



MediaDailyNews

[Home](#) > [MediaDailyNews](#) > [Wednesday, Feb 9, 2011](#)

News Brief

Volkswagen Goes Skiing With Murdoch

Tuesday, February 8, 2011, 6:06 PM

Article ▾ Comments ▾

Volkswagen of America has a new media deal with Wall Street Journal Office Network that touts ski and weekend vacations in office building lobbies. The VW-branded content includes real-time reports from leading ski resorts. The WSJON network is in some 760 office buildings. The automaker says that when ads for VW's SUV Touareg run on the high-def digital screens, the usual ribbon of stock market prices get pushed aside for more relevant content about mountain snow cover, weather and destinations. The ski information is in the upper right-hand-corner of the screen, per VW. Advertising revenues at WSJON rose more than 40% in 2010. --Karl Greenberg

Like You like this. [Unlike](#) · [Admin Page](#) · [Insights](#) · [Error](#)

SHARE

TOOLS

PRINT SUBSCRIBE
 COMMENT RSS

RELATED ARTICLES

1. [Out-of-Home Ad Revenue Topped \\$6B in 2010](#)
2. [7-11 Targets The 'Big 4,' Broadcast Nets, That Is](#)
3. [Seeing Double: Digital Out-of-Home's Two-Digit Outlook](#)
4. [Digital OOH Revs To Hit \\$4B In '13](#)
5. [Pumped Up: Outcast Merges With Health Club Media](#)

TAGS: [Digital-Out-Of-Home](#)

MOST READ

1. [New To Macy's Spring Lineup: Custom QR Codes](#)
2. [Media Bloggers Association Challenges Righthaven](#)
3. [Teens: OMG. Email Is For Old People](#)
4. [Donovan Crosses The Rubicon, Deal Gives Agencies Direct Access To Online Publishers Inventory](#)
5. [Study: Search, Social Create Interlinked Purchase Path](#)
6. [Social Media Data Works If Segmented To Key Groups](#)
7. [Healthy, Wealthy And Online](#)
8. [Display Ads Get Lift From Google, Mixpo, MediaMind](#)
9. [Listen To Your Mother, The New Assistant Brand Manager](#)
10. [Most Mobile Budgets Coming From Online](#)

Like You like this. [Unlike](#) · [Admin Page](#) · [Insights](#) · [Error](#)
 Larry Ganz likes this. Be the first of your friends to like this. [Unlike](#) · [Admin Page](#) · [Insights](#) · [Error](#)

ADVANCED SEARCH

ARCHIVES

- » [February 2011](#)
- » [January 2011](#)
- » [December 2010](#)
- » [November 2010](#)
- » [October 2010](#)
- » [September 2010](#)
- » [All Archives](#)

Recent MediaDailyNews Articles

Ford's Global Focus Push All Short Ads Feb 24, 6:10 PM

Ford's new campaign for the Focus, the first real global vehicle for the automaker, comprises some...

IFC OKs Second Season For 'Todd Margaret' Feb 24, 1:20 PM

IFC has greenlit a second season of its original comedy series "The Increasingly Poor Decisions of...

Carat, DDB Tribal Win eBay Bid Feb 23, 4:11 PM

eBay Wednesday named Omnicom's DDB Tribal as its lead brand communication agency, and Carat as its...

Interactivation Health Nets Becomes Wellness Network Feb 23, 2:51 PM

Interactivation Health Networks, which acquired The Patient Channel and The Newborn Channel from NBC last year,...

Carpenter To SVP, Strategy For Discovery Channel Feb 23, 1:04 PM

Discovery Channel promoted Camilla Carpenter to senior vice president of strategy and network operations....

Simms To EVP, Managing Partner, Horizon Media Feb 22, 6:21 PM

Horizon Media upped Rich Simms from managing director to executive vice president/managing partner....

Lee To Operations Chief, RLTV Feb 22, 3:20 PM

RLTV has promoted Jonathan Lee to vice president of operations for the network....

'Modern Family' Clears 70% of U.S. For Future Syndication Feb 22, 7:30 AM

Still more than two years away from its syndication debut, "Modern Family," Twentieth Century Fox's Emmy...

Friedman Exits CBS News Feb 18, 5:57 PM

EVP for CBS news Paul Friedman is leaving, per news chair Jeff Fager, whose memo noted...

FCC Investigates Fox Over WWOR-TV Feb 18, 12:29 PM

he Federal Communications Commission is investigating News Corp.'s Fox to see if the agency was misled...

>> [MediaDailyNews Archives](#)

