

Big game on a big screen

As the FIFA World Cup moves into the elimination rounds, nobody wants to miss a minute of it. Now you don't have to. Thanks to Vanuatu Media Marketing, a brand new big screen LED display has been installed in the market house just in time for the championship.

Vanuatu Media Marketing is owned by Trading Post Ltd, which publishes the Daily Post.

The market mamas were rapt when the Daily Post in the early morning hours yesterday, watching Minnow Belgium emerge ahead of England at the top of its pool.

Over 300 women and men spend at least part of their week at the market house. This giant display screen will provide a welcome source of information and entertainment during their down time.

Visitors to the market house too will be able to catch every moment



Of all the novel places to catch FIFA World Cup action, the market is the latest and best.

of play. The massive LED screen can be seen from every vantage point in the market building. It is airing TBV free of charge and uninterrupted for the duration of the tournament.

Market Manager Massing Theophile says, "We are very happy to have a large screen for the first time in the history of market to show the World Cup".

He added, "Showing the world cup live brings more people to the market and when they come they need to eat and might purchase products, so it is good for business for our 300 Mamas".

Vanuatu Media Marketing Director of Business Development Peter Stadly says, "We are very pleased to able to bring World Cup action live and free on the

bug screen to the people of Port Vila. The screen will be on for all the matches broadcasted by VBTC.

"When the World Cup finishes the screen will become available for advertisers increasing our Out of House LED sign network to six".

The screens will be integrated into VMM's network of big screen LED displays after the World Cup ends.