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BroadSign Reports Strong Growth in 2008, Introduces Strategic New Products for Digital Signage...

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MONTREAL, Dec. 23 /PRNewswire/ -- **BroadSign International**, a leading provider of Software as a Service (SaaS) solutions for managing digital out-of-home networks, announced that, with over 15-thousand software licenses registered in 2008, it hosts the largest aggregate of digital signage networks connected by the same shared infrastructure. The shared SaaS infrastructure means that any network acquisitions, expansions, cross-network migration and large-scale ad sales can be performed seamlessly within the BroadSign-powered universe.

Aggregators and media sellers will be able to view advertising space inventory across multiple networks in the BroadSign-powered universe in real time using a new product, BroadSign Open. A beta version of BroadSign Open platform was released in June 2008 for private testing by several client networks and ad space brokers. BroadSign Open enables cross-network media buys, thus opening a way for individual networks to maximize their revenue by participating in national media campaigns.

BroadSign's internal financial reports and third-party audits show a 300-percent increase in sales revenues in 2008, compared to the previous year, and project continued increases in license subscriptions for 2009. The company's client base (the number of software licenses) grew by 275%, through winning new networks and enlarging existing client networks.

Thanks to the restructuring and cost-cutting measures undertaken in September 2008, the management team was able to regroup resources, reinforce the focus on core revenue streams such as software sales and client services, and adjust the market expansion strategies for 2008-2009, in view of the imminent economic slowdown.

In the spring of 2008, a new VP of sales was hired to reorganize the company's sales force, which resulted in an accelerated build-up of the volume of subscription licenses. Two new sales executives in Europe, one in the UK and one in the Netherlands are signed up to start working for BroadSign in January 2009. A new, more efficient market strategy for Asia was conceived and will be executed in 2009.

A new service package, Managed Services, was launched in early 2008. In addition to the cost-efficiency of the SaaS platform, BroadSign's optional Managed Services module further reduces network operators' overhead and allows them to focus entirely on the media aspect of their business. The new division started contributing to the sales revenues in May 2008 and is expected to be a significant revenue source in 2009.

BroadSign Creator, an online content creation and distribution tool for quick template-based messaging, was released in December 2008, allowing venue owners within larger networks to be more flexible in implementing their local promotion and branding campaigns.

The capacity, security and reliability of BroadSign's data center and server clusters have been further enhanced, with a stable "five nines" (99.999%) network uptime and 97.5 - 99.8% proof-of-play reporting accuracy. The volume of daily media spot delivery has exceeded a record 17.5 million spot playbacks per day in December 2008.

About BroadSign

BroadSign International Inc. is a leading worldwide provider of Software as a Service (SaaS) solutions for managing digital out-of-home networks. BroadSign(TM) Suite was built for digital signage networks that generate revenue from advertising sales. It 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. Essential support and maintenance services are included in the per-player monthly license fee. BroadSign combines extensive expertise in digital signage software, media, advertising, and [information technology](#) and is a member of the Out-of-home **Video Advertising Bureau** (OVAB), OAAA, the **Digital Signage Association** and POPAI. 165 digital signage networks in 25 countries run on BroadSign(TM) Suite platform. The company's corporate office is located in Minnetonka, Minn., USA and Operations, Support and Development facilities are in Montreal, Canada. For more, visit <http://www.broadsign.com>.

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