

Marketing

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by Matt Semansky

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OBN buys Lightvision

Outdoor Broadcast Network has acquired Vancouver-based **Lightvision Media Network**, a move that OBN claims gives it a 70% share of Canada's video board inventory.

According to **Peter Irwin**, president of OBN, the acquisition makes his company the only national video board operator, with 27 boards in 11 markets across the country. (OBN had 14 boards and is introducing a new one in Toronto, while Lightvision had 12.)

"Lightvision had quite a strong footprint in Western Canada, Vancouver specifically, and in midwestern Canada, and we had a very strong footprint in Toronto, the midwest and a little bit in Vancouver," he says. "By combining the two companies, we're able to offer a very solid national footprint to our advertising clients."

Irwin believes the prospect of a national video board buy will make the medium more top-of-mind for advertisers. "What it does is take us from what some might view as a tertiary option to what we hope is more secondary and hopefully one day a primary option."

To make video board advertising more appealing, OBN has also standardized its rates, programming loops, measurement and production formats.

According to Irwin, the Vancouver sales staff employed by Lightvision will stay in place, while Lightvision's senior executives are no longer with the newly merged company.

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