



## Product Spotlight

### Digital Screen / Digital Video Advertising Networks

Many different types of digital advertising products exist in the out-of-home arena. In fact, almost every OOH category has some form of digital products available. Capable of reaching audiences with multiple messages and exciting graphics, digital screens can target consumers almost anywhere they spend their daily lives—while they are riding in elevators, shopping, playing golf, etc.

#### Benefits of the Medium

One of the benefits of these advertising networks is the ability to narrowcast. An advertiser can reach almost any demographic target because they are only limited by venue availability. For instance, if you want to reach men who love sports, advertise in sports bars, health clubs, golf courses and stadiums. To reach mothers, advertise in shopping areas, grocery stores, fast food restaurants and pediatrician offices.

Another benefit includes creative flexibility. An advertiser can change messaging throughout the day, week, or month, making the ads more relevant to the consumer at that time. The quick turn-around time is a great benefit to the OOH industry, making the planning stages shorter and the medium more desirable.

#### How It is Used

Digital screens/video networks can target consumers in a geographic area or target a specific demographic/psychographic audience. If an advertiser targets a market area, changing messages on taxis, eye-level street displays or general retail outlets can be used for a broad reach in that area. To target a certain type of consumer, the message can be a little more intimate, targeting particular venues frequented by specific consumer-types (as described above).

An advertiser can also use the digital networks to make an impact. For instance, many markets have areas with big screen opportunities. Times Square, Las Vegas and Atlanta are just a few of the markets providing these high-impact opportunities.

#### How It is Measured

The Out-of-home Video Advertising Bureau (OVAB) has audience metric guidelines in place for video advertising networks. For more information, please refer to [www.ovab.org](http://www.ovab.org).

#### Markets Available

The digital category is growing quickly. The larger markets have had the networks for some time, but now digital screens have grown into some of the smaller markets as well. The technology has become more affordable, and the smaller, local companies in those markets that have always had indoor advertising in local restaurants, health clubs and bars are starting to implement the digital networks' advertising programs.

Not only are the digital networks growing geographically, but also by venue. Today, an advertiser can reach consumers at the horse track, doctors' offices, veterinarians' offices, transit venues and school campuses.

### **New Technology**

Some of the new technology is evident in the interactive displays as well as the measurement of shopper engagement. An advertiser can find out who actually looked at the displays, the percentage of shoppers who were engaged, and even when (time/day) the customer looked at the ad message.

### **Who Provides the Products**

DOmedia's online database contains media listings for over 50 companies that offer digital screen / digital video advertising networks. For the complete list, log on to [DOmedia.com](http://DOmedia.com) and search by **Advertising Category > Digital Screen Networks** and **Digital Video Advertising Networks**.