

INDUSTRY WATCH

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PumpTop TV and The Broadway Channel Announce Partnership



Showcasing The Biggest Shows On Broadway

IRVINE, CA – [PumpTop TV](#) and [The Broadway Channel](#) have announced a partnership that will give millions of motorists around the country an inside look at some of the hottest shows on Broadway. The partnership will bring high quality 30-second clips of some of the biggest names on Broadway to the PumpTop TV network, which reaches millions of motorists each month at gas stations across the country.

PumpTop TV will feature national and localized content for Broadway and touring Broadway shows, with targeted theatrical content for the New York and Los Angeles markets. The partnership will lead off with an inside look at the Tony Award winning rock opera, American Idiot, which is currently playing on Broadway. American Idiot tells the exhilarating story of a new generation of young Americans as they struggle to find meaning in a post-9/11 world, performed along with Green Day's Grammy winning and electrifying score. The Broadway Channel has provided a 30 second clip showcasing this exciting new musical.

Shows that will be touring nationally will have local show date information in the banners, like Mary Poppins, which will be airing on PumpTop TV later this month. Mary Poppins is the Tony Award winning "family fun" musical that is currently on Broadway and also on tour nationwide.

"We are excited about our partnership and for providing unique and entertaining Broadway content to PumpTV's captivating audience; we are engaging with Broadway audiences in all directions!," said Matthew Hege, Vice President of The Broadway Channel.

"It is extremely important for us to provide our viewers with dynamic and interesting content to make their experience at the pump entertaining, informative and enjoyable," said Doug Woo, Executive Vice President of AdtekMedia, the parent company of PumpTop TV. "We feel that The Broadway Channel is a perfect fit for PumpTop TV and allows us to demonstrate our unique ability to target specific markets with personalized content relevant to that area, especially in the Los Angeles and New York markets. PumpTop TV is extremely excited about the opportunity to partner with The Broadway Channel."