares, adjacent to Victoria Square Shopping Centre which welcomes over 16 million annual visitors.



Belfast Central



New Sites

In September, we launched our first site in the UK's 'Coastal Cool Capital', Brighton. Positioned in the heart of the city centre, these two full-motion digital screens make an immediate impact at the entrances to the bustling Churchill Square shopping centre.

Located within this vibrant retail hub and surrounded by popular shops, bars and restaurants, the screens benefit from exceptional year-round footfall in one of Brighton's busiest destinations.



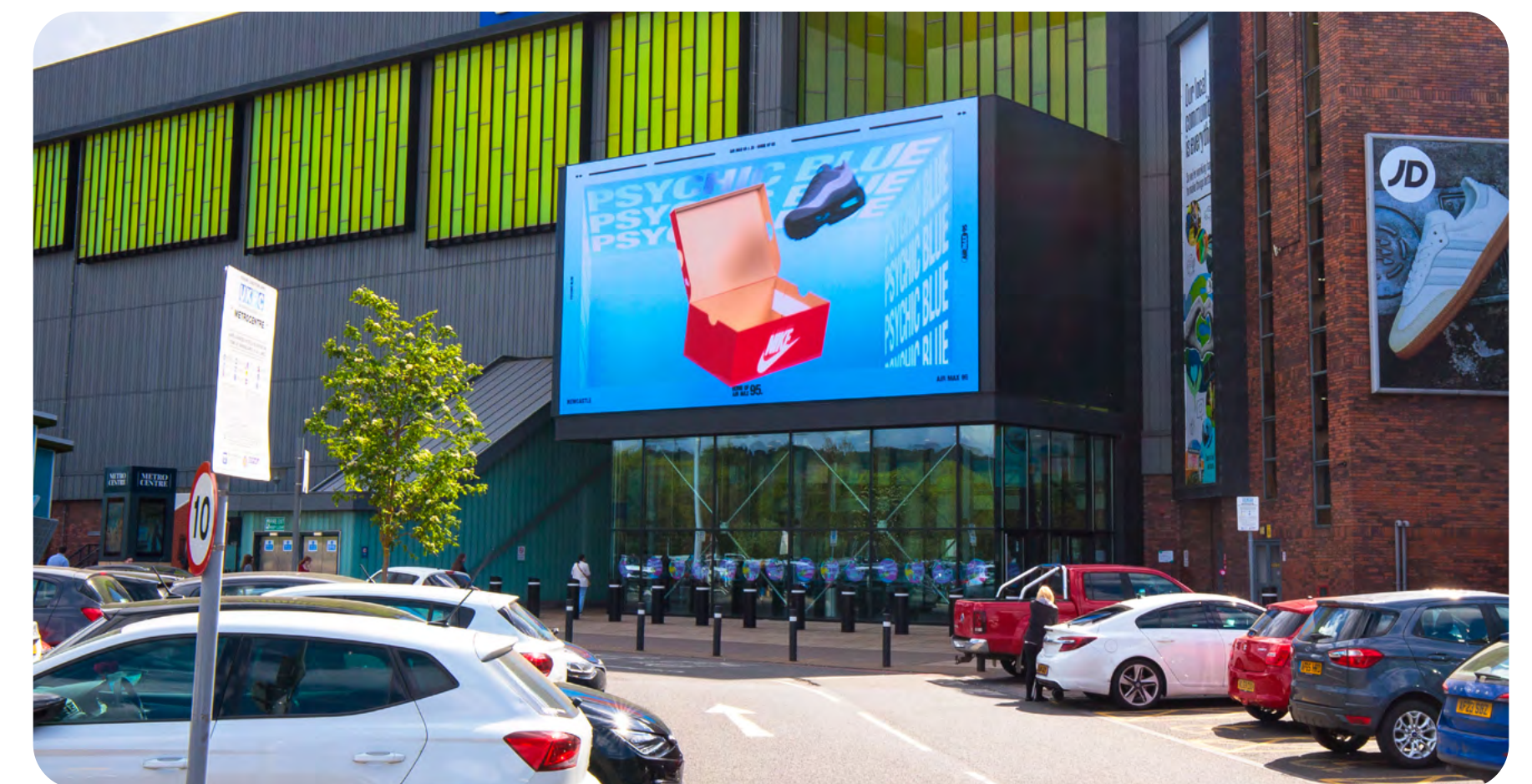
Brighton Churchill Square

Open Perspective First End-to-End Campaign

In April, we collaborated with **Nike**, **JD** and **Edison Media** to celebrate the '*Home of Air Max 95*' across our national Open Perspective network with an unmissable 3D campaign.

