



arvato digital services chooses TripleDoubleU for marketing digital signage



[<- Back to: News](#)

09-26-2008

[By: Simone Biermann](#)

arvato digital services, one of the world's leading media service providers, has signed a contract with TripleDoubleU for the marketing of its future in-store TV and digital signage networks.

arvato digital services is a top provider of services for the media industry and plans to build up a leading position in the digital signage business in the near future.

TripleDoubleU GmbH has established itself as a 360° marketer for digital media and has become one of the leading marketers in the digital signage business. By winning the contract to provide marketing services for arvato digital services, TripleDoubleU has gained another major player as a client.

"We are very much looking forward to working together. arvato digital services satisfies all the conditions for becoming a key player in this market very quickly," says Uwe Nilsson, owner and CEO of TripleDoubleU GmbH.

"Working together with TripleDoubleU gives us an excellent opportunity to establish ad-financed digital signage solutions in previously untapped market segments. We look forward to a successful collaboration," says Andreas Müller, Director Marketing and Sales Media Network at arvato digital services.

About arvato digital services

We at arvato digital services provide a comprehensive range of services and solutions to our business partners in the IT/high-tech, games, video, and audio sectors. Our customers all over the world benefit from our 8,000 employees and our five decades of experience. Our global footprint includes 18 countries on five continents.

arvato digital services is a leading provider of integrated solutions that include every step of the value chain, from replication, fulfillment and



distribution/supply chain management, to financial services, and electronic content distribution. This entire process chain is supported by end-to-end IT systems.

This entire process chain is supported by end-to-end IT systems. Our solutions create value for our customers and ensure that they are well-equipped for the challenges of their markets.

Together with arvato print, arvato systems and arvato services, we are a part of arvato AG, the internationally networked media and communication service provider. arvato AG is a division of Bertelsmann AG, headquartered in Gütersloh, Germany.

About TripleDoubleU GmbH, Hamburg, Germany

TripleDoubleU GmbH has been one of the leading digital marketers in Germany for the last nine years. The company's original USP has been its comprehensive online portfolio, today it stands out for its 360° digital business approach. TripleDoubleU also markets advertising media in the online, one-to-one and digital signage & TV sectors.

The company's service portfolio includes more than 100 websites, over eight million e-mail addresses in the one-to-one marketing segment and the fast growing digital signage business with advertising media such as McDonald's TV. TripleDoubleU – for efficient and straightforward marketing. For more information, please visit www.vermarkter.de/en.

