



# DOmedia Partners With BroadSign International to Facilitate Planning and Buying Cross-Network Advertising

## Partnership Will Bring Automation of Cross-Network Media Buys and Campaign Fulfillment

12.07.09, 09:49 AM EST

COLUMBUS, Ohio and MONTREAL, Dec. 7 /PRNewswire/

-- DOmedia (<http://www.domedia.com>), the most comprehensive database and tool set for alternative, traditional and digital out-of-home media, announced today a partnership with **BroadSign International**, a leading worldwide provider of software solutions for managing digital out-of-home (digital signage) networks.

The system integration enables any of the 230 digital signage networks powered by BroadSign to submit their ad space and audience data to DOmedia's database. The availability of media inventory will be updated in real time. Media buyers will be able to use DOmedia's interface to search for available DOOH ad space and target campaigns based on demographic and geographic criteria, skipping the usual time-consuming research of each individual network.

"The integration of BroadSign strengthens DOmedia's position as the industry's most comprehensive database for digital, alternative and traditional out-of-home media and connects agencies and advertisers with even more opportunities in the digital out-of-home arena," said **Ken Sahlin**, vice president of sales and marketing for DOmedia.

BroadSign-run networks can now gain visibility to a growing roster of more than 300 registered agencies and advertisers who conduct thousands of searches each month through DOmedia.com. Through the joint platform, smaller digital signage networks can now become part of media buys that had previously been off limits to them.

"Adding networks belonging to BroadSign's connected 'universe' to DOmedia's inventory is the first stage of the partnership," said **Brian Dusho**, President and Chief Strategy Officer of BroadSign. "The next stage will be automating the whole process - from planning to buying to cross-network campaign execution and reporting. This will help all stakeholders eliminate the huge cost and time involved in traditional manual processing, making the workflow truly Web-based and efficient."

Future benefits of this strategic partnership include BroadSign and DOmedia's working together to help implement industry-wide standardization and measurability of digital out-of-home media.

## About DOmedia

DOmedia is the most comprehensive database and tool set for alternative, traditional and digital out-of-home media. Through its online marketplace, the site encourages the creative use of people, places and things (such as place-based digital networks, street teams, sides of buildings and more) to communicate a marketing message. Innovative inventory management tools and in-depth search functionality simplify participation in this growing channel. DOmedia currently has over 700 media sellers and 300 advertisers and agencies registered on the site, with more than 6,000 inventory searches performed monthly. The company is privately funded and based in Columbus, Ohio. For more information, go to <http://www.DOmedia.com>.

## About BroadSign

**BroadSign International Inc.** is a leading worldwide provider of software solutions for managing digital out-of-home networks. BroadSign's platform resolves the challenges facing modern digital signage networks: the need for acceptance by the mainstream advertising community, time to market and the demand for full campaign execution functionality, accountability and true scalability. The software enables operators to target out-of-home audiences, sell network airtime, and reliably play back scheduled content on each screen and account for campaign performance. BroadSign combines extensive expertise in digital signage software, media, advertising, and information technology and is a member of the **Out-of-home Video Advertising Bureau (OVAB)**, OVAB Europe, OAAA, the **Digital Signage Association** and CODACAN. 230 digital signage networks in 25 countries run on the BroadSign(TM) Suite platform. The company's corporate office, operations, support and development facilities are in Montreal, Canada. More: <http://www.broadsign.com>

## Media contacts:

**Angela Corsi Leon**  
PR for DOmedia  
248-304-1445  
[leon@airfoilpr.com](mailto:leon@airfoilpr.com)

Nurlan Urazbaev  
**PR for BroadSign International**  
514-399-1184 ext. 120  
[nurlanu@broadsign.com](mailto:nurlanu@broadsign.com)

SOURCE DOmedia

[http://www.forbes.com/feeds/prnewswire/2009/12/07/prnewswire200912070941PR\\_NEWS\\_USPR\\_\\_\\_\\_PH21866.html](http://www.forbes.com/feeds/prnewswire/2009/12/07/prnewswire200912070941PR_NEWS_USPR____PH21866.html)