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Daily DOOH

Adspace Gets Arty Again

Gail Chiasson, North American Editor

New York-based Adspace Network has been adding 'high art' to its mix of editorial content, featuring winners of the Art by Chance contest, the annual ultra-short film festival that takes place every spring in over 20 countries and 200 cities worldwide.

The 2011 contest theme of 'Change' provoked filmmakers to create 30-second films about change. Call for entries and submission information was featured on Adspace's network during the months of March and April, and has since been replaced with the films that won the Art by Chance contest.

William Ketcham, executive vice-president, CMO, for Adspace Digital Mall Networks, says, "*The diverse set of short films celebrates this unique art of filmmaking, and 120 million mall visitors go to enjoy it!*"

Art By Chance has been in existence for three years, receiving hundreds of film submissions each year. Once received, the short films are reviewed and voted on by a prestigious international jury. The contest's mission is to challenge the daily content featured on screens around the world. Using screens that have a wide reach, Art by Chance wants to inspire the public through these short films. This is the second year in a row that Adspace Networks has participated in the festival.

Art By Chance 2011 has been featuring films on 20,000 screens worldwide over the past four weeks.

A charter member of the Digital Place-based Advertisings Association, Adspace Networks owns and operates the Adspace Digital Mall Network, located throughout 116 Class A malls across the United States. The network consists of 1,527, eight' and nine' tall plasma screens called Smart Screens. The Smart Screen displays show programming which combines a mix of the top ten sale items in the mall, the hottest seasonal items available, mall events, and local and national advertising. Adspace reaches 99.4 million affluent consumers (source: Scarborough Research) each month.