



*Digital Out Of Home*

*Market Overview And  
Trends*

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**dailydooh.com**

# High Impact

- > Property, Audience, Technology
- > Digital Display Faces 3 - 6x increase in revenue
- > Great Digital Initiatives from most of the Traditional Outdoor Media Owners
- > Pure Digital Startups gaining traction but not scale

# Retail

- > Retail Theatre, Big Interactive Windows, Branded Fixtures and Grocery...
  - SupermarktTV
  - TescoTV
  - WalmartTV
- > Music Misunderstood<sup>2</sup>

# What Would A Gen 2.0 Retail Network Look Like?

- > Bring screens down to eye level
- > Build screens into fixtures
- > Abandon the 'hang and bang' model
- > Control audio so it's welcomed by customers AND employees
- > Pack Merchandising around the screens and speakers

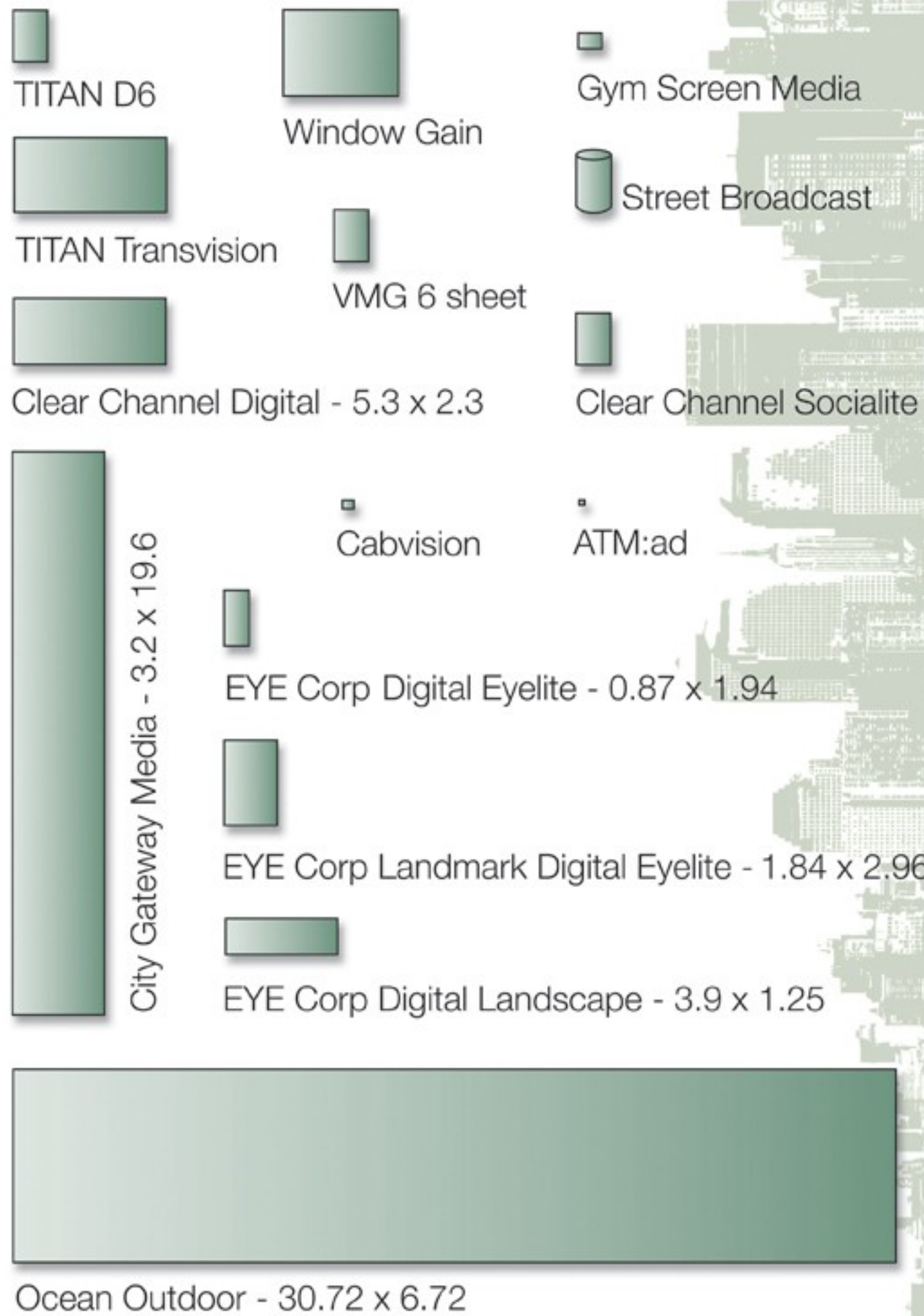
# Captive Audience

- > Music Misunderstood<sup>2</sup>
- > Cabvision voted number 5 in KineticWW's Top 10 Digital OOH Formats (2008)\*  
...but it's amazing how few people have got it right WITHIN transport and in Club / Bar / Networks elsewhere!



