

Only Digital Signage for Europe's premium Shopping Mall

This is a big fortnight for Shopping Mall digital signage advertising as two major new European centers come online.

In London, the largest urban shopping center in Europe (Westfield) is due to open at the end of the month. In a contract believed to be in the region of £70M over 10 years, this centre will feature ONLY digital signage based advertising. CBS Outdoor will be installing 110 doubled-sided 57" portrait displays inside the site, and Ocean Outdoor are deploying 3 major LED screens outside.

Meanwhile in Bremen, Neo Germany has added to its Shopping Mall estate with 36 large format LCD advertising displays in the city's new 75,000 square metre Waterfront Mall.

This is a big deal because CBS Outdoor is entering the shopping mall market for the first time. With all the rights for London's underground and bus networks, it marks another step in their domination of the city's digital out-of-home media scene. CBS was able to bid high, knocking out the traditional specialists Titan and Clear Channel, because its considerable portfolio of digital assets gives it the momentum and scale to deliver major campaigns in purely digital formats.

Neo Group are one of the other companies that can operate on that same sort of scale - with digital networks in more than 10 countries across Europe and Northern America. Neo are also building themselves a significant presence in the Shopping Mall market - and with their recent investments in mall specialist Avanti Screenmedia, they are now also becoming a player in this increasingly crowded UK market.

With Clear Channel bouncing back with a tie-up with Vision Media Group, 2009 looks set to be an interesting year.