Developed entirely in-house in collaboration with our partners at **Agent**, we relaunched our 3D network with standout creative for the Pink Foam and JD Exclusive Psychic Blue colourways.

This exciting partnership showcases our end-to-end capabilities - from asset creation to national out-of-home (OOH) delivery, and was showcased at key Cultural Moments including the FA Cup Finals.



Cervical Cancer Prevention Week

To get people talking for Cervical Cancer Prevention Week in January, we were proud to donate digital billboard space across our Open Connect Network to Continuous and The Eve Appeal to encourage advocating for yourself at your screening.

The campaign '**Cervical screening saves lives. Do whatever gets you going**' led with provocative out of home activations designed to grab attention. With headlines like '**Size matters**' and '**Three isn't a crowd**', they cut through the noise to empower women to take control of their health.

It went live across the UK during Cervical Cancer Prevention Week and was covered by BBC News, The Independent, HANX and more - the campaign is starting conversations that matter, and we were proud to play our small part in amplifying it.



Trans+ History Week

For the second year running, we were proud to have showcased Trans+ History Week across our sites from the 5th to the 11th of May. Through our extensive Open Connect network, we played an important role in making Trans+ history visible in prominent public spaces across major UK cities, including Manchester, Liverpool, London, and Newcastle.

Trans+ History Week is dedicated to reclaiming the rich and often overlooked histories of transgender, non-binary, gender-diverse, and intersex communities. This year's campaign successfully brought this mission to life with location-specific, contextual creative content tailored for each city it was featured in, helping to amplify these vital stories and celebrate diverse identities on a national scale.

"It was incredible, I burst into tears when I saw it at Wembley and my daughter loved it! Thank you so so much for all your support you have been AMAZING! We cannot thank you enough and it would be incredible to have you on board again next year!"

Emma Glenn
Head of Programmatic at Spark Foundry



Netflix's Toxic Town



In March, Netflix launched their four-part series, 'Toxic Town'. Using data from Accuweather, the campaign displayed air quality readings on our Hammersmith King Street site, the billboard 'polluted' throughout the day when the air quality was deemed poor, causing the image to be partially clouded in this dynamic campaign.

The site provided Netflix with a key opportunity to hit hordes of shoppers and vehicular audiences throughout the campaign duration. The campaign was covered in various publications including; Campaign, Famous Campaigns and Express Online, as well as receiving critical acclaim and topping the streaming chart.



Netflix's Canelo vs Crawford

Netflix delivered an OOH TKO with their bold takeover of our BOXPARK Liverpool site. They built hype ahead of the highly anticipated Canelo Alvarez vs Terence Crawford bout in September, which was streaming exclusively on the platform.

This activation was perfectly timed, aligning with the World Boxing Championships which were being held in Liverpool that week, making it the ideal placement to connect with passionate fight fans. An excellent example of a strategically crafted campaign connecting with its target audience through our perfectly placed sites.



On The Map

Our 'On The Map' feature aims to provide detailed information around our site areas as well as the cities and towns they reside in. This year we have completed features including; **BOXPARK Liverpool, Belfast, Newcastle's Metrocentre, Brighton and Swansea.**

On the Map is a one-stop-shop which details site specifications, audience data, and city information including; tourism figures, important city sights, developments and more.



What's On Offer In Swansea?



