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DOOH Soars With Outcast, AdSpace Growth

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The digital out-of-home industry is marking more gains this week, with Outcast Media detailing substantial growth in the first half of the year, and AdSpace bringing its retail DOOH signage network to New York's South Street Seaport.

Outcast, which operates digital displays in gas stations and convenience stores, and which recently merged with Health Club Media Network, reports that its PumpTopTV network has expanded 15% in the first half of the year, adding around 2,900 screens across 35 markets.

Outcast credited the growth, in large part, to an exclusive partnership with Gilbarco Veeder-Root, which manages gas stations, convenience stores and other associated retail operations. Over the last year, Outcast and Gilbarco have extended their Applause TV partnership from the top 20 markets in October 2010 to nationwide availability in May 2011.

Altogether, Outcast's combined network (including PumpTopTV and HCMN) reaches approximately 68 million viewers a month at gas stations, convenience stores and health clubs across 130 U.S. media markets. This includes more than 37,600 digital and static displays, about 11,000 digital displays at 5,000 gas stations, 1,600 digital displays in a number of convenience stores, and about 25,000 digital and static displays in over 4,000 health clubs.

Separately, AdSpace, which operates a DO network reaching consumers in malls located in the nation's top DMAs, announced that it has established its first beach head on Manhattan, with new displays at New York's South Street Seaport Marketplace, which is owned and operated by Howard Hughes Corporation.

The eye-catching installations include 10 65-inch HD plasma screens mounted in 7.5-foot, floor-standing kiosks as well as an 85-inch digital canvas mounted near the entrance to the Pier 17 building.

Previously, AdSpace unveiled plans to expand into 40 new malls during 2011. The company claims that the new additions will bring its total monthly audience to 150 million people. Currently covering 116 big malls across the country, the AdSpace network consists of over 1,500 8- and 9-foot-tall plasma "Smart Screens."