



## Adspace reaches its hundredth mall, aims for 250

by [Steve Gold, business correspondent](#)

**Adspace Networks, the New York large-format digital-signage specialist, has broken through the 100-site barrier with its nine-foot-high system at upmarket shopping malls across the United States.**

The firm's "smartscreen" displays are based on floor-mounted vertically-installed 65-inch high-definition plasma screens and, unusually for a screen-media system, content is delivered mall-wide via a wireless connection.

Bill Ketcham, Adspace's managing director, said that the content on the system is also unusual, and centres around a video loop of up to six minutes – interspersed with 15- or 30-second spot ads – that details the top ten offers

for that week at that specific mall.

Adspace's main rival, he told SCREENS.tv, is the OnSpot system currently installed at around 46 malls across the United States.

"OnSpot uses smaller screens and has news content from CBS. We produce all of our own content and in high definition as well," he said, adding that, increasingly, he is seeing a lot more digital-signage content appearing in HD format.

Retailers do not pay for placement on the video loops, but submit their best deals to the firm, which selects the best deals to promote, liaising with the retail outlets to arrange photography and other deliverables. Adspace's revenue comes from the advertising spots.

Adspace's giant display screens started appearing at shopping malls around five years ago but, said Ketcham, the firm has only been aggressively rolling out its systems in the last three years.

"We're installing our 105th system in a mall shortly, and are planning to reach the 250-mall mark in the next couple of years," he said.

Adspace's content is satellite-delivered to a mall server, from where it is relayed to the floor-mounted 65-inch plasma screens around the mall using wireless technology.

Although the displays are floor-mounted, Ketcham said that vandalism is not a problem, largely thanks to the excellent security and the types of customer seen in the upmarket malls where the screens are located.

## **Costs**

Perhaps surprisingly, Ketcham added that the falling prices of screen hardware over the last few years have not greatly affected installation costs for his company.

“Screen costs have not fallen as much on the very large screens. Plus our signage units also include computers and quite complex electronics, which means that the actual screen costs represent less than half the hardware cost of a typical deployment,” he explained.

Coupled with rising labour and installation costs, he said, this has meant that the overall cost of deployment for a typical mall system has only fallen slightly in the last few years.