

BroadSign Powers Airport Media DOOH Displays in the UK

Written by Bob Snyder
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Airport Media selects **BroadSign**'s automated digital out-of-home software to power its DOOH displays at UK airports.

Airport Media owns a portfolio of static, digital and experiential campaigns within London Gatwick and London Luton airports: a mix of large and small format digital and LED screens installed throughout the whole of the passenger airport journey from Departures, the start of their experience, to the post-security shopping areas, and, after their return, in Arrivals.

London Gatwick Airport now has 28% share of the London airport market, with more than 45 airlines serving more than 200 destinations in 90 countries. The airport's audience is young and predominantly indulging in 'me' time, with 80% travelling for leisure purposes. The airport business passengers have a strong international and domestic business profile.

London Luton Airport audience grew by a significant 17% year-on-year, with access to 100+ destinations. The audience is young, leisure-focused and adventurous, with 23% travelling on a non-package holiday.

The audiences reached through these airports unsurprisingly attract a wide range of diverse

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advertiser categories, with brands on display including Land Rover, Louis Roederer, British Gas, Columbus and easyJet.

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