

Titan to invest \$90M in Digital Signage in next 18 months

Titan Worldwide announced that it is to spend \$90M over the next 36 months rolling out digital signage networks across its bus, rail and subway portfolio, beginning with Chicago and London.

In Chicago, three new digital advertising options will be available to advertisers later this year, including 'digital kings', GPS equipped 12-foot digital displays on the side of buses that can target audiences by block and zip-code.

Titan's plans also include 1,200 platform displays and interior rail displays - showing both advertising and editorial content such as news, sports, weather and entertainment.

By early 2009, Titan will roll out an urban panel network of street-level subway displays with HD screens on both sides of the display.