

THE HARMELIN MEDIA REPORT

A Monthly Newsletter Published By Harmelin Media

September 2007



Volume 18 No. 8

Digital Distribution by Debra Potts

Did you catch last night's premiere? No? Well, they'll show the re-run in a few months. Or you could just wait until the DVD collection comes out next year. But why wait? You can download the latest episodes online. Digital distribution is growing rapidly.



Apple and iTunes have paved the road first traveled by Napster.

Now more and more options are offering content via download. The consumer question was simple; "Why buy a DVD when you can rent one?" That worked for Blockbuster. Now it's "Why go to the store when you can download the same thing?"

Television and movie downloads are already available from a variety of well-known outlets.

- Apple TV/iTunes www.itunes.com: Apple recently released its Apple TV service which is essentially a television extension of the iTunes service.
- Xbox Live www.xbox.com: Rapidly increasing the distribution of digital high-def content, Microsoft's service is increasing its user base on a regular basis.
- Amazon.com www.amazon.com: Amazon offers a variety of programs and movies for download. Recently they teamed up with TiVo to offer direct downloads to the DVR manufacturer's customer boxes.

amazon.com

Digital distribution is easy. All you need is a broadband internet connection, a little patience for the download and, of course, the ability to pay for the rental or purchase. Most services allow a user to schedule downloads online and have the program waiting for them when they get home. Image quality is usually as good as

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Outdoor Wonders by Lucia Franco

Digital technology has been making giant strides onto traditional media's landscape for years. But now it's literally taking over the landscape — with digital billboards. In Philadelphia, the transition is in its beginning stages but the idea that static billboards will make up only a portion of the outdoor vendors' inventory has begun to set in. The industry is looking towards digitally implementing creative messages and moving some of the focus away from vinyl billboards and posters.

The world of outdoor media is undergoing some very exciting transformations which will offer advertisers



**CLEAR CHANNEL
OUTDOOR**

new and innovative ways to tailor media cam-

paigns. The latest form of media to delve into the digital arena is outdoor advertising. By late August, a total of 8 LED digital billboards were erected in the Philadelphia region by Clear Channel Outdoor.

Digital boards, which are also available in Chicago and Los Angeles, offer benefits such as increased frequency, flexibility and simplicity in terms of budgeting. The outdoor landscape in the Philadelphia area is quickly changing — every eight seconds to be exact.

The digital boards scroll through eight static advertising messages every eight seconds throughout the day. The eight locations in and around Philadelphia are located on major arteries such as I-95, the Schuylkill Expressway, the Roosevelt Boulevard, and the Admiral Wilson Boulevard approach to the Ben Franklin Bridge. The advertisers' message is displayed on eight locations in the network which can help increase the reach and frequency throughout the media campaign.



Not only do the new boards allow the Philadelphia marketplace the opportunity to be on the cutting edge of outdoor advertising, the digital boards also present

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Interactive Taxi Screens Roll Out in New York City

by Daniel Cox

Metropolitan transit continues to be an attractive out-of-home option for many advertisers. Whether traveling for business or pleasure, a visitor cannot go far in a major city without running across some form of transit advertising. Subways and trains have messages inside every car and at most stops. Buses have logos plastered on all sides, and are often completely



wrapped in them. Even pedi-cabs have ad sponsors.

Of all these "mobile media," however, taxis appear to be the focal

point of recent transit advertising ingenuity. It is no longer uncommon in major metropolitan areas to find cabs displaying bright, colorful ads on 60-inch rooftop screens; ads that, with the help of GPS receivers, can be targeted for display based on precise locations, and at precise times. While digital taxi top advertising is still in its relative infancy, another opportunity in taxi cab advertising has already come along and promises to give marketers something the exterior ads cannot: the opportunity to connect with taxicab passengers while they ride. These are interior interactive touch screens.

