

Digital Out-of-Home Media Planning Goes...Digital - rVue™ Online Digital Out-of-Home Media Planner Launched



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Fort Lauderdale, Fla. (November 3, 2009) – We’ve all seen it. Advertisers either spending days on DOOH media planning or avoiding the media altogether with the same objections: fragmentation within the industry, lack of reach and the time it takes to create a strategic media plan. From emails and phone tag, to spreadsheets and middlemen, sophisticated ad planners found their time consumed by the most mundane portion of the planning process.

On the other side of the equation, networks were reluctant to allocate inventory to third parties, slash pricing or pay higher commissions, instead wishing to maintain some control over their inventory valuation and commoditization.

Times have changed. DOOH has grown and evolved while advertisers are turning away from traditional media and looking for innovative [digital solutions](#). The rVue, Inc. executive and technology team has been immersed in the Digital Out-of-Home for years, consistently building solutions that drive efficiency and ease of use.

rVue, Inc. announced the launch of its web-based DOOH media planner, which blankets the industry by connecting participating

networks with ad agencies and advertisers looking to advertise on digital signage screens and [billboards](#). The open and free-to-use rVue Media Planner enables agencies to easily create a DOOH media plan, saving them precious planning time and expanding their DOOH reach by introducing them to participating networks they may not currently have on their radar.

rVue's "social networking meets search engine" approach connects advertisers with networks that fit their search criteria. There is no cost or obligation for advertisers, agencies or networks to use the media planner and no inventory allocation or aggregation is required. Networks are, however, encouraged to put their "best foot forward" by maintaining their profile with accurate and current data, such as audience demographics, impressions and third party studies as well as location, content and technology specifications and other relevant information. This becomes the basis by which agencies evaluate networks for their media plan. Networks always maintain the "final say" by being able to accept or reject any offer made to them.

The media planner is just one of the core software offerings within rVue's suite of technology. Currently, rVue has enrolled more than 35 networks representing over 157,000 touchpoints in major DMAs in the United States and Canada, with several European networks becoming available in early 2010. As part of a strategic relationship, BroadSign Open's more than 230 [digital signage networks](#) in 25 countries are automatically eligible to adopt the system.

For more information on the rVue Media Planner, email info@rVue.com or call 954-525-6464.

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