

Press Note

BIG STREET enters market alliance for 50 LED Screens in Delhi, managed by International Techno Media

Mumbai, November 4, 2009... In what can be called a revolution in the OOH industry, **BIG Street**, the out-of-home division of Reliance Media World Ltd. has entered into a marketing alliance for the 50 LED displays in Delhi, which are managed by International Techno Media (ITM). This strategic alliance will see the specialised team planning and building content strategy for the screens. The marketing and sales teams at BIG Street will market this innovative LED product across the country, leveraging not just Delhi based customers but national clients who can gain from this unique offering.

The coming together of the power-houses is the first and biggest LED project in the country for high definition 12.7 mm pitch LED boards in the OOH industry. Networked High Definition LED display is an all new medium in the OOH business, offering great potential to execute innovations and stay hyper relevant, thus providing an excellent opportunity for advertisers across industries. This new OOH format is being introduced for the first time ever, through this partnership, in Delhi. Never in the past has there been such large number of networked high definition screens been part of a single partnership. The specialty of these LED billboards is that they can play both stored & live video contents, information like news tickers, stock tickers, and weather information in addition to advertisements. The content will be managed centrally using a software application and broadband connectivity. The medium is dynamic and can play any type of video and interactive applications, which will open the window to an all new world of creativity in outdoor advertising.

Out of the 50 LED Screens, 41 locations have been identified which include – Ashok Vihar, Lajpat Nagar (2 Sites), Rohini (3 Sites), CR Park, Malviya Nagar, Saket, Defence Colony, Mayur Vihar (2 Sites), Sarita Vihar, Gaffar Market, Shalimar Bagh (2 Sites), GK (3 Sites), Model Town, Moti Nagar, South Extension (2 Sites), Mukherjee Nagar, Green Park, Nehru Place, Sunder Nagar Market, Hauz Khas Market, New Friends Colony, Tilak Nagar, Janakpuri (2 Sites), Preet Vihar, Vasant Vihar (2 Sites), Punjabi Bagh, Kamla Nagar, Rajouri Garden, Vikaspuri, Karampura and Rani Baug. This is designed to capture majority of shoppers in the city of Delhi who are in these market area with the mindset to buy and indulge.

Speaking about this strategic partnership, **Rabe.T. Iyer, Head, BIG Street** said “This medium brings a dynamic way of delivering impact and engagement as the shopper moves about with his probable list of things to buy. We are looking forward to enable innovative integrations through the networked high definition LED screens. The LED screen’s key draw is the ability to build in various types of content that is of interest besides being hyper local – ranging from live displays to weather updates to lost & found to announcing promotions and much more. We are looking forward through this partnership to create a new benchmark in building OOH solutions and focus on owning its science.”

Speaking on the alliance, **Mr. Jatin Bansal – Managing Director and CEO, ITM** said, “ITM is extremely pleased to announce the marketing tie up with BIG Street. Big Street’s rich experience in marketing and advertising will help us to take this venture to altogether another level. We want to spread our network of LED screens to all key cities in couple of years from now and give the advertisers and clients an innovative and unique advertising option and at the same time building up community viewing within the cities where we are present. We want to set benchmarks in “giant screen space” and lead this space in India. Delhi and therefore this partnership will be crucial to us and an important driver for our way forward.”

