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Business

No Escape From Ads When You're In The Lift

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Landlords of office towers and shopping centres are tapping into an additional revenue stream: advertising in lifts and on car-park boom gates.

Money has always flowed to the landlord from allowing advertising in the centre or around the building but innovative advertising products has topped up the coffers.

Mr Steven Lowy, managing director of Westfield, said shopping centre revenues were being greatly assisted by new advertising streams from the cinema and expanded areas for ads such as boom gates.

The latest is a product from **Inlink** Technologies, a media technology company that installs digital display screens in elevators of office buildings.

The Melbourne group has secured an exclusive 10-year agreement with Macquarie Office Trust and will start the **Inlink** Network with an installation at the Argus Centre, 300 LaTrobe Street, Melbourne, and at the Citigroup Tower at 2 Park Street, Sydney.

Inlink's high-resolution flat panel display screens deliver live national and international content provided by f2, the Internet arm of John Fairfax Holdings.

News, sport, entertainment, weather and financial market information are updated every 20 minutes.

A portion of programming is used for digital video advertising, which funds the service.

Mr Oliver Roydhouse, managing director of **Inlink**, said the cost of installation in any particular building varied significantly and was dependent on the number of lifts on site and the installation requirements.

``An investment of more than \$100,000 in a building is not considered unusual," he said.

``**Inlink** bears the majority of this cost in selected premium and class A buildings.

``**Inlink** remits up to 10 per cent of gross advertising revenue to the building owner, which can equate to several hundred thousand dollars a year across a building portfolio." However, **Inlink** has found that the value derived from upgrading the lifts has been just as appealing.

Mr Roydhouse said **Inlink** had secured agreements with leading national advertisers who saw significant value in the elevator medium and its ability to deliver an attractive demographic in a captive environment.

The network targets business professionals who are difficult and expensive to reach through mainstream media.

Inlink is finalising agreements for 750 screens nationally. Managers can also use the screens to display their own messages.