



## **PROGRAM WILL ACCELERATE INDEPENDENT DIGITAL OUT-OF-HOME NETWORK OPERATOR GROWTH**

*Ad-based Digital Out-of-Home (DOOH) Networks in North America to get boost through  
DOOH Acceleration Program*

**New York, NY – November 24, 2011:** Advertising-based Digital Out-of-Home and Digital Place-based Networks operating in North America will receive support for revenue achievement, investment attraction and operating success through a program announced by [BUNN Co.](#) Elements of the program include introductions to advertisers and investors, education, business planning support, performance benchmarking and peer networking.

The program will commence with a January 2012 event open by invitation only to emerging DOOH network operators and ad agencies.

“Ad-based network operators want higher Return on Investment through improved outcomes and operational efficiencies” said Lyle Bunn, an advisor, educator and analyst in North America’s Dynamic Place-based Media industry.

He added, “Aspiring Digital Place-based networks are struggling to connect with advertisers and to better achieve their revenue and service potential. Investor attractiveness and financing, which are key to their business success, are linked to this revenue achievement and accurate forecasting.” This program is tailored to the needs of this important group in the media landscape and within the Digital Signage industry.”

This program will move DOOH network operators to the next levels of success by directly addressing their unique business needs in a high value approach. This program approach allows network operators to choose the elements in which they participate based on their challenges and needs.

DOOH Network Operators should contact [Lyle@LyleBunn.com](mailto:Lyle@LyleBunn.com) for additional information.

### **About BUNN Co.**

Lyle Bunn is Principal and Strategy Architect of BUNN Co. an independent provider of advisory, education and industry analysis services to end users, enterprises, network operators and suppliers in North America’s Dynamic Media industry. Lyle Bunn has been recognized with an Honorary Doctorate for his contributions to industry development and education, and has assisted hundreds of dynamic signage networks in retail, consumer services, hospitality and corporate environments for shopper, consumer, patron, staff and campus communications. He was the only individual named in the 2005 Digital Signage Top 10 list along with corporations such as 3M, ClearChannel, Thompson and others. He has published over 200 articles and whitepapers, and his CD-ROM eBook the “Digital Signage Planning Guide,” now in its 5th edition, is used around the world. He has served as an advisor, chair, presenter or moderator at every major North American digital signage event since 2003. See <http://www.lylebunn.com/>