

TOP STORIES

By Jesse Kohl

December 3, 2007

Corus puts traffic radio on digital boards

Corus Radio's AM730 in Vancouver has launched a year-long partnership with Outdoor Broadcast Network (OBN) that will see the all-traffic-all-the-time station's coverage streaming directly to the city's busy commuter traffic.

OBN's video boards will display AM730 traffic updates and breaking news in real time at major hubs in the Greater Vancouver Area - including three prime locations: BC Place, Hwy 99 and Hwy 91. The message will drive commuters to tune in to the station, which also provides traffic updates to Corus Radio's CKNW News-Talk/980, 99.3 The Fox and Classic Rock 101.

AM730 program director Ian Koenigsfest says the move provides a community safety service while complementing the station's coverage.

OBN's national network currently delivers a weekly audience of over 13 million (in Vancouver, Victoria, Chilliwack, Edmonton, Calgary, Winnipeg, Windsor, Niagara Falls, Cambridge, Hamilton and Toronto).

