

SPOTLIGHT ON

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Summer 2013

TSAC

**Times Square
Advertising
Coalition**



Masthead Photo: Lovis Dengler

Dear Colleagues:

We hope this message finds you well and you are enjoying the Summer. During the last few months, TSAC has been moving forward with two important initiatives.

The first is an “Economic Impact Study.” As announced in June, TSAC is undertaking a first-ever comprehensive study related to the impact of our industry on the New York economy. TSAC is presently working with the Times Square Alliance to engage an experienced research firm and will be making a final selection in the coming weeks. The work plan will focus on calculating the value of advertising on the screens along with the events and activities that take place each and every day in the Square.

This initiative will help to quantify what all of us in the out-of-home-industry already know – that there is no place like Times Square to get a message out and no more exciting place in the world to advertise. The survey results will be shared in the public arena, which will in turn help promote the long-term vitality of this one-of-a-kind advertising space.

The second initiative is our “TSAC Overview/Member Services Roster.” Thank you to all members who have provided information on your companies and the services you provide. The document is being finalized now for broad distribution and should help spread the word about our organization and the capabilities of our member companies. We are confident this business-to-business tool will help all of our members in the months and years to come.

Also this summer, TSAC members had the opportunity to hear from mayoral candidates Adolfo Carrion and John Catsimatidis at luncheons sponsored by the Broadway Association. As the campaign for Mayor and other city offices heats up, TSAC will continue to update members on the races of interest to our organization.

As always, please do not hesitate to contact one of us if we can be helpful to you and your company.

Best regards,

Alan High, Chairman

Fred Rosenberg, President

TSAC CELEBRATES NELSON

MANDELA INTERNATIONAL DAY

New Yorkers and visitors to Times Square joined in the global celebration of Nelson Mandela on Thursday, July 18, as part of Nelson Mandela International Day, an annual event that occurs on his birthday.

TSAC, Times Square Arts, and in collaboration with the Tribeca Film Institute (TFI) and the Nelson Mandela Foundation, presented “The Power of Words,” a short film compilation of Nelson Mandela’s words that paid tribute to the peaceful vision of the South African leader on the occasion of his 95th birthday. The film was originally shown in April as part of the Midnight Moment.

The words of Nelson Mandela—made up of text edited from numerous speeches—collide, float, pour, and burst onto a cosmic blue background in the collaborative work, created by Nabil Elderkin, Andrew van der Westhuyzen, and Gregory Stern. “The Power of Words” project, sponsored by Montblanc, was created in response to a challenge by the Nelson Mandela Foundation and TFI to inspire filmmakers to create short films that highlight the enduring impact of words and the resonance of Mandela’s message through multiple eras and generations.



Photo Credit: Ka-Man Tse, Times Square Alliance

TIMES SQUARE'S MIDNIGHT MOMENT GOES GLOBAL

For the first time, digital screens in Europe, Antarctica, Australia, Africa, South America, and Asia featured special content that was created for the Midnight Moment, a program of TSAC and Times Square Arts. To make this possible, Times Square Arts, the public art program for the Times Square Alliance, partnered with Streaming Museum.

The first video of this expanded global program was a special version of internationally acclaimed singer-songwriter Björk's Mutual Core, which originally appeared in Times Square during the March 2013 Midnight Moment, launching Streaming Museum's Nordic Outbreak exhibition. Also on the new global tour is a film by David Bates, Jr., that captures the experience of seeing Björk in Mutual Core across the synchronized electronic billboards in Times Square's Midnight Moment.

The United Kingdom, courtesy of the BBC, had the largest activation with 21 screens across the country, while the most remote location to show the film is the only cinema in Antarctica. There were rooftop parties and large scale projections in public spaces in the Maboneng Precinct of Johannesburg, South Africa; and in Australia, Björk's Midnight Moment has been a part of the International Symposium of Electronic Art in Sydney. Other locations include Bucharest, Romania; Melbourne, Australia; Hong Kong, Macau; Sao Paulo, Brazil; Split, Croatia; and Kvinesdal, Norway.

The announcement of the Midnight Moment going global, which included information about TSAC, was also spread far and wide, being picked up by the Associated Press and many other publications. Björk's Mutual Core will continue to show throughout the summer worldwide!



Björk in Times Square, Photo by Ka-Man Tse



BBC Big Screen Plymouth, courtesy of Kevin Heathorn

MIDNIGHT MOMENT'S FIRST ANNIVERSARY

May's installation celebrated The Midnight Moment's first anniversary by turning the Crossroads of the World into a creative hub featuring a specially created film for the screens of artist JR's large-scale participatory INSIDE OUT PROJECT. This short film was a mashup of INSIDE OUT's global art actions and uses footage from the documentary film, INSIDE OUT: THE PEOPLE'S ART PROJECT, which premiered at the Tribeca Film Festival on April 20th. The piece played on the screens throughout the month of May, coinciding for 10 days with INSIDE OUT NEW YORK CITY. The current installation of JR's large-scale participatory project featured self-portrait posters of visitors to New York and the pasting of these images onto Duffy Square. This Midnight Moment is JR's first electronic pasting.

