

# Network Rail hires Concourse

Concourse Initiatives has won the estimated multimillion-pound, five-year experiential contract for Network Rail following a competitive pitch.

The experiential media owner will manage all exhibition and distribution activity on Network Rail's portfolio of 18 stations, including London Liverpool Street, London Victoria, London Waterloo and Birmingham New Street. Titan Outdoor formerly held the contract, but declined to repitch.

Concourse Initiatives will sell face-to-face activity to complement existing on-station advertising and generate incremental revenue for Network Rail. It already holds the contracts for National Express, First Group, Merseyrail and London Overground.