



Monthly Newsletter November

Vol I Series III

The partners and staff of BBHW Media Group, Hott Pepper Network, and Healthy Family Network would like to wish all our advertisers, venues, and their families a Happy and Relaxing Thanksgiving.

Company News:

In December a new and improved Hott Pepper Network web site will be launched. Our new web site will include interactive maps, so please take a minute to be sure that we have your correct web, email and physical addresses, by emailing dan@bbhwmidiagroup.com.

A new Healthy Family Network as well as BBHW Media Group will follow by the end of December.

Venue News:

The Center for Sight locations will begin installation the first week in December. This will more than double the amount of screens on the two networks. In the first quarter of 2010, we will begin to add Florida Cancer Specialists which will double our size again.

If you have any specials or events coming up during the holidays, please forward your advertisement to dan@bbhwmidiagroup.com to be added to the network.

During December a test market will be conducted on a new dynamic texting program. An advertisement on the network will have a text component included to entice the consumer to text to that number for a coupon. We will be able to track how many consumers sent a text to the number as well as how many consumers redeemed the coupon. Once complete we will release our successful findings.

Advertisers:

As with venues, if you have any specials or events coming up during the holiday, please forward your advertisement to dan@bbhwmidiagroup.com to be added to the network.

Industry News:

Our family of networks believe that this industry is only in the infant stages and that the opportunities are endless. The following article is just one of many that we find on a daily basis.

Digital OOH to Soar 13% through 2013

Published on November 05, 2009 | [Email this article](#)



A new report from BIA/Kelsey has confirmed what everyone in the industry already seems to know: digital out-of-home (DOOH) spending will skyrocket in coming years. The medium is expected to increase at an annual rate of 13.5% annually, from \$2.2 billion in 2009 to \$3.7 billion in 2013, by far outdistancing traditional out-of-home's 1.4% growth (which will grow from \$4.4 billion to \$4.6 billion).

Growth of DOOH - which is made up of digital billboards and place-based digital networks - will be driven as the buying process becomes more integrated, making it easier for advertisers to purchase DOOH and reach scale.

Currently, DOOH represents a serious challenge to media buyers. There are more than 2,100 outdoor advertising companies in the U.S., but just three firms earn 85% of traditional billboard revenue. The newer digital segment has more types of companies and is much less concentrated than traditional OOH.

"DOOH must get easier to plan, buy and measure in order to reach scale," [says](#) Rick Ducey, chief strategy officer, BIA/Kelsey. "With consolidation, partnerships and interoperable platforms, we see the buying process becoming more integrated, which will spur growth."

Currently, billboards account for 66% of all out-of-home revenues.

The BIA/Kelsey prediction follows two big announcements that were made in the DOOH space this week: Zoom Media has expanded in the U.K. with the [acquisition of Gym Screen Media](#), which adds 160 venues to its fitness network, and 7-Eleven has [contracted with Digital Display Networks](#) to create what the convenience store says will be one of the nation's largest out-of-home digital networks.

The network will be deployed throughout more than 6,200 7-Eleven stores.

ZenithOptimedia's latest projection forecasts that outdoor, along with TV and cinema, will return to positive growth in 2010