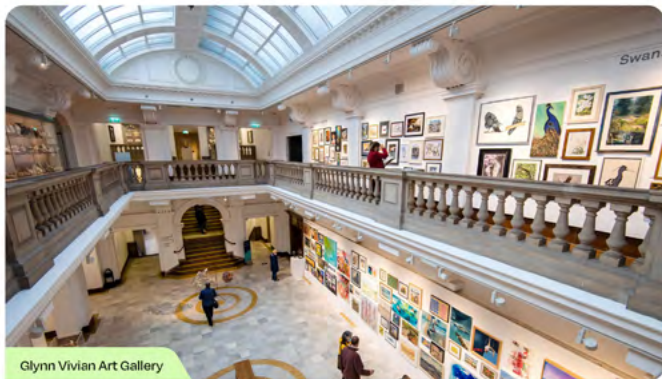
Penderyn Copperworks distillery



Swansea Arena



Swansea Museum



Glynn Vivian Art Gallery



Swansea Grand Theatre



Swansea Grand Theatre

Local Workforce, Global Appeal: Swansea's Strong Core

According to data from Swansea Council, an estimated **25,700** commute into Swansea each day. Additionally, a large majority of Swansea residents, around 80%, work within the local authority, which suggests that while there is a significant number of inflow commuters, there are less commuting out of the area.

Population of Swansea: **251,300** making it the second-largest city in Wales. The Swansea tourism industry is a major contributor to the local economy, with visitors seeking the stunning scenery and outdoor lifestyle, as well as the local attractions on offer.

Visitor numbers reach over **4.7 million**, and top over **£600 million** to the Swansea Bay Area. The sector continues to show strong growth with a large number of visitors staying over night, with hotel occupancy often peaking **above 80%** in the summer months.

Swansea is also home to the third-largest university in Wales, welcoming an impressive **21,225 students** annually.

Sources: Swansea Council, Business News Wales



Q> The Quarter Ahead

The Quarter Ahead is an essential guide to the events taking place within our prime event-day locations that make an impact; Liverpool, London and Manchester.

Accessible through the Open website, the guide helps brands align with key moments happening across each quarter with ease.

The Quarter Ahead

July 2025 | August 2025 | September 2025

Select a month and category to filter: All | Sports | Music | Entertainment | Other

Liverpool		London		Manchester	
4th-16th	World Boxing Championships	M&S Bank Arena	3rd, 4th, 7th, 8th	Coldplay	Wembley Stadium
16th	The Best of Soul & Motown with SOUL JAM	The Auditorium	5th, 6th, 7th	BLAST Premier Open 2025	Wembley OVO Arena
19th	Deacon Blue	M&S Bank Arena	18th	Kneecap	Wembley OVO Arena
20th	Big Girls Don't Cry	The Auditorium	19th	Busted vs McFly	Wembley OVO Arena
20th	Oktoberfest Liverpool	M&S Bank Arena	23rd	Pierce The Veil	Wembley OVO Arena
20th	Peter Kay	M&S Bank Arena	27th	Parcels	Wembley OVO Arena
21st	VIP Records Fair	BOXPARK Liverpool	27th & 28th	Oasis	Wembley Stadium
21st	Bitter Sweet: Sabrina & Olivia	M&S Bank Arena			

Manchester	
5th	Manchester Masters
6th	Riley Green: Damn Country Music Tour
13th	Clan Duoct
16th	Dude Perfect: Panda-Monium World Tour
19th	Tom Grennan
24th	OneRepublic
25th	Keyshia Cole
25th	Pierce The Veil
26th	Li Baly
27th	Simply Red
27th	W.A.S.P. Album One Alive 2025

Planet



Media in Service of Nature

Open Media were proud to announce that we officially joined the **Up to Good Fund**, a groundbreaking initiative launched by **giffgaff**, **MG OMD**, and **Ecologi** to integrate nature recovery and climate action into the fabric of media campaigns.

Founded in late 2023, the Up to Good Fund was created as a pioneering mechanism to embed UK nature restoration into giffgaff's media campaigns. As part of this agreement, Open Media committed to forwarding 1% of net investments from MG OMD brands that opt-in to the fund, contributing to climate recovery projects right here in the UK, such as restoring wetlands and supporting reforestation, championing a new standard for ethical, climate-conscious media.



Charitable Giving

In 2025, Open Media renewed our commitment to charitable giving by setting a firm goal: to donate at least 2% of our annual advertising revenue in DOOH (**digital out-of-home**) space to charities.

We are incredibly proud of our charity partnerships, some of which have spanned over 7 years, such as our partnership with Liverpool's leading homelessness charity, **The Whitechapel Centre**.

We're pleased to report that in 2025, our total donation figure was;



The charities receiving advertising support ranged in size, public awareness, and causes- from environmental causes to public health and many more.



