



INSIGHT

- The Edinburgh Festival Fringe (The Fringe) is the world's largest arts festival in the world and will be taking place between the 4th and 28th August 2017.
- In 2016 there were over 50,000 performances in 300 venues with over 2 million tickets issued.
- The official programme categorises shows into sections for theatre, comedy, dance, physical theatre, circus, cabaret, children's shows, musicals, opera, music, spoken word, exhibitions and events. Comedy is the largest section and the one that in modern times has the highest public profile and launched the careers of many household names.
- The number of people in Edinburgh doubles during the festival.
- Most visitors attend for an average of 6 days, but many stay longer throughout August.
- Approx. 75% of attendees are ABC1 and most visitors walk between events and are heavily exposed to OOH.



RATIONALE

- A genuinely mobile, outdoor audience, engaged with all kinds of brands, socialising and comedy events.
- Edinburgh is undergoing an OOH renaissance and the Fringe forms a great opportunity as a real showcase for the city.
- The audience are 18% more likely to see roadside OOH compared to all adults and are over 50% more likely to see rail OOH. During the festival Edinburgh Waverley sees over 5m journeys through the station – an additional 1.5 million journeys.