New York's Taxi and Limousine Commission has approved a plan that requires all 13,000 of the city's yellow cabs be equipped with interactive touch screens by the end of 2007. Many cabs are already equipped with these screens now. The screens feature interactive content, news and infotainment, as well as ads, both static and full motion. In addition, they provide riders with push-of-a-button trip information, including where to dine, where to stay, and perhaps most helpful, where they are, via a city-mandated GPS-powered map accessible throughout the ride. Finally, the screens give riders the option to pay and tip drivers with the swipe of a debit or credit card. Screens in New York will be provided by four different companies - TaxiTech, Digital Dispatch Systems, VeriFone Transportation Systems and Creative Mobile Technologies. Though all will offer the same core features (such as the map and the electronic payment option) each of

the four companies is responsible for handling its own content and advertisements. TaxiTech and Digital Dispatch will pull the majority of their content from various text/streaming services and smaller name providers. However, Creative Mobile Technologies is partnering with NBC Universal and Clear Channel Taxi while VeriFone is partnering with WABC-TV and Taxitronic. By lining up these high profile content providers, these two companies have established themselves as the early front-runners.

With NBC providing the content, the Creative Mobile Technologies screens offer *NY10: Taxi Entertainment Network*. Content includes various features hosted by personalities of the NBC Network, WNBC-TV New York, MSNBC, CNBC, Access Hollywood, and Weather Plus. The program content loop starts when the meter is turned on and stops when the meter is turned off or the passenger turns the program off. When a new passenger enters the cab, the loop restarts where the program was stopped on the previous ride. This loop consists of NBC features of 2 minutes or less, with commercial breaks of up to one minute running in between. Commercial breaks feature one advertiser per break. Banner ads are also present on the screens, with advertisers effectively owning the banner ads adjacent to their video ads. As for the interactive portion of this network, passengers control "real time" ticker information displayed at the bottom of the screen, allowing them to access information about weather, local news, national news, sports, business, and entertainment at the push of an on-screen button.

Similar to the group above, the Verifone partnership relies on its ABC affiliate to generate content, with New York's WABC providing news and weather, ESPN providing national sports content, and Zagat offering hotel, restaurant and other travel information. This 12-minute video loop also starts at the beginning of each ride and ends when the meter is turned off. However, in a divergence from the NBC screens, the loop starts over from the beginning of the program each time a new passenger enters the taxi. This loop consists of features lasting two minutes or more, with multiple ad clusters running in between. As with the NBC screens, the ABC screens also feature banner ads. These change roughly every 60 seconds, but aren't required to match the video ad content. When it comes to interactive, the ABC taxi network screens provide passengers with push-of-a-button access to weather, news, sports, and entertainment, plus restaurant and other visitor information provided by Zagat.

By early 2008 the entire fleet of New York taxi cabs will be equipped with interactive touch screens. Approximately 5,400 of these taxi's will carry Verifone (ABC), 5,000 will carry Creative Mobile Technologies (NBC,) 2,100 will carry TaxiTech, and 700 will carry Digital Dispatch Systems. Though this is exciting news for advertisers, the New York Taxi and Limousine Commission, and, of course, the four taxi screen vendors, reception among many cab drivers has been less positive. New York's licensed taxi drivers staged a two-day strike to protest the mandated installation of interactive touch screens and GPS tracking in the city's yellow cabs. Specifically, they objected to the fact that credit card payments made on the screen result in a 5% fee that goes directly to the city. Drivers also had objections to the constant noise generated by the looping program content, and the invasion of privacy represented by the GPS tracking. Though in the end the strike had little effect on the city or the progress of this new media, New York City taxi drivers remain skeptical of the new screens.

Regardless of how people perceive the new interactive taxi screens — as an exciting business prospect, a hot new media option, or an intrusive invasion of personal freedom — it seems clear that these screens will have an effect on the world of transit advertising. As time passes and use of this technology expands to other cities, advertisers will surely begin considering this media when planning out-of-home campaigns. If they're planning a campaign in New York, they should already be considering it.

(Continued from page 1) **Digital Distribution** that provided by cable service. Plus, the cost of content is not going to break the bank. As more competitors participate, the costs will continue to drop.

At this time some obstacles prevent the full potential of digital distribution. Many households still do not have broadband internet access. Users need to have some form of hardware or software solution that protects the distributed content from copyright violation. For example, to view content from iTunes you'll need an iPod or Apple TV. Amazon requires additional software on the user's computer or the use of a TiVo box. Microsoft's service requires the use of their Xbox console. In the future, digital distribution will be able to provide high-definition content and truly on-demand access once broadband Internet access speeds increase to accommodate the bandwidth requirements.



