

**OAAA** Providing leadership, services, and standards that promote, protect and advance the outdoor advertising industry

## Narrowcasting News

With all of the recent research surrounding narrowcasting video networks, it's difficult to ignore this emerging segment of alternative out of home. Narrowcasting, in the context of out of home advertising, refers to place-based video displays that aim media messages and content at specific segments of the general public. Networks of screens can be found in elevators, taxis, malls, supermarkets, gas stations, public transportation systems, restaurants, health clubs and even schools. Content providers like CNN, CNBC, NBC, and ABC are taking advantage of the new route to consumers and are partnering with the place-based video vendors.



Although narrowcasting video networks reach smaller audiences than some other formats, the captive audiences have higher recall rates as well as a predisposition toward the purchase of

the advertised product. Recently released studies show how effective the video networks are at reaching their audience:

- An Arbitron health club network study from March of 2007 shows 70% of health club members watch television while at the gym and spend an average

of 40 minutes actively watching per visit. Additionally, 55% of viewers recall one or more of the advertisements on a brand-aided basis.

- According to Nielsen Media Research, 47% of mall visitors watch content on in-mall networks and of those, 34% are able to recall a specific advertisement. The study, conducted in April of 2007, also found shoppers viewing ad screens 3.3 times per visit with an average viewing time of 1.9 minutes.

- An Arbitron study from February of 2007 reported 63% of airline travelers spend time with an airport video network while waiting for flights. The percentage increases to 77% when reporting on frequent flyers only.

- Another Arbitron study looking at video networks in bars, found 78% of bar patrons notice the video network screens, with 25% actually interacting with the screen. Recall rates of advertising content on the networks averaged 43%.



National advertisers are taking note. Looking to get their ads in the daily path of their consumers, brands such as American Airlines, Best Buy, Dunkin Donuts, BMW, FedEx, and Verizon have already used video networks as part of their outdoor media mix.

With broadcast audiences becoming more and more fragmented, the narrowcasting screens can deliver value to advertisers like never before. The compelling, entertaining, informative, and often interactive programming engages targeted, captive audiences. As more networks emerge and as existing networks explore new applications, narrowcasting appears to be poised for continued growth in inventory, revenue and importance.

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### SEPTEMBER 26, 2007

OAAA STAR Showcase  
Outdoor 101 Workshop  
OAAA STAR Board of Directors Meeting  
OAAA Interactive Media Meeting  
New York, NY

### SEPTEMBER 27, 2007

OAAA Exec. Comm. Planning Meeting  
OAAA Narrowcasting Meeting  
OAAA Digital Committee Meeting  
New York, NY

### OCTOBER 16, 2007

OAAA Board of Directors Meeting  
OAAA Marketing Committee Meeting  
New York, NY

### OCTOBER 17, 2007

Out of Home Advertiser Forum  
OAAA Media Plan Awards  
New York, NY

### NOVEMBER 5 - 6, 2007

Sales Manager Seminar  
Miami Beach, FL

### NOVEMBER 8, 2007

Creative Seminar  
Miami Beach, FL