

# ONTrack Network and rVue - Betting on Digital Out-of-Home



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Ontario, Canada (August 18, 2009) – As an advertiser, imagine being able to reach millions of some of the most well-educated, affluent consumers around. We're talking about 98 million consumers – you heard right – 98 million viewers gathered in casinos, high-end restaurants and bars, sports venues and entertainment destinations throughout North America, completely focused on the live horse races being broadcast on in-house screens. Imagine your ad being seen by this extraordinarily valuable audience, drawing the same attention as the race itself.

Imagine no more...thanks to ONTrack Network and rVue, access to this highly-targeted audience is now a reality. With over 60 years of experience in the horse racing industry, TelePhoto Technologies, Inc., through its ONTrack Network, has placed 66,000 digital signage screens in over 1,100 racetracks and off-track betting sites throughout the U.S. and Canada. In a fragmented media world, ONTrack delivers the full attention of extremely desirable, hard-to-reach consumers directly to advertisers, and rVue is the media platform that now makes it happen with incredible ease.



rVue, a free Software as a Service (SaaS) model available to the digital out-of-home (DOOH) industry and developed by Fort Lauderdale-based Argo Digital Solutions, Inc. (Argo), empowers media planners and advertisers with the tools necessary to search target markets, plan media campaigns, place and buy network advertising, upload and distribute high-quality content and monitor results. Effectively

reaching quality and receptive audiences offered by networks like ONTrack makes rVue a valuable platform for advertisers and agencies alike. rVue continues to partner with the best and most compelling venues around.

"ONTrack believes that rVue is here to change the media landscape for digital out-of-home," states Ted Bradley, ONTrack's Chief Sales Officer. "With rVue, we have a reliable and trusted partner with the know-how, fortitude and experience to provide advertisers with real value through their media platform. We are very excited about the opportunity to partner with rVue and deliver our premier locations to ad agencies."

Horse racing has always been North America's favorite spectator sport, with thousands of races per year delivered in unique venues. It boasts a prime and loyal audience of over 98 million adults, 15 million of whom watch online. And despite the recent economy, this audience is growing at nearly twice the rate of other major sporting events' spectator base. It's ONTrack's innovative and highly-integrated approach to this place-based media that differentiates itself from the competition.

With ONTrack, advertising runs concurrently with content the audience is most interested in, such as track conditions and racing scores, maximizing viewer attention without disrupting the viewing experience. Ads are displayed within the "L" frame section of the screen, keeping race information up at all times. With 72% of horse racing viewers being bettors, their eyes are always focused on the screen, taking in as much information as possible. Ads reach a captive audience that has a vested interest in watching, assuring that they're also watching advertising messages.

"The effectiveness of digital out-of-home in this type of entertainment venue is impressive," says Jason Kates, CEO and founder of Argo Digital Solutions. "ONTrack is the perfect example of a robust network who has positioned themselves perfectly to give advertisers an edge in the DOOH marketplace."

To learn more about ONTrack Network, race on over to [www.ontnetwork.com](http://www.ontnetwork.com). For more information on rVue, visit [www.rvue.com](http://www.rvue.com).

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