The real question is how advertisers can continue to take advantage of online content to reach their targeted audience. Program sponsorship, product placement and other traditional agreements with content producers will continue. The challenge will be determining how to reach these new audiences across the variety of content providers and delivery platforms. As audiences continue to fragment, advertisers will need to be ready to diversify their approach to reaching their customers.

Around the Water Cooler

A Completely Unscientific Survey of Harmelin Media Employees... **This Month's Question:**

What returning primetime shows are you most enthusiastic about watching this fall?

The Office (NBC)	40%
Heroes (NBC)	26%
Grey's Anatomy (ABC)	20%
Dancing with the Stars (ABC)	13%
CSI (CBS)	13%
Dexter (SHO)	10%
Curb Your Enthusiasm (HBO)	10%
30 Rock (NBC)	10%
None	10%



The Harmelin Media Report is published by:

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(Continued from page 1) **Outdoor Digital**

clients with endless possibilities from a creative perspective. Digital billboard messages can be changed frequently and creative can be revised multiple times a week or even a day. The message can be adapted based on various scenarios such as a sale or promotion that may be going on during the early-bird or late-night hours, updated news stories, teasers for specific programming and many other time sensitive messages can be displayed. Because the technology is digital, the art work and relevant information can be uploaded electronically which can eliminate production and installation fees for advertisers.

The production process is directly affected by the digital nature of the billboard. Vinyl production will not be necessary for those clients who advertise on the digital boards. Coordinating the production will become much more streamlined. Printing costs are eliminated but the need for creative, full-color images and eye-catching ads is still very important.

As a service to the community, Clear Channel Outdoor is working with the local governments by turning



over each digital billboard's inventory in order to broadcast public service issues. Digital billboards can speed up the delivery of emergency information such as "Amber Alerts" to find missing children or crucial information for motorists.

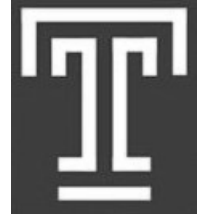
Some were skeptical that continuously changing messages on the roadways would serve as a motorist distraction. However, according to the Outdoor Association of America, several studies were conducted that show that traffic accidents are no more likely to happen in the presence of digital billboards than in their absence.

The OAAA conducted studies with the

Universities Tap Harmelin Talent

Harmelin Media is pleased to announce that two of our staff members have been asked to teach college courses at two universities this fall.

Andrea Ferrino is teaching Media Planning at Temple University. The undergraduate course is an introduction to media planning, media buying, and media stewardship. The students learn how to target audiences and select the media that reaches these audiences. Andrea's course focuses on traditional media but also introduces the students to non-traditional and lifestyle media.



Terry Maher is teaching Audience Measurement at Drexel University's Antoinette Westphal College of Media Arts & Design. This course is part of the college's Paul F. Harron Television Management graduate program curriculum. Students learn the



ANTOINETTE WESTPHAL
COLLEGE OF MEDIA ARTS & DESIGN

basics of syndicated media audience measurement services including survey design, methodology, and statistics. Terry's class traces the history of audience measurement and takes an in-depth look at today's syndicated services, especially Nielsen and Arbitron.

Harmelin Media is very pleased to have two professors on our staff.

Virginia Tech Transportation Institute as well as the Tantara Association. The VTTI research concluded that "driving performance measured in the presence of digital billboards are comparable with those associated with everyday driving. These performance measures included eyeglance patterns, speed maintenance and lane keeping." According to Dr. Suzanne Lee of VTTI, the project's principal investigator, "the digital billboards we studied can be considered safety-neutral in design and operations from a human factors perspective. The findings were consistent across several measures."

According to Albert M. Tantara of the Tantara Association, "the analysis and statistics demonstrate that digital billboards have no statistically significant relationship with the occurrence of accidents. Accidents are no more likely to occur near digital billboards than on highway sections without them."

The digital impact on the world of advertising will continue to grow, especially in the Philadelphia marketplace. Digital outdoor boards will surely be sticking around and eventually, we will make the switch to all digital media as other outdoor vendors find the means to convert their current structures into digital boards. In the meantime, keep your eyes out for the newest digital technology that is up and running in Philly.