# Trends

- > Screens won't be (traditional) Screen Shaped
- > Device based signage solutions will start to prevail
- > Digital Street Furniture
- > User Generated Content (UGC)
- > *8<sup>th</sup> January 2008*  
*<http://www.dailydooh.com/archives/746>*



# Screens Won't Be Screen Shaped

- > Animated Poster Not TV / Video and therefore Portrait NOT Landscape
- > 4:3 or 16:9 will NOT continue to make an impact
- > We believe that in 2009 “Shape Will Be The New King”



# Tina Turner



# Elton John



# Harrods

- DailyDOOH SHOWCASE -

**DESIGN  
ICONS.**  
14/04 > 24/05/2008

*Harrods*

15th April - 24th May

- DailyDOOH SHOWCASE -



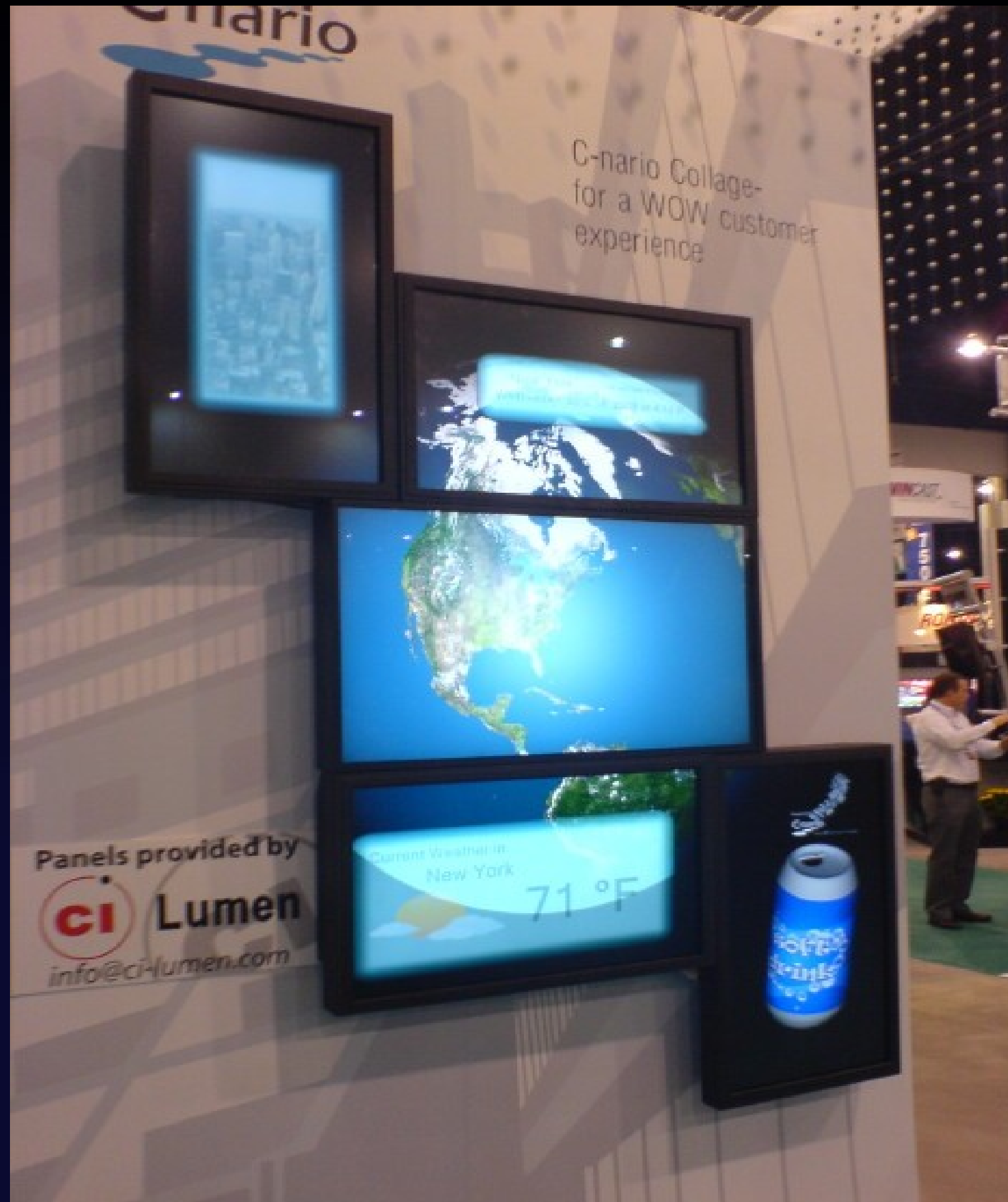
- DailyDOOH SHOWCASE -



- DailyDOOH SHOWCASE -











# Device Based Signage Solutions Will Prevail

- > Windows Is NOT the best platform for digital signage
- > Embedded Players better able to handle the rigours of mass rollouts
- > In any case it's Content Delivery and NOT Digital Signage

# Digital Street Furniture



- > Panels
- > Bus Shelters
- > Light Columns
- > Bicycle Racks
- > Kiosks
- > etc.