Ad Net Zero Involvement

Open Media is proud to be a member of the UK's **Ad Net Zero** initiative - a not-for-profit climate action programme for the global advertising industry. Ad Net Zero drives positive change within the industry through their 5-step action plan, outlining how all elements of the advertising chain can improve their impact and contribute to a better future.

Open Media has representation across the Ad Net Zero landscape, from the Young Leaders group to the SME cog, as well as having been shortlisted for the Campaign Ad Net Zero Awards two years running.



Futureproof Partnership

Open Media partnered with **Futureproof**, an ESG reporting platform, in 2023. The aim was to begin our impact tracking and reporting journey, assess our supply chain and begin preparation for B Corp recertification.

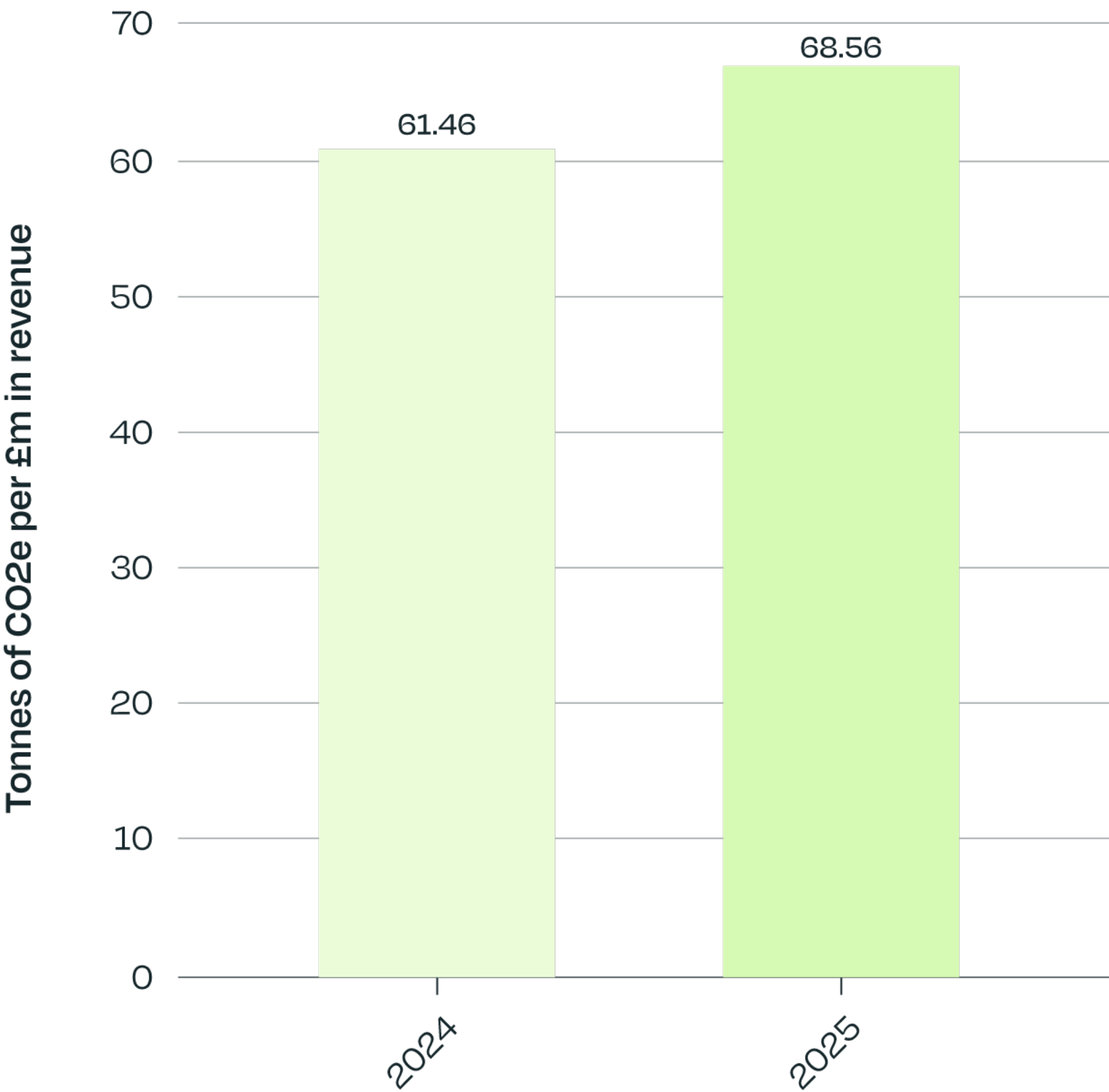
The partnership has been a huge success so far - Open Media has seen incredible progress over two years, guided by Futureproof's roadmaps, including improvements across our policies, reporting capabilities and more.

