

Exterion Media Selects BroadSign for 2000 Displays

Written by Bob Snyder
15. 02. 2016



Exterion Media, Europe's largest privately held Out-of-Home advertising business, will convert 2000 displays in the United Kingdom and Netherlands to **BroadSign's** digital signage platform.

"As we continue to develop our UK Digital Centre of Excellence, supporting digital delivery across a range of advertising displays, it is important to have the right software solutions and partner..." says Adrian Lovejoy, Service Delivery Director at Exterion Media UK.

As a market leader, **Exterion Media UK** has "an unrivalled presence" across transport networks, including the London Underground and National Rail, and retail environments including Westfield London and Westfield Stratford City.

On the Continent, for example, **Exterion Media Netherlands** helps brands through its assets in over 220 municipalities. In June 2015, eleven 70" displays were launched in Amsterdam Centraal Station with Google, Coca-Cola, Amstel and T-Mobile taking advantage of the strategically located screens.

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Exterion Media is involved with many types of DOOH beyond the more traditional signage deal with Braodsign.

In Paris, **Exterion Media France** is extending its *Ecrins* offering *[shown above]* to a total of 15 locations by the end of 2015. An “Ecrin Wall” is a scrolling billboard on a wall that is dressed with a black and white picture of Paris. This creates a very unique, very Parisian advertising format.

In Madrid, **Exterion Media Spain** recently won the tender to manage advertising on the the Madrid Christmas buses. These 10 exclusive buses are double deckers that will run through the streets of Madrid city centre, passing all the main shopping areas. They will operate during the Christmas period whilst the streets are lit with festive lights.

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