



LEADING THE WAY IN DIGITAL OUT-OF-HOME ADVERTISING

Find out how Clear Channel used Telia's IoT Connect offering for more efficient management most of their digital screens in the Nordic countries.



“Telia provides us connectivity for different use areas, with Telia’s solution its even possible to switch between networks to always get the strongest signal. This gives us the flexibility we need for our network of screens to always perform as good as possible.”

Roar Amundsen
Project Manager, Clear Channel

CHALLENGE

IMPROVING SCREEN OPERATIONS AND ENSURING UPTIME

99%

uptime on screens in the Nordics

As a European leader in digital out-of-home advertising, Clear Channel is constantly pushing the industry forward. With the use of IoT technology, they've successfully connected most of their digital billboards over the internet, a move that has enabled a radical change in their business model.

Companies can now stream content directly on many of the company's billboards, easily update it remotely and in real-time. This change was as much of an opportunity as it was a challenge. With many digital billboards always streaming content, Clear Channel constantly uses data—and a lot of it. To run these high-data campaigns, the company needed to be sure if a screen was showing content properly, while also having the capability to adapt data usage to fit different campaigns—something their previous system didn't allow for.

Clear Channel set out to revamp their screen management system, making it powerful and flexible enough to support a more demanding business model. Success would allow them to react in real time, significantly increase uptime on their screens and ultimately—reduce operational costs.

SUMMARY



CLEAR CHANNEL



NORDICS



ADVERTISING



IOT CONNECTIVITY

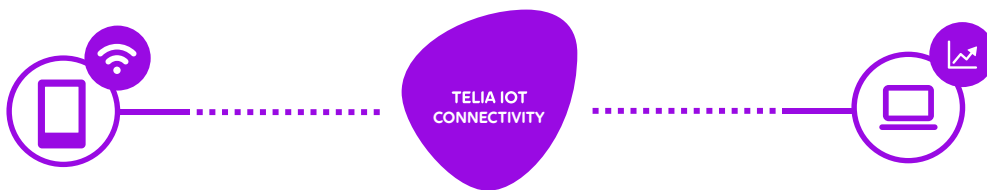
A COMMON SOLUTION FOR THE NORDIC COUNTRIES



In collaboration with Clear Channel, Telia developed a common solution for SIM-card management and communication using IoT Connect, Telia's high-capacity IoT connectivity offering. Telia's management portal provides an overview and simplified management of their digital billboards in the Nordics, even those with legacy hardware and software. When a screen malfunctions, Clear Channel can immediately turn it off and dispatch a technician. And if signal strength is weak, they can temporarily switch to roaming on other networks to ensure maximum uptime.

Their new solution also provides 10 GB allowance on every SIM-card, and the capability to easily share data between screens across all four Nordic countries. Clear Channel now have full control over their digital billboards and can safely manage large amounts of data.

“We have to react quickly if something's wrong, and Telia's IoT management portal is very handy for that.”



EFFICIENT MANAGEMENT, LOWER COSTS AND A RECIPE FOR EXPANSION

With Telia's IoT Connect offering throughout the Nordic countries, Clear Channel now has the technical capabilities to offer their customers a platform for more demanding and dynamic campaigns. It also allows them to manage their growing network of digital billboards with fewer people, which lowers operational costs.

With this recipe in hand, there's nothing stopping the company from applying their new common solution in other European markets and carving out a bigger market share of the digital out-of-home industry.

“No other IoT provider could offer us a deal this flexible, along with the terms we have today.”