



Out-of-home Video
Advertising Bureau
Europe

DRAFT



OVAB Europe White Paper Digital Signage Content

Version 1.0

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Digital Signage Content | Introduction



- Digital Signage content is all data formats that make up a defined loop or program running on a Digital Signage system
- Summarized as content are all visual still and moving digital data formats (e.g. jpg, mp4, .ppt, etc.)
- Although content is the most important part of every Digital Signage project, the conception and creation of content is still often underrated
- Content will also make up a bulk of the TCO over the total life span of the Digital Signage installation
- This white paper is concerned with the basic principals for conceptualization and creation of Digital Signage content

Digital Signage Content | Main Goals



Entertainment

- Waiting Time Distraction
- Push of attractiveness
- Customer Loyalty

Sales Uplift

- Sales Uplift
- Customer Activation
- Push of impulse purchases

Way Guiding

- Floor Directories
- Service Zone Signage
- Event Directories

Design Elements

- Upgrade of Branch
- Digital Ambiance
- Image Building

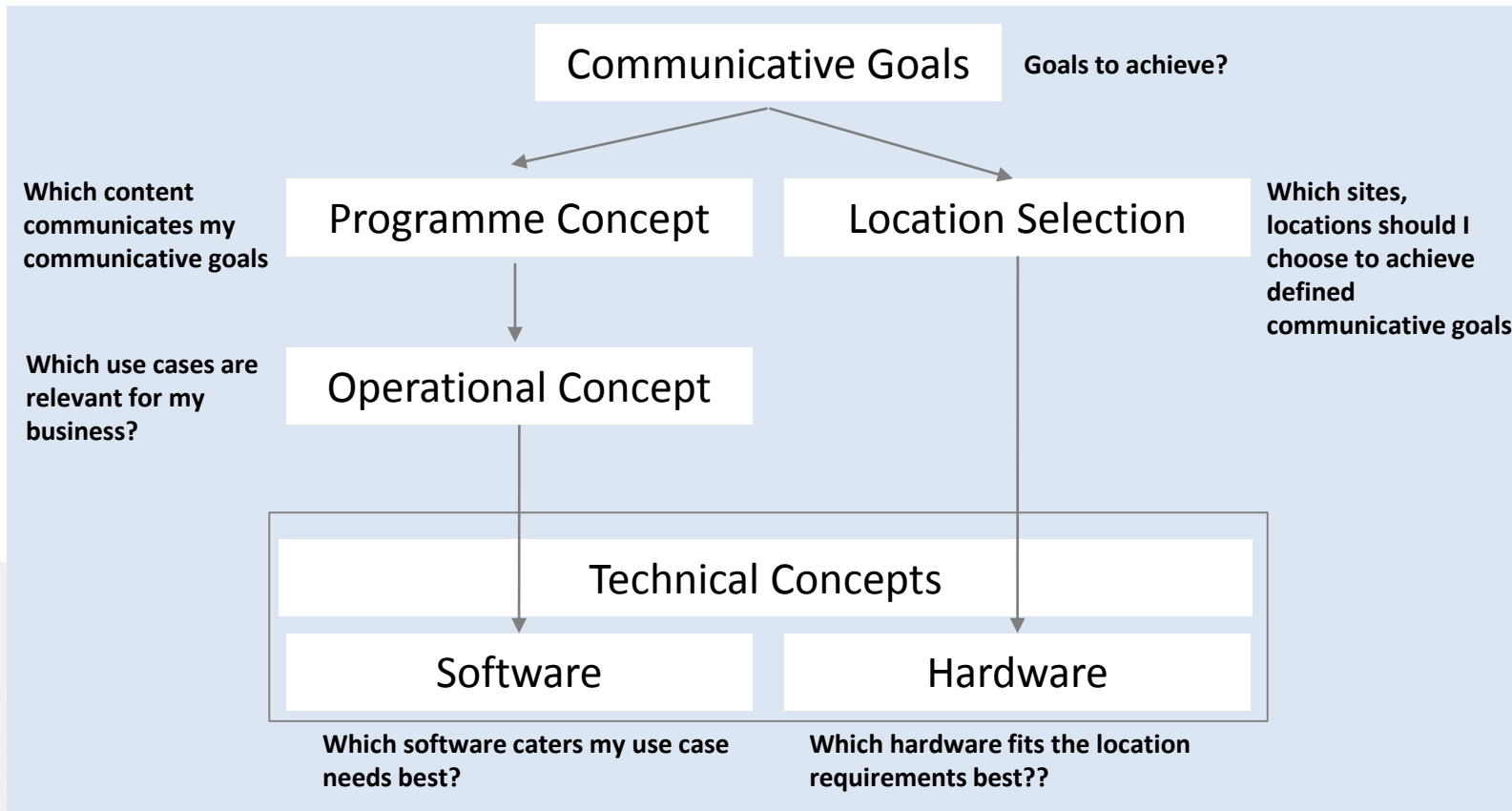
Brand Communications

- Image Building
- Brand Building
- Campaigns

Service & Advice

- Description of complex products
- Promotion of service offerings

