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'WSJ' Launches Office Network

By E&P Staff

NEW YORK Dow Jones announced today it has started The Wall Street Journal Office Network. The new service will deliver business information on flat-panel LCD screens in the lobbies of office buildings in New York, Chicago, Los Angeles, and Washington D.C.

“This partnership leverages our premier brand and content, taking the Journal into an entirely new distribution channel that provides a dynamic, location-based digital platform,” L. Gordon Crovitz, executive vice president of Dow Jones and publisher of the Wall Street Journal, said in a statement.

In addition to adverting, the network will carry information from the Journal’s main sections, market indexes, weather, and scrolling breaking-news headlines. Building owners can use the network to broadcast important announcements to tenants.

“Despite advances in technology, many owners still communicate with tenants using easels in lobbies, paper notices posted near the elevators, or public address systems,” said James Harris, founder and CEO of Office Media Network, in a statement. “We’re providing a new communications channel for office owners to reach tenants in an appealing, accessible, and sophisticated way.