

news aktuell launches new service with Digital Out-of-Home screens



HEADLINE: The dpa subsidiary, news aktuell, is expanding its distribution service with "ots Display Ads," a new offering that allows companies, organizations, and communication agencies to make their PR content visible on FRAMEN's programmatic Digital Out-of-Home screens throughout Germany.

The dpa subsidiary news aktuell is now expanding its distribution service with ots Display Ads, which allows companies, organizations, and communication agencies to display their PR content on FRAMEN's digital screens throughout Germany. This new service can be booked in combination with an ots text and image distribution package. Depending on the package chosen, ots Display Ads guarantee a reach of up to one million impressions.

With ots Display Ads, news aktuell customers can play their text and image content on digital screens in public spaces in addition to their ots distribution. The ads are displayed on more than 11,000 programmatic Digital Out-of-Home screens across Germany. For this service, news aktuell is cooperating with the DOOH platform FRAMEN, a company of Axel Springer SE. The screens are located in highly frequented public and semi-public places such as co-working spaces, fitness studios, hotels, and fast food restaurants.

Broad visibility - even with a small budget

A spot is ten to 15 seconds long with a total run time of three days. ots Display Ads are particularly suitable for short, attention-grabbing messages, such as event announcements, new products, or brand awareness campaigns.

Depending on the booking package, ots Display Ads guarantee between 250,000 and one million impressions. Thanks to the programmatic delivery and predefined reach packages and run times, news aktuell makes it possible to get started in digital out-of-home advertising with a relatively small budget.

"With ots Display Ads, we offer our customers an attractive opportunity to make their messages widely visible in public spaces without complicated booking processes or large media budgets," says Vithunan Lingeswaran, Managing Director of news aktuell. "The product complements our ots DNA perfectly: fast distribution, simple processes, and maximum reach and visibility. We are consistently expanding our portfolio in line with the needs of the market and helping companies, organizations, and associations to make their communication even more effective."

"Our screens are right in the middle of life: where people live, work, and spend their free time. Thanks to our collaboration with news aktuell, we are bringing PR content to exactly where it gets real attention. We are combining the classic ots distribution network with the dynamic power of DOOH. This combination makes brands visible not only in editorial offices, but also on more than 11,000 screens in public spaces. This allows them to reach their audience at the right moment—with relevance, visibility, and impact," says Dimitri Gärtner, Co-Founder and Co-CEO.

After the end of each campaign, news aktuell provides a detailed report. It includes information on impressions, run time, number of cities, and number of plays and screens used.

About news aktuell

news aktuell gives companies, institutions, and associations effective access to the media and consumers. The dpa subsidiary provides personal, one-on-one advice to its customers and helps them publish their press material easily and successfully. With the digital tools ots and zimpel, PR content reaches all media formats, such as classic print titles, high-traffic online portals, and social networks. In addition, news aktuell publishes all its customers' PR content on Presseportal.de, one of Germany's most popular PR portals. This ensures that all relevant target groups are reached worldwide, from editorial teams to specialized blogs, digital influencers, and interested private individuals. The portfolio is rounded out by native ads in high-profile media, display ads in high-traffic locations, comprehensive monitoring with ots-Monitoring by ARGUS, individual support for content production, and a wide range of practical knowledge through the news aktuell Academy. news aktuell has been on the market since 1989 and employs over 135 people. The company's headquarters are in Hamburg, with other locations in Berlin, Frankfurt, and Munich.

About FRAMEN

FRAMEN is the intelligent DOOH platform that turns screens into engaging environments. By seamlessly integrating content, targeted advertising, and real-time information, FRAMEN uses intelligent technology and data-driven precision to display content on screens in premium locations such as co-working spaces, gyms, and hotels. This creates added value for both the audience and the location partners.

With the FRAMEN Ads Manager, advertisers can programmatically book, launch, and manage campaigns in just a few minutes while evaluating performance in real-time. At the same time, location operators can monetize their screens by providing content with the FRAMEN Screen Manager. With FRAMEN, you reach the right people at the right time, making public digital media more effective, dynamic, and effortless.

Founded in 2018, FRAMEN is headquartered in Berlin. The company is currently active in 32 countries and employs almost 100 people. For more information, visit www.framen.com.

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