

Arbitron Completes First Audit of BroadSign Digital Signage Proof-of-Play System Using Its Portable People Meter Technology

Electronic measurement system verifies BroadSign's content playback reports; PPM-based audits will be offered as industry's first electronic proof-of-play audit service to the digital out-of-home market

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COLUMBIA, Md., Oct. 21 /PRNewswire/ -- Arbitron Inc. has released the results of the first full audit of the proof-of-play component of BroadSign's digital signage software using its Portable People Meter(TM) (PPM(TM)) technology. BroadSign International is a leading worldwide provider of software for managing digital signage (digital out-of-home) networks.

The audit determined the overall proof-of-play accuracy rate of 99.64%. The results were obtained by processing over 210,000 commercial plays detected by PPM devices, which were placed for several weeks at locations operated by multiple BroadSign-powered digital signage networks in the U.S. and Canada.

For the purposes of the audit, Arbitron randomly selected a sample of screen locations with various configurations that included both "audio" and "no audio" programming and screen-level and player-level reporting.

The audit involved the following digital signage networks: Anuncio Digital Media (<http://www.anunciodigitalmedia.com>), Seen My Ad (<http://www.seenmyad.com>), Mediplay (<http://www.mediplay.com>) and Neo-Traffic (<http://www.neo-traffic.com>).

"There has been a lot of progress lately in developing audience metrics for digital signage. However, screen audience numbers mean little to advertisers if you cannot prove first that their ads played as scheduled," says Brian Dusho, chief executive officer of BroadSign International. "By having Arbitron audit our proof-of-play reporting system, we are giving our client networks an added level of confidence in the accuracy of their campaign reports, which helps them justify ad rates and negotiate with advertisers."

George Brady, vice president, Out of Home Services, Arbitron Inc., said, "For this new medium, our Portable People Meter technology provides an auditable proof-of-play system that equips digital out-of-home networks with an independently verifiable means of ensuring that advertiser's schedules are played as contracted."

Arbitron's survey marks the beginning of the series of annual audits to be conducted for BroadSign International. The PPM technology-based proof-of-play audit by Arbitron replaces manual monitoring of screens with advanced technology, making the task of verifying advertising compliance more affordable for digital signage networks.

About BroadSign

BroadSign International Inc. is the worldwide provider of the premier software platform for digital signage networks. BroadSign's technology resolves the challenges facing modern digital signage networks: the need for acceptance by the mainstream advertising community, time to market and the need for full campaign execution functionality, accountability and true scalability. The software enables operators to target out-of-home audiences, sell network airtime, reliably play back scheduled content on each screen, and account for campaign performance. Various levels of managed services are included in the per-player monthly license fee, depending on the subscription package.

BroadSign also provides cross-network campaign execution for DOOH media aggregators via its Open API platform.

BroadSign combines extensive expertise in digital signage software, media, advertising, and information technology, and is a member of the Digital Place-based Advertising Association (DPAA), OVAB Europe, OAAA, the Screen Media Association, Digital Signage Federation and CODACAN. Over 300 digital signage networks in 25 countries run on BroadSign platform. The company's corporate office, Operations, Support and Development facilities are in Montreal, Canada.

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For more, visit <http://www.broadsign.com>.

About Arbitron

Arbitron Inc. is a media and marketing research firm serving the media - radio, television, cable and out-of-home - as well as advertisers and advertising agencies. Arbitron's core businesses are measuring network and local market radio audiences across the United States; surveying the retail, media and product patterns of local market consumers; and providing application software used for analyzing media audience and marketing information data. The company has developed the Portable People Meter(TM)(PPM(TM)) and PPM 360(TM), new technologies for media and marketing research.

Portable People Meter(TM), PPM(TM) and PPM 360(TM) are marks of Arbitron Inc.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

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