

INLINK HITS A CENTURY

Digital out-of-home (OOH) media company Inlink will install screens in its 100th building this month, delivering a national audience of 700,000 biz execs in elevators and lobby areas of CBD towers. Inlink is now on track to reach its target of one million viewers in up to 200 buildings by year-end. This will make it the largest media channel of its kind in Aust. The 5th Media Effectiveness Research Study by Roy Morgan earlier this year found elevator advtg had an audience recall of 43% followed by lobby screens at 35%.