

Phase 1 Standardization



A	B	C	D		E	F	G	H	I	J	K	L	M	N			
CODA Segment	Venue	Company Name	Programming Length in minutes		Spot Runs every....	Typical Spot Length	# times a spot airs per week	Opportunities to view the screen (weekly)	# screens	# venues	Min Purchase (# weeks)	Screen Size	Audio	Markets Available			
			Loop	Other										West	Ont	Que	East
Video Boards	Outdoor	OBN	2 min		2 min	10 sec	690	13,000,000	35	35	1 week	min 12'x8' / max 40'x30'	no	yes	yes	no	yes
Place Based	TTC-Subway	ONESTOP media group	10 min		10 min	:15	808	13,681,535	212	44	1 week or as required	40" Horizontal LCD	NO	NO	YES	NO	NO
Place Based	Sporting Life	ONESTOP media group	5 min		5 min	:15	882	40,000	25	2	1 week or as required	40" Vertical LCD	NO	NO	YES	NO	NO
Place Based	Travel & Leisure	ONESTOP media group	5 min		5 min	:15	2016	83,360	42	21	1 week or as required	40" Horizontal LCD	NO	YES	YES	YES	YES
Place Based	Medical Centres	PHSN	90-240m		30 min	30-90 sec	140	375,000	320	300	1	32"-42"	YES	YES	YES	YES	YES
Place Based	Fitness Centres	Zoom Media	2 min		2 min	15 sec	3150	1,709,800	250	85	2	15" LCD	NO	YES	YES	YES	NO
Place Based	Resto-bars	Zoom Media	2 min		2 min	15 sec	2100	250,800	450	170	2	15" LCD	NO	YES	YES	YES	NO
Place Based	Sports Complexes	VenueVision TV	7.5min		7.5 min	15 sec	1008	295,000	170	30	12 week	42"-50"	NO	YES	YES	NO	NO
Place Based	Office Towers-Elevators	Captivate	15min		15 min	:15	240	17,092,200	1,401	151	1	12"-15"	NO	YES	YES	YES	NO
Place Based	Resto-bars	NEWAD	30 sec.		When motion-activated or loop	30 sec		200,000	500	250	4	15"LCD + Poster	YES	YES	YES	YES	NO
Retail	Wal-Mart TV	EK3/Shopcast	1.5 min	3 min (Wal-Mart Brand)	5 min	:15	672	10,000,000*	11 to 13 (per store)	105 stores currently**	4 weeks	46"	some	YES	YES	Summer 2009	YES