

# Media IN CANADA.

NEWS BRIEFS

September 21, 2006

## OBN expands video board network to Winnipeg

The Outdoor Broadcast Network has added Winnipeg to its burgeoning network of LED video boards, which already includes Vancouver, Edmonton, Toronto, Hamilton, Cambridge and Niagara Falls, and claims weekly impressions of 6.3 million. Company president Peter Irwin says his latest giant, two-sided board - strategically positioned near the famous Portage & Main intersection - furthers his goal of "making it easier for clients to purchase video boards on a national basis."

He adds that utilizing affiliate sales agreements with other companies, as OBN did with High Point Media for the Winnipeg installation, "increases OBN's ability to provide one-stop shopping for national clients who want multi-city video board coverage."

[www.obn.ca](http://www.obn.ca)