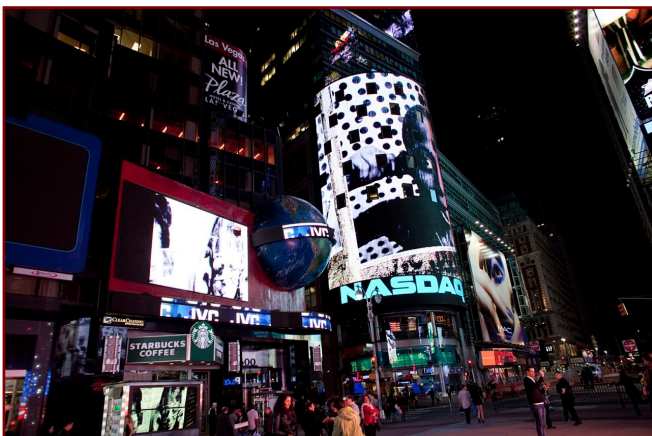


Photo Credit: Ka-Man Tse, Times Square Alliance



Photo Credit: Ka-Man Tse, Times Square Alliance

TIMES SQUARE SCREENS HEAT UP WITH LOCAL TALENT



Photo Credit: Ka-Man Tse, Times Square Alliance



Photo Credit: Ka-Man Tse, Times Square Alliance

June's installation featured a video created by New York City-based artist Neil Goldberg. "Surfacing" stitched together images of passengers struggling to orient themselves as they emerge from the New York City subway into the commotion of the street. The artist was inspired by the vulnerability seen on the faces of commuters – capturing the shared look of perplexity and disorientation linking an otherwise wildly diverse selection of people. With one of the most highly trafficked subway stations in the world, Times Square viewers will be able to focus on these individual faces amidst thousands, magnified nightly on our brilliant screens.



Photo Credit: Ka-Man Tse, Times Square Alliance



Photo Credit: Ka-Man Tse, Times Square Alliance



Photo Credit: Ka-Man Tse, Times Square Alliance

NYC artist Ryan McGinley shared a moment of tranquility with New Yorkers and visitors amidst the bustling streets of Times Square with his new video Varúð, as part of the July's Midnight Moment. The peaceful video documented the artist's friend Jessica Tang as she blissfully skips through the streets of Manhattan in slow motion, leaving a trail of stardust in her wake. McGinley captures a free-spirited and barefoot Tang, unaffected by her surroundings.

TSAC Member Profile: ABC



ABC's history in Times Square began in 1999, when the inaugural broadcast of Good Morning America from the new Times Square Studios took place. The infamous ribbons of the ABC SuperSign lit up 44th and Broadway for the first time, and has been engaging, informing and entertaining Times Square ever since.

This tremendous asset required a tremendous sales force behind it and so, in 2002, ABC Regional Sports & Entertainment Sales (ABC RSES) took over the responsibility of selling the ABC SuperSign. From this point forward, RSES began to grow its out-of-home business in the square. Today, its portfolio of properties currently includes the American Eagle Times Square, the Disney Store Spectacular, 1500 Broadway, and the Bow Tie Properties' Vinyl Billboards. In May 2013, ABC RSES formed a strategic alliance with Branded Cities Network that will expand its digital footprint in Times Square and beyond.

A division of ABC National TV Sales, ABC RSES is a national media and marketing sales organization with a mission to innovate, engage and connect with consumers wherever they are – at home, on-line, in -stadium, on the streets and in the stores. Through its Regional Sports and Entertainment partners, ABC RSES focuses on creating brand value and integrated solutions for its clients.

Specifically in Times Square, ABC RSES is determined to bring the screens to life by creating content that is relevant and impactful. A major annual highlight is New Year's Eve, when clients can sponsor the simulcast of Dick Clarke's New Year's Rockin' Eve's musical performances. More recently, this past June, ABC RSES partnered with ESPN to simulcast the "NBA Draft on ESPN" Live in Times Square on the ABC SuperSign, American Eagle Times Square and the Disney Store Spectacular.

Looking ahead, ABC RSES will continue to foster new and innovative ways to enlighten its audience – through major events, launches, conferences, pop-up consumer events, concerts, augmented reality, simulcasts, interactive campaigns and more!

For more information, please contact Gerald Griffin, Senior Vice President, ABC Regional Sports and Entertainment Sales via phone at 212-456-7389 or email Gerald.T.Griffin@abc.com.



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For more information on TSAC please visit:
<http://www.timessquareadcoalition.org>

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