

Media Frankfurt Chooses BroadSign SaaS

Written by Bob Snyder
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Media Frankfurt GmbH, Germany's largest OOH advertising media owner in airports, brings its 161 digital locations onto **BroadSign International's digital signage Software-as-a-Service** platform.

Media Frankfurt's network includes 238 large-format LCD panels. According to the company, a further number of large LED screens will be added in the near future.

The technical aspects of network operations for Media Frankfurt and managed services are supported by **Neo Solutions**, a digital signage systems integrator already managing several thousand screens running on BroadSign SaaS.

"Since the switch, we find that the software makes it easy for us to configure the networks as well as schedule and execute campaigns of any complexity," says Christian Brauch, director of operations for Media Frankfurt.

Media Frankfurt GmbH is the exclusive marketing agency for advertising space at Frankfurt Airport. With over 2000 advertising media, Media Frankfurt aims to reach 57 million passengers annually at Frankfurt Airport, home base of Lufthansa and an important hub for Star Alliance. Thanks to its connection to the **JCDecaux** network with 152 airports around the globe, Media Frankfurt is also the point of contact for German companies planning international airport campaigns.

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Media Frankfurt operates **several distinct digital advertising networks inside the Frankfurt Airport**, including the baggage claim area.

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