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July 9, 2007 | 11:00 AM AEST

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LATEST NEWS**Inlink expands offering**

SYDNEY: Digital outdoor company Inlink will install screens in its 100th office building this month to reach a total of 700,000 people.

The Inlink screen network, sold by Eye through its Eye Plus product portfolio, broadcasts a range of content including news, weather and advertisements appealing to the "AB professional" market.

Oliver Roydhouse, managing director of Inlink, said the service gives advertisers unique access to a "hard-to-reach market" between 7am and 7pm when traditional media consumption levels drop.

Roy Morgan's fifth annual media effectiveness research study, conducted earlier this year, found elevator advertising has a 43% recall, followed by lobby screens at 35%.

Inlink, whose current clients include BMW, Microsoft and Nivea, is aiming to notch up one million viewers in up to 200 office buildings by the end of 2007.

Story by:

- 05 July 2007

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QUESTION:

In light of all the media changes, who is the most influential media baron?

John Hartigan, News Limited

Kerry Stokes, Seven
James Packer, PBL

David Kirk, Fairfax

Max Moore-Wilton,
Macquarie

Bruce Gordon, WIN

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HIGHLIGHTS**

- ABC faces digital D-Day: It has taken the Audit Bureau of Circulations almost 75 years to require magazines and

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newspapers to provide quarterly data. How can it hope to handle digital media?

- Baby boomers: 25% of the population and 50% of the wealth - so why do they feel advertisers ignore them?
- Al Gore's SOS to adland: Al Gore needs our help and who are we to refuse the ex-next president of the United States?

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