Digital Signage Content | Concepts



Digital Signage Content | Programme Concept



- Situation of target audience?
 - Passage Situation
 - Waiting Situation
 - Shopping Window
 - Showroom / Shops
 - Others
- How long is the average dwell time at the site?
- What kind of displays, photos and other artwork are in the vicinity of the proposed digital signage location?
- What messages should be communicated?
 - Mood
 - Advertising
 - Entertainment
 - Information



Concept of Content:

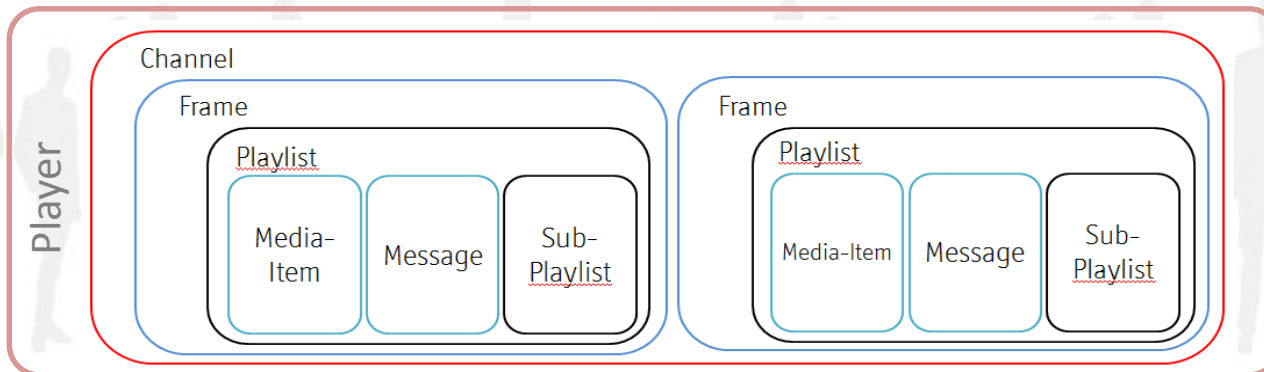
- Standard content loop, managed manually
- Automated content loop based on meta data and weighting
- Integration of external data
- Content loop is managed by editors at head office only or also by regional and /or local staff





“Less is more“

- Amount of Text
- Number of Pictures
- Speed of animation
- Depth of information per view
- Split Screens - Unlimited Possibilities





Production methods

- Manually
- Automated
- Embedding of external information i.e. news, weather or content from databases in templates
- Sustainable content concept based on enterprise media asset management systems
- Existing content & editorial processes should be reflected in digital signage workflow



- Editorial Team
 - ...at the head office
 - ...in the regions, departments or branches
- Agency / service provider



