

case study



# Evening Standard

## company

London's Evening Standard is a newspaper published by Associated Newspapers Ltd, who also publish The Mail on Sunday, Daily Mail, London Metro, Ireland on Sunday as well as the advertising publication Loot. ANL is a subsidiary of the Daily Mail and General Trust plc (DMGT) that also owns Northcliffe Media Ltd. The Evening Standard has a circulation of nearly 300,000 copies and a readership of over 700,000.

## needs

The Evening Standard has been focusing on a number of new initiatives to boost perceptions of the newspaper and improve sales performance.

A significant part of the Evening Standard's plans focused on their street presence, with sales through Street Vendors being a major part of their overall sales.

## solution

Comtech were approached to provide digital screens for new 'sentry box' vendor units and also a unique power solution, given all these units stand-alone on the streets and so do not have mains power. Comtech developed a battery-powered version of the **extra...** wireless digital signage system, which consisted of a weatherproof 32" LCD display for outdoor use. The screens carry newsbills, pictures of the front page and supplements, promotional messages, as well as general brand advertising – all of which are updated directly by the Evening Standard from their offices.

## benefits

**extra ...** is used to promote the day's paper and keep Londoners informed. It also helps to promote new products and services such as the Evening Standard's new Eros cashless payment card that makes it quicker and easier to purchase the Evening Standard, particularly during the busy commuter rush. Given the lack of high quality digital media above ground in London, the Evening Standard is also now receiving significant interest from advertisers about even broader use of the screens.

“*The **extra...** units also provide an important potential opportunity for a new advertising revenue platform in the form of outdoor media directly linking in to advertising within the paper and online*”

Matt Harrison Sales and Marketing Director  
Evening Standard

## Comtech M2M

is the UK's leading machine-to-machine (M2M) technology company. M2M is the ability to connect remote devices with central IT systems and business processes without human intervention.  $\mu$ WEAVE is a robust communication platform for monitoring, controlling and managing any remote equipment across wide ranging industries. **extra ...** is a wireless digital signage application that operates on the proven  $\mu$ WEAVE communication infrastructure.

