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CODA PRODUCES DIGITAL COMPANY GUIDE

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In an effort to help media buyers and advertisers get a sense of the burgeoning digital out-of-home advertising sector, the **Canadian Out-of-Home Digital Association (CODA)** has released what it calls an “at a glance” overview of its member companies.

Available online at OohDigital.ca, the “standardization form” contains detailed information for 11 digital out-of-home networks operated by companies including **Zoom Media, Captivate Network, PHSN** and **Onestop Media Group**.

The form includes 14 pieces of information, including the type of venue in which each of the networks operate, approximate weekly reach, the duration of the content loop, typical spot length and screen size.

“One of CODA’s main goals is to centralize information and assist clients in navigating the growing digital network landscape in Canada,” said **Michael Girgis**, CODA chair and president of the Onestop Media Group, in a release.

“This is the beginning of a number of CODA initiatives in an effort to standardize information and create a common base line for this emerging new medium.”

CODA also introduced 10 new member companies, which pushes its membership to 30. The new groups Rogers Media, Shopcast, Sharp Electronics, Congovision, Daktronics, Barco, Bunn Company, Arsenal Media, Harris Corporation and LG Electronics.

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