



**FOR IMMEDIATE RELEASE**

**Contact:** Jeff Donaldson  
412.642.7700  
[jeff.donaldson@elias-savion.com](mailto:jeff.donaldson@elias-savion.com)

**VELOCITY World Media Forms Strategic Partnership with  
Zoom Media to Provide Integrated Precision Marketing**

*– Experiential Broadcasting and Place-Based Media Create Unique Hybrid Platform –*

**NEW YORK, December 12, 2012** — [VELOCITY World Media®](http://www.veLOCITYWorldMedia.com), the largest global, private experiential television network, has partnered with Zoom Media, a leader in the development and growth of digital place-based media, to create an integrated precision marketing platform that combines the global power of experiential broadcasting and the personal impact of place-based media. This combination provides companies with an opportunity to reach high-value audiences through a two-tier B2B and B2C strategy.

“Marketing is essentially the challenge of delivering the right message to the right people at the right time, and this platform has the impact, precision and reach to make that happen with unparalleled results,” said Philip Elias, president and CEO of VELOCITY World Media. “These are two best-in-class marketing platforms aligned to enhance business development by reaching key decision makers who sell your product while also targeting high-value consumers who buy your product.”

As an example, Elias described the release of a new elective surgery procedure: The procedure is launched in one evening to an audience of physicians from coast to coast with VELOCITY’s experiential television network, and then marketed to high-value consumers in the doctors’ local markets via Zoom’s placed-based media.

“Ours is a first-of-its-kind partnership that literally provides companies with a new level of integrated precision marketing,” said Tom Lapcevic, founder and president of ClubCom, a division of Zoom Media. “Both companies have unique expertise in combining innovative thinking with flawless execution to deliver powerful messages to high-value audiences.”

– more –

## **VELOCITY World Media Forms Strategic Partnership with Zoom Media to Provide Integrated Precision Marketing**

*– Experiential Broadcasting and Place-Based Media Create Unique Hybrid Platform –*

VELOCITY World Media specializes in producing experiential television programming presented live via EchoStar satellite for invitation-only audiences at VELOCITY HD Digital Suites located in private clubs, restaurants and hotels in the top 200 markets across the world. In addition to producing cutting-edge broadcasts for a host of the world's top pharmaceutical, financial and technology companies, VELOCITY is changing the way that artists bring their music to the marketplace with FIRST SPIN®, a private performance platform.

Zoom Media is the world's largest provider of ad-supported video entertainment and communications networks in the fitness industry. Zoom provides advertisers with media and marketing solutions in leisure destinations that reach active, upscale consumers who are harder to reach through traditional advertising. With coverage in over 135 markets, Zoom efficiently delivers both national and targeted audiences using video and fixed media networks.

To learn more about VELOCITY World Media visit, [www.VELOCITYWorldMedia.com](http://www.VELOCITYWorldMedia.com).

### **About VELOCITY World Media**

VELOCITY World Media, the largest global, private experiential television network, specializes in producing custom High-Definition television programming live via EchoStar satellite to invitation-only audiences at VELOCITY HD Digital Suites located in private clubs, restaurants and hotels in the top 200 markets across the world. Since 2005, VELOCITY has produced powerful HD broadcasts that have reached more than 300,000 key decision-makers with critical information across a wide range of topics while eliminating more than half of a billion pounds of climate-changing gases caused by air travel. For more information, visit [www.VELOCITYWorldMedia.com](http://www.VELOCITYWorldMedia.com).

###