



From The Press Room

ONTrack Joins Seesaw

June 1, 2008 - Seesaw, a San Francisco-based aggregator, incorporated ONTrack into its extensive network of digital out-of-home solutions. Seesaw requires that their affiliates exceed industry standards. Seesaw was impressed by ONTrack's commitment to meet strict Out-of-Home Video Advertising Bureau (OVAB) standards:

- Audience Metrics and Life Patterns
- Location and Screen Placement
- Content and Programming
- Compliance and Testing

ONTrack is revolutionizing the digital out-of-home industry with its innovative structure and unparalleled audience. Previously, it was nearly impossible to deliver a consistent out-of-home message through a single network, but ONTrack has met the challenge and delivered measurable results.

ONTrack provides world-class network support to each location, assuring that screens are up and running during the designated hours of operation; creative is delivered to spec and so is proof of performance.

ONTrack was started in 2007 and has grown rapidly ever since, aggregating over 66,000 screens in over 1,100 locations throughout North America. Today, ads seen via the ONTrack network reach over 98 million hard-to-reach consumers (83 at venues + 15 million online). The network has grown to include a web component, which streams horse races watched by more than 15 million viewers. ONTrack broadcast network engages viewers at racetracks, sports bars, casinos and other entertainment venues without disrupting their programming. 72% of ONTrack viewers are also bettors with a vested interest in the screens — ONTrack offers access to this captive audience.

For More Information:

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