

For immediate release

## Neo Booking launches BookingDooH, the first global online booking platform for « digital-out-of-home » advertising

**Geneva – January 7<sup>th</sup>, 2009** – Neo Booking SA, a Neo Media Group company, is launching the first global online booking platform for « digital-out-of-home » advertising, called *BookingDooH* ([www.bookingdooh.com](http://www.bookingdooh.com)).

*BookingDooH* is a free virtual marketplace where digital-out-of-home operators and media buyers meet. Screens networks are referenced in an easy-to-use and friendly manner so that media buyers can plan, book and pay their future campaigns in a few clicks.

With the launch of the *BookingDooH* platform, digital-out-of-home advertising is entering a new era. *BookingDooH* will bring additional revenues to network advertisers and at the same time allow media buyers to drastically simplify the set up of their DooH campaigns. *BookingDooH* proposes thousands of screen displays on a single platform and organizes them by geographical location, type of venues and screen formats.

With *BookingDooH*, network operators are able to promote their DooH network throughout the world and collect additional advertisement revenues. Media buyers entering the *BookingDooH* platform discover a Google-like platform where thousands of DooH networks are on display.

Christian Vaglio-Giors, Founder and CEO of Swiss Neo Media Group declares: "*BookingDooH's* objective is to support the entire DooH market by proposing a user-friendly platform that brings together and harmonizes different types of DooH networks, with the ultimate aim of facilitating the planning and booking process of DooH campaigns." Christian adds: "I am very excited about this initiative, which will help the institutionalization of digital-out-of-home and will allow network operators to collect additional ad revenues from their inventories."

Significant changes that the new *BookingDooH* platform will bring to the DooH industry include:

- Free online access
- Unlimited number of potential clients
- Vast choice of DooH networks
- Instant booking from any place on earth
- Content can be uploaded directly to the platform
- Unique virtual marketplace to compare offers
- New opportunities from a wide range of advertisers

The *BookingDooH* platform is being launched on January 1<sup>st</sup> 2009: a great new year's present for all DooH professionals!

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