



Care Media Holdings Corp



Health Club Media Network



The Nielsen Company

EXTEND YOUR MARKETING REACH

The increasing appeal of digital out-of-home media

ARE YOUR MARKETING EFFORTS SUCCESSFUL IN REACHING ON-THE-GO CONSUMERS?

If not, chances are your arsenal of traditional media may not be keeping up with the changing habits of consumers, who are spending more time away from home. • By putting digital screens in health clubs, waiting rooms, elevators, airports, and shopping malls, among other highly trafficked public places, a number of companies are helping marketers reach the increasingly distracted consumer — often right at the point of purchase — with highly customized messages. It's a dream come true for a marketer. • The appeal of out-of-home (OOH) media is supported by a number of recent research reports. Out-of-home media spending will reach \$7.7 billion this year, down 4.9 percent from 2008, according to *Communications Industry Forecast 2009-2013* by Veronis Suhler Stevenson and PQ Media. Specifically, the report projects that the digital out-of-home subsegment will grow faster than its traditional counterparts over the next few years and will be the driving force behind any gains made in the outdoor sector this year. • A 2009 report from Arbitron reveals that 67 percent of U.S. residents age 18 or older recalled seeing a digital video screen in a public venue, with 76 percent of those people noticing multiple screens at multiple venues. "Digital video display networks take OOH advertising to the next level ... and, in many cases, they are the 'last voice' to influence consumers before the purchase event," according to *Arbitron Out-of-Home Digital Video Display Study 2009*. • ANA Magazine is pleased to present this special advertising section to help you learn more about the marketplace for digital out-of-home media.

Catching the Eye

Two-thirds (67 percent) of U.S. residents age 18 or older recalled seeing a digital video screen in one or more of the following public venues (listed alphabetically).

- ▶ Airport
- ▶ Bar
- ▶ Convenience store
- ▶ Doctor's office or hospital
- ▶ Drug store
- ▶ Elevator
- ▶ Gas station
- ▶ Grocery store
- ▶ Health club
- ▶ Large retail or department store
- ▶ Movie theater
- ▶ Office building
- ▶ Restaurant
- ▶ Riding public transit
- ▶ Shopping mall
- ▶ Stadium or arena
- ▶ Waiting for public transit

SOURCE: ARBITRON OUT-OF-HOME DIGITAL VIDEO DISPLAY STUDY 2009.