

PRESS RELEASE

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NETWORK BASED INTERACTIVE BLUETOOTH MARKETING SYSTEM LAUNCHED

BACKGROUND

“SUBtv began broadcasting nationwide in 2003 and is an interactive channel in students union bars and university high traffic areas – ideal for marketers who want to reach students. With more than 700 42in plasma screens (an average of seven per bar) and full sound in more than 90 student unions, it is a powerful student media network and the largest 18-24 dedicated out of home television network. It reaches 1.65m students a week, which is 32 per cent of all 18-24 year olds in the UK. Screens show either SUBtv’s own bespoke programming with advertising breaks or terrestrial satellite TV with a sidebar feature for advertising messages.”

[Source: AV Magazine Feature October 2006 Digital Signage pg 20]

An initial seven site trial used for sending e-flyers and mobile videos to support the ‘3fristcutawards shortlist tour’ in March proved successful. The trial is now being extended to a twelve site installation, allowing brands access to the technology savvy 18-24 year olds. The technology is seen as providing a solution to the next generation of interactive and local user generated communities.

For more information, contact Daniel Iddon on 0845 8622286 or 07703493773.

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