



Publication Exchange4media.com  
Edition Online  
Date May 28, 2007  
LINK [http://www.exchange4media.com/OutOfHome/news.asp?section\\_id=26&news\\_id=26244&tag=20977&pict=7](http://www.exchange4media.com/OutOfHome/news.asp?section_id=26&news_id=26244&tag=20977&pict=7)

**VJIVE NETWORKS plans to take the ROI route for growth**  
[Jagadeesh Krishnamurthy](#)

The retail revolution in the country has helped the growth of point of sale (POS) delivery and organizations like VJIVE Networks are banking on this growth. According to the 2007 annual edition of FICCI-PricewaterhouseCoopers report, the OOH advertising, which is at a current size of Rs 10 billion, is expected to reach Rs 21.5 billion by 2010 with a CAGR of 17 per cent.

VJIVE Networks officials, claiming to be the world's only internet based broadband out-of-home (OOH) digital media network, inform that the organization has developed a proprietary technology to address this expanding space. Elaborating on the end-to-end media solutions offerings from the network, Chandni Jafri, Senior VP-Media Services, VJIVE Networks, explained more on the availability of opportunity for brands to speak to segmented consumers through the company's regionalized mapping and delivery methods.

Commenting that brands are becoming more realistic on their expectations from the medium than before, she explained, "Previously, some brands wanted an immediate increase in the sales and profits, which is not possible only with OOH due to the medium's dependency on the other forms of promotions. Marketers today however, are using OOH only to break through the clutter and drive home impact, at the final point of contact with the consumers."

The internet-based broadband media streaming engine is used as a carrier to transport ads dynamically in real-time to distributed points-of-presence. This can help the marketer to control the display at any given time.

Stressing on the possibility of consumer segmentation and minimum spillage through their networks, Jafri remarked, "VJIVE Networks is in the business of return on investment (ROI) delivery, but we will always give preference to the consumers' choices and retailers' relevancy first."

Stating that dynamic ads are likely to be more effective than static ads, Jafri added, "We are in the process of developing interactive mediums of POS displays that will help consumers, retailers and the marketers." She also revealed that the company has various plans in this space, including the launch of a touch-screen model.