



**Digital Media Research  
For Retail and Out-of-Home**

## **Research Firm's Goal is to Make Out-of-Home Screen Media Networks Equal to the World Wide Web in Consumer Appeal and Engagement**

*DecisionPoint Media Insights Adds Consumer-Focused Research to its Services*

CINCINNATI, OHIO, USA, November 13, 2006 -- Bill Collins, a veteran research analyst in the out-of-home digital media sector, has expanded the services of the research-and-consulting company which he heads. The company has changed its name to DecisionPoint Media Insights.

With this change, DecisionPoint Media Insights is adding consumer-focused research to the business-to-business research and consulting which the company has offered since its founding in 2003 as WBC Narrowcasting Group. DecisionPoint Media Insights will deliver this consumer-focused research through a partnership with the leading Cincinnati-based market research firm Olivetree Research: <http://www.olivetreeresearch.com>. This full-service firm offers a wide variety of techniques, from online surveys to focus groups and on-site observational research, which can answer some of the most critical questions of business leaders about these networks such as:

- In what ways will my customers engage with this new digital media network that is visible on plasma and LCDs screens in my stores or on my premises?
- How will my customers' engagement with this screen-media network impact their attitudes towards my brand and my company?
- Are we maximizing the customer experience with this new media?

This new research offering from DecisionPoint Media Insights will give clients key insights on the out-of-home media networks (typically displayed on LCD and plasma screens) which shoppers are encountering today in retail stores and other out-of-home venues. Because consumers experience this new electronic media inside stores and away from their homes, these out-of-home screen networks reach consumers much closer to the "point of decision" than TV, radio, billboards and newspapers. Retailers and other clients armed with this consumer insight can customize their screen media networks to better serve their customers and increase sales.

The media markets that DecisionPoint Media Insights will serve include:

- **In-store TV networks** such as Wal-Mart TV and Channel Red at Target Stores,
- **Out-of-home screen media networks**, both indoors on LCD and plasma screens as well as outdoors on billboard-size LED boards,
- **Networks of self-service kiosks**, which provide consumers with information and can also facilitate transactions such as airport check-in and the printing of digital photos, and
- **Mobile telephone networks**, which can communicate commercial messages directly with consumers on the small LCD screens that are built into mobile telephone handsets.

Collins said, “Today the Internet engages consumers in a manner that is much more interactive and personally relevant than any other electronic media. At DecisionPoint Media Insights, our goal is to provide research and insights to our clients which ensure that consumers will find these digital screen media networks in retail stores and other out-of-home venues to be as compelling and personally relevant as their experience on the Internet. This is good both for consumers and for the bottom lines of retailers and other public-facing businesses.”

For its clients, Decision Point Media Insights has recently:

- Surveyed and catalogued all the key customer-facing digital technologies in U.S. retail stores for the design group of a European-based Fortune Global 500 corporation.
- Surveyed the end users of digital-signage software packages that are produced by 3M Digital Signage, Scala, BroadSign, CoolSign and Digital View.
- Co-published a White Paper with Stephen Randall, the CEO of LocaModa, Inc, entitled, *The Disruptive Effect Of The Internet And Mobile Phones On Out-Of-Home Digital Media*.
- Presented at the recent Kiosk & Self-Service Show in San Antonio a seminar on how to evaluate the success of a kiosk network with consumers. This presentation was co-produced by Bill Collins and Carol Shea, CEO of Olivetree Research.
- Co-produced for the In-Store Marketing Institute -- <http://www.instoremarketer.com> – a comprehensive summary of the state of in-store media networks in U.S. retail. This study, entitled *The Store as Media: Digital Signage in 2005*, was co-produced by Bill Collins and Laura Davis Taylor, Principal of Atlanta-based Retail Media Consulting.
- Issued the call and organized the first meeting of the Out-of-Home Video Advertising Bureau (OVAB), a new national advertising bureau for this new media sector. OVAB is modeled on the NYC-based Interactive Advertising Bureau (IAB), the highly successful advertising bureau which serves the Internet/interactive media market in the USA.

Bill Collins, Principal of DecisionPoint Media Insights, began his career in the out-of-home digital media field in 2000 as a Senior Analyst with CAP Ventures/InfoTrends. While there, he co-authored in March 2001 the first syndicated research report on this new medium, entitled *Large Format Electronic Displays Represent the Third Stage of Signage: Narrowcasting in Public Spaces is a New Media Category*. In 2002 Collins created the *Narrowcasting News From Bill Collins* E-mail newsletter, the first U.S.-based publication to cover the new medium. In 2004, he co-founded [www.aka.tv](http://www.aka.tv), the world’s first website dedicated to news and analysis on out-of-home screen media networks. Collins has presented at and chaired industry conferences in the USA, Canada and the United Kingdom.

For more information on DecisionPoint Media Insights, please visit our web site at [www.decisionpointmedia.com](http://www.decisionpointmedia.com) or E-mail us at [info@decisionpointmedia.com](mailto:info@decisionpointmedia.com).

Media Contact: Bill Collins  
DecisionPoint Media Insights  
E-mail: [Bill@decisionpointmedia.com](mailto:Bill@decisionpointmedia.com)  
Phone: + 513 271-4425