

NEWS RELEASE
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QJ Media first to market with Digital Gym Media offering

This week, QJ Media is happy to announce its first foray into digital media within gyms.

Digital Gym Media is a bespoke communication channel for gym members and is a joint venture between QJ Media and Screen Media, with an immediate offering of 38 gyms (150 screens in Total Fitness, Virgin Active, & Reebok gyms) in the UK.

Digital Gym Media allows QJ Media immediate entry into these venues. In addition to Digital Gym Media, QJ Media now offers clients access to ambient media and sampling in Total Fitness venues.

Screen Media specialise in the remote operation of screens and captive-audience-networks in a number of categories. They have been particularly successful in the health and fitness markets, especially the bespoke TV solutions they have created for a number of major health club operators.

The communication channel format, branded as Digital Gym Media, targets the specific gyms and their members. Members look to the format to get information about their club, their environment and their health & fitness requirements. The channel will involve split screens; with scrolling text, video down one side and ticker along the bottom. As with all successful digital signage solutions, Screen Media live by the rule 'content is king', so while most advertising creations are accepted, it is general-interest-content (GIC) that is of real and genuine benefit to the viewer. It is this general-interest-content that occupies the majority of schedules with Digital Gym Media.

Within the screen, channel-loops involve 20 minute cycles of content (4 x 5 minute mini-loops). A mini-loop of content (TOTAL OF 300 SECONDS/ 5 minutes = 100%) consists of:

1. General interest content (GIC) – 1x news story, 1x sports story, 1x weather or other. 75 seconds per mini-loop = 25% of a mini-loop. Each item of GIC in one mini-loop will differ from the next mini-loop (eg. over a 20 minute period, 4 different news stories, 4 different sports stories, 4 different health stories will be run)
2. Estate Owner – the gym uses each mini-loop for up-to-the-minute information on the club itself; upcoming events and classes, fitness instructors, special offers, even member-get-member schemes (90 seconds per mini-loop = 30%)
3. Advertising – a mini-loop also has up to 135 seconds for advertising communication. It is possible for a marketer to run a range of communication lengths that extend from a 10 second health sponsorship message, right up to 120 seconds fitness infomercials (135 seconds = 45%).

With Digital Gym Media being shown for an average of 15 hours of each day (7am-10pm), marketers keen to target active audiences with healthy lifestyles can obtain fantastically relevant exposure in each of the 38 gym venues. The value of the Digital Gym Media currency comes back to the gym environment (in particular, the dwell time in Gyms), the location of these screens in studios and receptions and the high footfall in these gyms.

Content, by way of longer infomercials, is preferable. As an initial offering, material can be provided to the following lengths; 10 seconds, 20", 30" & 60". All common video files will be accepted; Flash, MPEG 1 + 2 and DVD.

Damien Edmonds, QJ Media's marketing director said "Our objective for Digital Gym Media is in providing an effective communication tool for the clubs and marketers to use to pass on valuable health and fitness information to gym members".

In addition to the Digital Gym Media, QJ Media plans to release additional interactive communication offerings in their health and fitness venues throughout 2006. These include interactive entertainment opportunities that deliver B2C services and solutions to gym members' mobile phones in association with YooMedia plc. More information on this and gym-member loyalty cards should be available mid 2006.

QJ Media is the UK's largest national media contractor of gyms, health clubs and leisure centres. QJ has also recently been appointed to the representation of Powerleague, with grass-roots football, of particular interest as 2006 is World Cup year. Operating since 1995, QJ Media has a strong & successful track record with an ability to offer marketers a complete gym environment with no restrictions; ambient, digital, sampling, exclusivity, all in addition to poster formats.

ADDITIONAL INFORMATION

MediaWeek page 20, 22-29 November 2005.

"Digital screens offer an array of possibilities for advertisers. The moving images make it a much more engaging medium for consumers. The content can be updated remotely and rapidly, which offers the ability to run campaigns for non-standard lengths of time, change the creative according to the time of day and weight campaigns according to the day of the week"

New qualitative (pilot) research released in November 2005 by Dipsticks (and Outdoor Advertising Association) using head-tracking technology to observe consumer behaviour in different environments with digital screens. The study aimed to answer 3 main questions:

- 1. Do consumers look at digital outdoor screens?*
- 2. How does viewing behaviour differ for each environment (Gyms, Shopping Malls, Bars, London Underground, Hair Salons & Railway Stations)?*
- 3. What is the best creative approach for each environment?*

The following information has been released for the Gym environment and proves that people are actually looking at the screens:

- Gym screens provide a welcome distraction or stimulus (they act as scenery). Members are actively seeking motivation or an analgesic during their exercise.*
- People look at gym screens an average of 6x per minute, with the average glance about 4 seconds long (longest period was 46 seconds).*
- Screens in a Gym or a hair salon are a content medium, with a similar viewing pattern to traditional TV."*

**For further information on this release
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*QJ Media; lifestyle audiences through health and fitness***

