

Doing Ad Networks the Easy Way

A NEW FRANCHISE MODEL FOR DIGITAL OUT OF HOME NETWORKS



JONATHAN
JOHANNESSEN

OLADIGITAL CEO

Has a BBA of the superior school of management of Geneva, Switzerland. He became 10 years ago a pioneer in the Digital signage industry in Central Africa, where his company AMG (African Media Group) deployed the the first african DS network in airports and hotels. With a large past experience in deploying financial remittance franchise networks, he now seeks to put his expertise in this field to successfully launch the world first tv channel franchise model.

With an annual audience of more than 2.5 million, the digital networks operated by Oladigital in southern Europe (The fitness channel, the health channel, the public transportation channel, the cinema channel, the golf channel, the hotel, and the university channel) have already become a reference in Spain, and the young company continues to expand its products and services to the rest of Europe with an innovative and successful franchise model available now to local advertising corporations and corporate networks.

Which innovative services does your company provides?

Jonathan Johannesen: Oladigital installs and operates the technology, produces the exclusive content and adapts it to the image of our clients. On the technical side, we have chosen to negotiate agreements with the main suppliers in the market, including Scala and Panasonic. The final package is highly competitive in terms of price but also because we make our own servers available for the distribution of the content. In terms of content, our strength is based on our offer of urban and corporate narrowcasting channels with high quality premium content in association with Euronews (the leading news channel network in Europe). This brings local, national and international news, carefully tailored to the waiting times of our partners. Oladigital and its franchise partners sell the advertising space, and the property owner obtains a percentage on net advertising sales, and additionally up to 25% of the overall time of the channel to transmit and promote their own corporate image, news and promotions.

Based on this success, you're now launching a franchise model, which is quite innovative in this sector. Tell us more.

JJ: We are looking for advertising agencies and sales houses, integrators, etc., that would like to become franchise partners in countries speaking English, French, German, Italian, Spanish, Portuguese, Russian and Arabic. Our content is available in any of these languages. Our fran-

chise model allows companies that would like to get into this business to do so with proven technology and methods, along with quality content that we update daily. In this way, our franchisees don't need to employ expensive human and technical infrastructures and can just focus in the commercial aspects of the business (find location partners and advertisers). Oladigital produce, transfer, update, install, and audit the equipment & necessary programs as well as the diffusion of the various channels installed with its partners.

Oladigital also brings its supports to its franchise partners in terms of business development & business models. The franchisee represents, sells and distributes Oladigital's service and product suite after a market survey has been conducted and approved by Oladigital. The franchisees will obtain exclusive rights aligned with the specifics of their network and geographic region. The franchisee is paid a percentage on partners monthly fees and of advertising revenues. They can also produce local advertising, from which they keep 100% of revenue. If hardware & software are necessary to implement the network, Oladigital is able to take care of all the details, however if they so wish, they can also install the network themselves. ■

CONTACT

Jonathan Johannesen
Tel: +34 649483463
Email: jonathan@oladigital.com
Website: oladigital.com

