



## Global Outdoor: Policy Statement

At Global, we are grateful to work with third-party agencies which contribute meaningfully to a range of campaigns across the UK's transport networks and the out-of-home media landscape, and sincerely appreciate the value contributed by such agencies.

We acknowledge that it is common practice for agencies to publicise images of outdoor advertising campaigns on their websites to generate interest and fully understand that out-of-home media is evolving and agencies must remain competitive. That said, we have identified several instances of websites incorporating Global's campaign photography and third-party assets, including the intellectual property rights of our partner, Transport for London ("TfL"), without permission.

We believe that maintaining transparency and avoiding misrepresentation is critical to ensuring a fair and well-functioning marketplace in out-of-home media, and to uphold these values, we require that agencies:

- Are transparent and accurate in their representations, including in respect of their status as an agency as opposed to a media-owner;
- Do not use any intellectual property owned by TfL (including, for example the TfL roundel, Underground and London Underground signage, the Routemaster bus and Johnson typeface, the distinctive font used in connection with TfL) without obtaining prior permission. Please note that we routinely engage with TfL, who may follow up with their own communications in relation to any such use; and
- Expressly credit Global when using any of Global's campaign photography, and confine use to campaigns ran by your own agency clients, to ensure that the requisite permissions for publishing such content are obtained.

We are grateful for our relationships with agencies operating in the transport and the out-of-home media industry and appreciate your cooperation in respect of the above.

*Mike Gordon*

Mike Gordon (30/01/2026 17:39:04 GMT)

Signed by: **Mike Gordon, Chief Commercial Officer**

Dated: 30/01/2026

