

Office Media Net Expands to Elevators

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JULY 23, 2007 -

Elevator advertising is rising to new heights. Office Media Network, developer of The Wall Street Journal Office Network announced Friday it is expanding its service beyond lobbies and common areas of office buildings into elevators.

Launched in 2006 by Dow Jones & Co., OMN delivers business news, information and customized property announcements to office buildings in 14 markets on flat-panel LCD screens. The expansion into elevators takes OMN in direct competition with Gannett's Capivante Network, which reaches 2.3 million viewers per day via more than 7,300 digital screens in elevators in 21 top markets.

"The addition of The Wall Street Journal Office Network for elevators is in direct response to feedback from building owners awaiting a solution they preferred over what was previously available," said Jim Harris, CEO of OMN. "The expansion into elevators is the next logical step in enhancing our service, delivering the most relevant stream of business news and information for tenants and visitors in office buildings."

The WSJ Office Network in elevators will use 14-inch high definition LCD flat-panel screens.