

Arqiva and Viacom Outdoor keep London Underground advertising moving

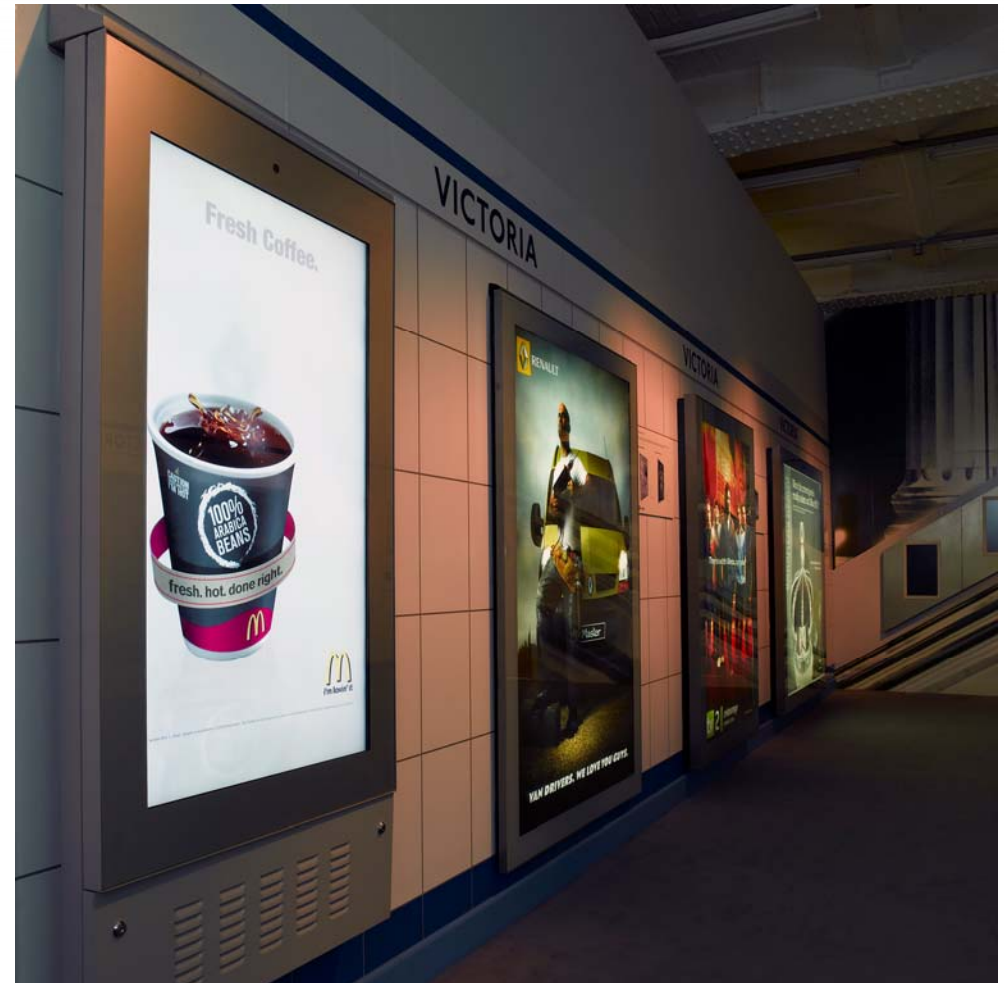


Viacom Outdoor are in the process of creating the UK's largest single digital advertising network – part of a legacy project for the London Underground in the run up to the 2012 Olympics.

Arqiva will be providing the content delivery network to enable Viacom Outdoor's digital advertising technologies to manage and deliver content to the digital escalator panels, large format LCD screens and projectors.

Arqiva will be responsible for the design, implementation, operation and ongoing support of the digital content delivery network. Providing the hosting and support services for the entire network, Arqiva's solution will also enable the continuous monitoring of the integrity of the content files to ensure the seamless display of content across the underground's digital sites.

Mark Pettler, Operations and Technical Director of Viacom Outdoor said, "Digital advertising opens up access to new and targeted audiences and is a great example of how making the most of technology helps to develop and execute new ideas. Arqiva has worked hard to understand our needs and we've developed a system that delivers high quality content to the strict service levels demanded by our business. We look forward to rolling out our digital media portfolio across London Underground over the next eighteen months."



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