

Clear Channel Cemusa, Spain

Barco helps make 'Digital Madrid' come alive



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Ignacio Pérez Borjabad
Offer and Inventory Director, Clear Channel

Clear Channel and Cemusa, two outdoor advertising leaders, firmly believe that digital billboards are the future of their business. So when Madrid City Council submitted a tender for a 10-year billboard advertising contract, they joined forces and proposed an ambitious digital advertising project. Madrid City fell for their concept and experience and decided to go digital with a 15 x 50m² LED screen network – one of the first circuits of digital billboards in Europe.

The project was a challenging one so Clear Channel Cemusa did not want to take any risks: the joint venture decided to team up with Barco, the market leader in outdoor advertising.

BARCO

Visibly yours



Clear Channel Outdoor is the world's biggest out-of-home advertising company, with over 870,000 displays in more than 50 countries. Cemusa, its partner in the Madrid project, is renowned for its advanced street furniture, which features in over 110 cities across 11 countries. Both Clear Channel and Cemusa are constantly looking for new technologies to incorporate into their portfolio. Their joint passion for outdoor advertising made them the winners of Madrid's advertising tender. Driven by a quest for innovation and high quality, they teamed up with Barco to realize 'Digital Madrid': the installation of 15 LED billboards at several crossroads of Spain's capital.

Digital billboards are not entirely new to Clear Channel Outdoor. Previous projects in several US cities and in London had confirmed the benefits of digital billboards, like the unlimited flexibility to customize ads and respond directly to changing market conditions. "For billboard companies, digital advertising helps generate more revenue as ads are renewed every 8 seconds," explained Ignacio Pérez Borjabad, Offer and Inventory Director. Madrid's tender for an advertising contract was Clear Channel's chance to go digital in Madrid. To underpin its bid, the company joined forces with Cemusa. In spite of fierce competition, the joint-venture won the 10-year contract for the installation, maintenance, marketing and operation of Madrid's advertising signs.

Cutting-edge and experienced

To realize its pledge, Clear Channel Cemusa needed a trusted digital billboard supplier. After a well-considered selection process, it chose Barco, which had been recommended by Clear Channel UK. Ignacio Pérez Borjabad: "The project marked the launch of the 'digital experience' in Madrid, so we did not want to take any risks. The vendor had to deliver cutting-edge technology and be a long-term partner with proven experience, who would support us every step of the way. The other candidates on the shortlist, a US supplier and a local billboard provider, could not really compete with Barco on this."

Unexpected challenges

Looking back on the project, Ignacio Pérez Borjabad is glad they teamed up with the market leader. After all, the 'Digital Madrid' project was an exceptionally challenging one. "We had problems obtaining the required building permits, most locations were very remote and hard to reach, and quite often there was not even mains electricity," Borjabad recalled.

Still, whatever happened, Barco was always ready to help. Whilst they had ordered the required tiles and made all the preparations to erect the 15 billboards in the space of just one month, the Barco team flexibly adapted its plans and waited patiently until everything was ready. When the go-ahead came, at some location or other, Barco and steel construction expert Monopostes only needed two days to get the billboard 'live'.

High quality and eco-friendly

Since May 2009, Madrid has owned a network of 15 LED displays, each stretching 9.6 meters in length and 4.8 meters high. Each billboard is composed of 50 Barco TF-20 LED tiles, which provide stunning detail, a large viewing angle and superb contrast levels, even in Madrid's brightest daylight. Besides their optimum clarity, which is a must as motorists view the ads from a distance, Clear Channel Cemusa also praises the tiles' 100,000-hour life span. "Our proposal for the tender included a pledge to protect the environment and save energy. The TF-20 tiles exceed the latest international environmental regulations," Ignacio Pérez Borjabad said. As the components work so efficiently, they last longer, produce less heat and require no HVAC, resulting in considerably less power consumption.

Going digital = going Barco

Now that the new billboards are 'live', Clear Channel Cemusa handles the content delivery, the maintenance and first-line support. In addition, Barco also monitors the billboards remotely at its Network Operating Center and helps Clear Channel in case of more severe problems. Ignacio Pérez Borjabad is delighted with the level of technical support and attention they're getting from Barco: "During the set-up phase, they gave valuable advice and helped wherever possible. And also now that everything is ready, we are actively looking for ways to optimize 'Digital Madrid'. Whenever another opportunity crops up to go digital, we'll definitely go Barco."