

By Gail Chiasson

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OBN Partners with Radio 680News to Put News on Video Boards

All news radio station **680News** and the **Outdoor Broadcast Network** are working together on a long term content-based advertising campaign that broadcasts the latest headline news and breaking news on the video boards of the Outdoor Broadcast Network throughout Toronto.

Similar to **The Weather Network's** 'advertising' on OBN whereby it shows current weather conditions, Radio 680News will provide updated news headlines every few minutes, enabled through OBN's sophisticated video board technology. The campaign also directs people to tune their radios to 680 News for the full stories. 680News will reach a weekly audience of more than 2.6 million on the OBN video boards.



"The ability to provide breaking news across the OBN video board network reinforces our position as Toronto's leader in news and information," says **John Hinnen**, 680News' vice-president general manager.

Peter Irwin, OBN president of OBN, says, "Research has clearly indicated that our audience is very supportive of advertising with a strong content factor. Our partnership with 680News helps provide value-added to our audience."

OBN's Toronto locations include: Yonge-Dundas Square, Yonge & Richmond, Bay & Dundas, Yonge just south of Bloor, and at Don Mills & Sheppard. Additionally, breaking news from 680News will run across the ticker of the **Toronto Eaton Centre Media Tower**.