In 2025, Open Media's total carbon impact saw an increase of **11.6%** from 2024's figure. This increase is primarily attributed to two factors: the installation of multiple new sites across the year, and an improved data sourcing methodology in partnership with Futureproof. This rigorous approach to tracking our Scope 2 and 3 emissions demonstrates our commitment to transparency.

To ensure the highest level of accuracy for our final carbon report, we engaged in a detailed data review, including:

- **Confirming 2025 building emissions data as the source of truth, maintaining consistency in site-specific kWh reporting.**
- **Assessing spend-based carbon calculation to ensure correct 2025 construction costs.**
- **Providing granular data on new screen installations, including shipping details provided by our suppliers and specific energy usage.**

We are setting goals to reduce the impact of various projects upon review of this, and work closely with Futureproof to set a clear pathway to improve 2026's figure in alignment with our sustainability strategy.



Conscious Network Launch

In 2025 we launched the Conscious Network to our clients and partners. Being the first and only certified B Corp- certified Outdoor Media Owner in Europe, which is something which we are extremely proud of, we wanted to further demonstrate our commitment by offering a cherry-picked selection of large format digital sites to our clients in a package deal.

All sites included are powered by renewable energy and over-index highly against sustainability focussed audiences. Alongside this, for any B Corp brands which purchase the Conscious Network of sites, we offer an additional 10% reduction in price, as well as offering our Carbon Calculator free of charge.



Life Cycle Assessment Research

Over the last three years, Open Media has sponsored a Master's by Research study at Lancaster University, commissioning a Life Cycle Sustainability Assessment of our DOOH (**digital out-of-home**) screens.

When we set out on our sustainability journey four years ago, our main challenge was understanding the embedded emissions of our screens. Whilst we've invested in software to measure in-flight emissions for our brands and contributed to research on less-intensive artwork creation, very little research and insight is published or available on the screens themselves.

Once introduced to the North West Eco-Innovatory scheme, which pairs students and researchers with businesses needing academic support, we submitted our project- a colossal task in an under-researched and little-understood industry.



We were matched with Diana, who immediately identified our need for a Life Cycle Assessment: a deep dive into our suppliers, procurement practices, components of the screens, our approach to new sites, and the reasons behind our actions.

The project was shortlisted at the **Campaign Ad Net Zero Awards**, in the **Best Practice in Sustainability - Media Owner** category, and we're so proud of all the effort that has gone into this tangible and future-focused piece of work over the last three years.



10 Years of B Lab UK

Our Operations Director, Lauren Williams, makes up 1/4 of the Liverpool B Local co-chairs, a committee aiming to engage existing B Corps in the Liverpool City Region, as well as encouraging uncertified businesses to learn more and consider taking the leap.



Lauren Williams
Operations Director

Launched in September 2023, the group has hosted five events, both in-person and virtual, to raise awareness of the B Corp movement for local businesses.

As B Lab UK celebrated its ten-year anniversary in 2025, the Liverpool B Local team hosted a breakfast panel event for the community, featuring speakers from B Lab UK, certified B Corps, and local leadership. Our Impact Manager, Helena, spoke on a panel about the challenges and opportunities of becoming a B Corp, and about our journey so far.



B Corp Resubmission

2025 marked three years since Open Media's successful certification as a B Corp. As per B Lab UK's standards, we applied for recertification in H1 - a rigorous assessment of all the incredible changes we've made since announcing our certification, which inspired us to see what more we could achieve.

In 2022, we certified on 84.2 points of a possible 200 - a huge achievement for our first go, and it's spurred on a wave of positive changes for us as a business.



124.6
Our 2025 Score

49%
Increase

84.2
Our 2022 Score

there's no place
like out of home