

# 7-Eleven® TV

Harris Accelerates Rollout of Largest DOOH Advertising Network in U.S.



## Helping 7-Eleven TV Reach 200 Million Viewers Monthly

Powered by Harris technologies, the newly launched 7-Eleven TV brings products to life for customers and gives them great up-to-the-minute choices while they're shopping. All while providing eye-catching entertainment and informational programming in crystal-clear HD.

Unprecedented in its scope and scale, there's nothing else like it.

Thanks to Harris, 7-Eleven TV is already broadcasting 24x7 in full HD. It is up and running in some of the highest-volume stores in 500 of the largest DMA cities in the U.S. Once fully built out, it will be able to reach more than 200 million viewers monthly on what will be the nation's largest Digital Out-Of-Home (DOOH) ad network and, based on analysis of various Nielsen ratings data, one of the nation's largest broadcast TV networks.

As an incredibly powerful and flexible media distribution platform, 7-Eleven TV lets advertisers customize their marketing programs by demographics, geographies, and day parts; target them around the clock; and give customers up-to-the-minute shopping choices exactly at the point where they're making purchase decisions.

### 7-ELEVEN TV

- Will be largest DOOH advertising network in the U.S.
- Will be one of nation's largest broadcast TV networks
- Will reach more than 200 million viewers monthly
- Operates in 500 stores — growing to 6,200
- Delivers content customized for demographics, geographies and day parts
- Features measurability and analytics to demonstrate and optimize ad effectiveness

DMA Rank	Currently Rolled Out 7-Eleven Stores
1. New York	264
2. Los Angeles	343
3. Chicago	251
4. Philadelphia	177
5. Dallas	218
6. San Francisco	220
7. Boston	98
9. Washington DC	125

Digital Display Networks (DDN) selected Harris as the exclusive technology provider for this first-of-its-kind digital advertising network due to the scale and unique feature set of the award-winning Harris DOOH solution — including InfoCaster™ hardware and Punctuate™ software — as well as its Managed Services offering. For its part, Digital Display Networks will provide turnkey services, as well as manage content production and advertising services for 7-Eleven TV.

## Good morning! It's 8 a.m. in downtown Chicago — how about a cup of French Roast?

Backlit static signage doesn't come close to what 7-Eleven TV — in full HD and directional audio — does to inform and entice customers and drive sales for advertisers. A cup of coffee never looked — or sounded — this good!

To maximize viewing, each store features two strategically placed LCD HD TV monitors and directional audio from Panphonics to attract consumers. Monitors display promotions and products that consumers can take advantage of immediately while in stores.

Meanwhile, Punctuate and InfoCaster DOOH software help Digital Display Networks and 7-Eleven TV deliver precisely targeted programming, right down to the zip code and profile of each 7-Eleven store; complete network management; proof-of-play reporting and comprehensive sales metrics and feedback loops for advertisers; and the ability for 7-Eleven TV to easily scale to support more stores and add new features, such as mobile and social media applications.

Harris DOOH delivers a highly effective, high-reach and high-impact digital network, as well as a whole new generation of advertising.

## Assured Communications with Harris

Harris Managed Services ensures that 7-Eleven TV stays up — and with the highest-possible production quality — via two dedicated network operations centers (NOCs) connected through broadband to media players in each 7-Eleven store location.

It's the same kind of high-level, assured communications support that Harris provides to global broadcasters and enterprise-class DOOH networks for McDonald's and the Amway Center in the U.S.; the Marina Bay Sands integrated resort complex in Singapore; and the Venetian Macau Resort-Hotel, among others.

## Let Harris Help You Build Your Ideal Advertising Platform

Harris delivers all aspects of a successful DOOH installation including:

- Creation and acquisition of compelling content using a powerful and intuitive toolkit;
- Management of the delivery of that content across any size network;
- Tracking the value of content using advanced business management software; and,
- Delivery of high-value video networks that increase competitive advantages at the point of maximum influence

Some of the best brand names in the world trust Harris to help boost customer engagement, increase revenue and energize their branding. To find out how Harris can do the same for you, contact [digitalsignageinfo@harris.com](mailto:digitalsignageinfo@harris.com) or visit [digitalsignage.harris.com](http://digitalsignage.harris.com).

7-Eleven Programming
4-minute loops
Run during five day parts
Ads promote proprietary, in-store and out-of-store brands
Ads run 7-15 seconds
Up to 20 ads can air hourly

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