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Markets & Companies

OBN Moves Inside with Network in Toronto Concourse

TORONTO – Outdoor Broadcast Network (OBN), in the news over the past several months as it continues to develop a national outdoor digital network in Canada, has now launched its first *indoor* digital network, located within the common areas of the newly-opened Bay-Dundas concourse in Toronto.

The network consist of eight ceiling-mounted 45-inch Sharp LCD screens, sited so that they are visible to people walking through the concourse between Toronto's Eaton Centre and the new Ryerson School of Business as well as those visiting retailers such as Best Buy and Canadian Tire.

Reaching a weekly audience of 150,000 people, the network complements the exterior screens that OBN installed in Bay-Dundas Square several months ago.

OBN's network will allow advertisers to offer downloads of music or videos to Bluetooth-equipped mobile phones and will encourage consumers to use text messaging to request certain types of content. The network will also offer advertisers the flexibility to change creative depending on the time of day.

Content for the network will be based on ten-second spots priced at CAD500 (\$436) per week. The majority of the 180-second loop will be advertising.

Software for the network is supplied by BroadSign.