

Media IN CANADA.

TOP STORIES:
by Terry Poulton

February 11, 2008

G&M's breaking news hits OBN boards in Vancouver

The *Globe and Mail* is boosting its BC edition by having breaking news headlines appear throughout the day on three of the Outdoor Broadcast Networks' video boards in Vancouver.

The specific targets of the strategic move are commuters passing through three key city spots, including BC Place, at the Cambie Street bridge and across the street from GM Place. As news happens, 10-second headlines on the boards will be updated via an RSS feed. Toronto-based Gaggi Media handled the media buys.



"Using OBN's large video boards is a great way for us to reach our target audiences in the Vancouver region," says *G&M* marketing director Sean Humphrey. "We're also excited about the abilities OBN offers to immediately post breaking news as it happens."

Adds OBN president Peter Irwin: "We're pleased to welcome the *Globe and Mail* to our video boards and help them target a large Vancouver audience. Our audience has told us that they like to stay informed, and who can think of a better way than with Canada's national newspaper?"

In somewhat similar moves, OBN has run news headlines for 680 News Radio, traffic for Corus Radio's AM 730 and weather for the Weather Network.