CLEARCHANNEL



**H**

**⊖**

**BUS STOP**  
Angel Islington  
Station

Towards Barbican,  
Hoxton or Old Street

| 4   | 43  | 56  |
|-----|-----|-----|
| 205 | 214 | 274 |
| 394 |     |     |

Alighting point only for  
buses terminating here







BHS

CLEARCHANNEL

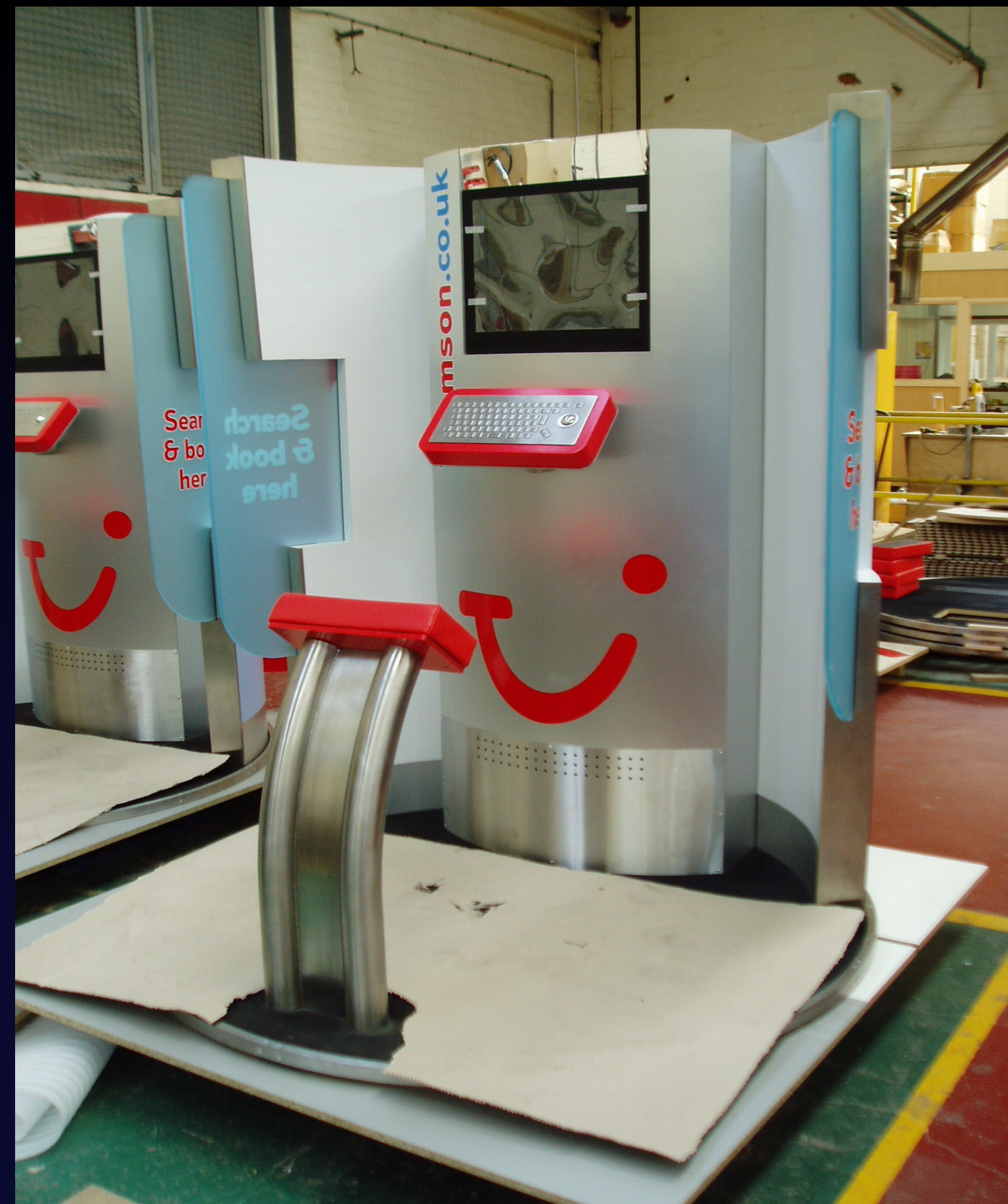
grand theft auto IV  
Out Now

Buy tickets  
here  
before  
boarding













“Research demonstrates a significant increase in awareness(+185%) is generated when adding Streetlive to traditional OOH campaigns”



# User Generated Content

- > Viewer Created Content VC<sup>2</sup>
- > Gesture Recognition
- > Mobile Interaction
- > Pro-Active Merchandising