



BLACK Takes Home International Awards for Billy Bishop Airport's DOOH Platform and Innovative App, BILLY

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Billy Bishop Toronto City Airport is already a favourite among frequent and business travellers. Now, the airport's innovative Digital Out-of-Home (DOOH) platform and its uniquely innovative and useful app, BILLY, have attracted international attention.

The Summit Emerging Media Awards (Summit EMAs), which recognize and celebrate innovation and boundary-pushing creativity in emerging media, announced today that both BILLY and the DOOH platform are winners in its 2016 competition, among entries from 11 countries.

Created by Toronto digital media company BLACK for [PortsToronto](#) and launched in fall 2015, BILLY is a free travel app that is available on [iOS](#) and [Android](#). BILLY took home a Leader Award in the B2C (business-to-consumer) app category, in recognition of a tool that gives travellers flight and airport information as well as award-winning editorial content about the destinations served by Billy Bishop Airport.

BLACK also won the Summit EMA's [Visionary Award](#), an honour bestowed on best-in-class entries, in the Outdoor category for the DOOH platform at the airport. For the benefit of advertisers and passengers alike, the airport's three-part ecosystem, designed by BLACK, combines DOOH advertising with advertising on the BILLY app, free WIFI, plus a companion website (www.billyytz.com) that makes BILLY's stories, travel advice and city tips available to mobile and desktop readers.

"Billy Bishop's 2.7 million annual passengers know there isn't a more comfortable air travel experience available anywhere," said Dean Black, president of BLACK. "And we're pleased to see the rest of the world is learning about how we use Billy to make passengers' journeys even smoother."

To serve passengers and advertising clients even better, Black said, new features, improvements and initiatives will be rolled out in the exciting months to come.

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About BLACK:

Established in 1992, BLACK is a Canadian-owned private company which is innovating place-based media through the integration of Digital Out-of-Home (DOOH) and mobile applications. BLACK uses a user-centric approach to enhancing physical and digital environments to create uniquely effective customer and advertising experiences.

BLACK operates the DOOH platform at Billy Bishop Toronto City Airport, a commuter airport that was ranked 4th worldwide in the Condé Nast Traveler 2016 Readers' Choice Awards. The platform is an innovation in place-based media platforms, consisting of digital displays and a consumer mobile travel app, BILLY, that has been carefully crafted to deliver a modern, intuitive experience that is convenient and entertaining—offering advertisers an innovative way to reach an affluent audience, and an meaningful way for travelers to engage with the airport.

About Billy Bishop Toronto City Airport:

Located on Toronto Island, Billy Bishop Toronto City Airport is Canada's ninth busiest airport and welcomes 2.5 million business and leisure travellers each year. On July 30, 2015, Billy Bishop Airport reached a major milestone in customer service with the opening of a new pedestrian tunnel connecting Toronto's mainland to the airport. The tunnel provides the passengers who travel through Billy Bishop Airport with a faster and more predictable way to access to the airport, in less than a six-minute walk.

Offering service to more than 20 cities in Canada and the U.S., with connections to more than 80 international destinations, Billy Bishop Airport is an important international gateway and a key driver to Toronto's economy, accounting for more than \$2.1 billion in economic output each year and supporting 6,500 jobs, including 1,960 directly associated with the airport operations.

About PortsToronto (<http://www.portstoronto.com/>):

For more than 100 years PortsToronto has worked with its partners at the federal, provincial and municipal levels to enhance the economic growth of the City of Toronto and the Greater Toronto Area. PortsToronto owns and operates Billy Bishop Toronto City Airport, which welcomes more than two million passengers each year.