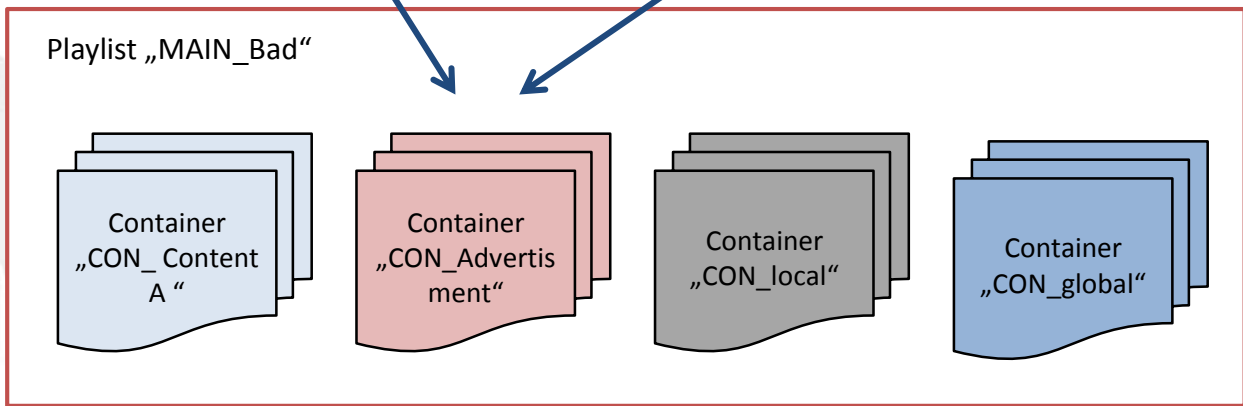
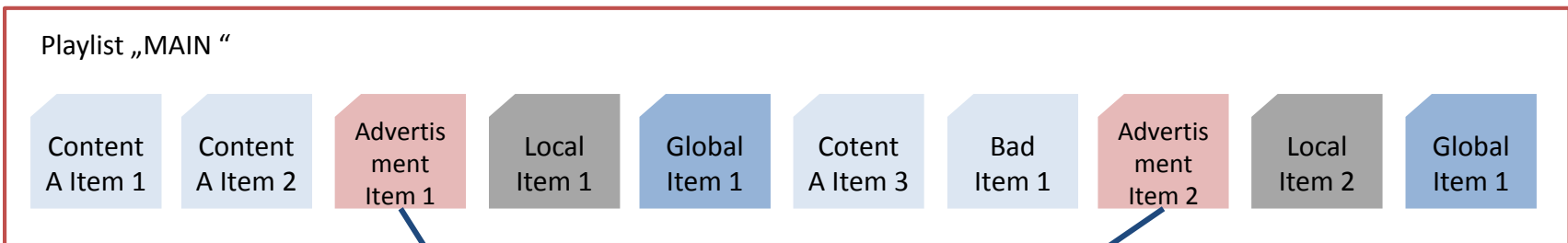
Digital Signage Content | Loop scheduling



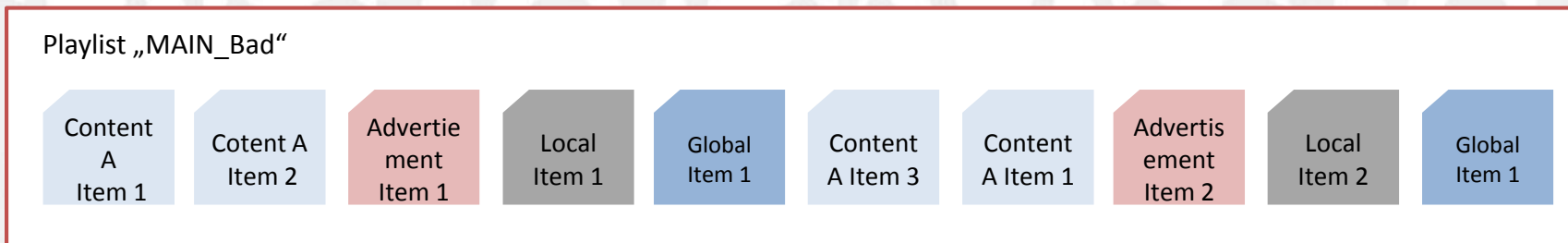
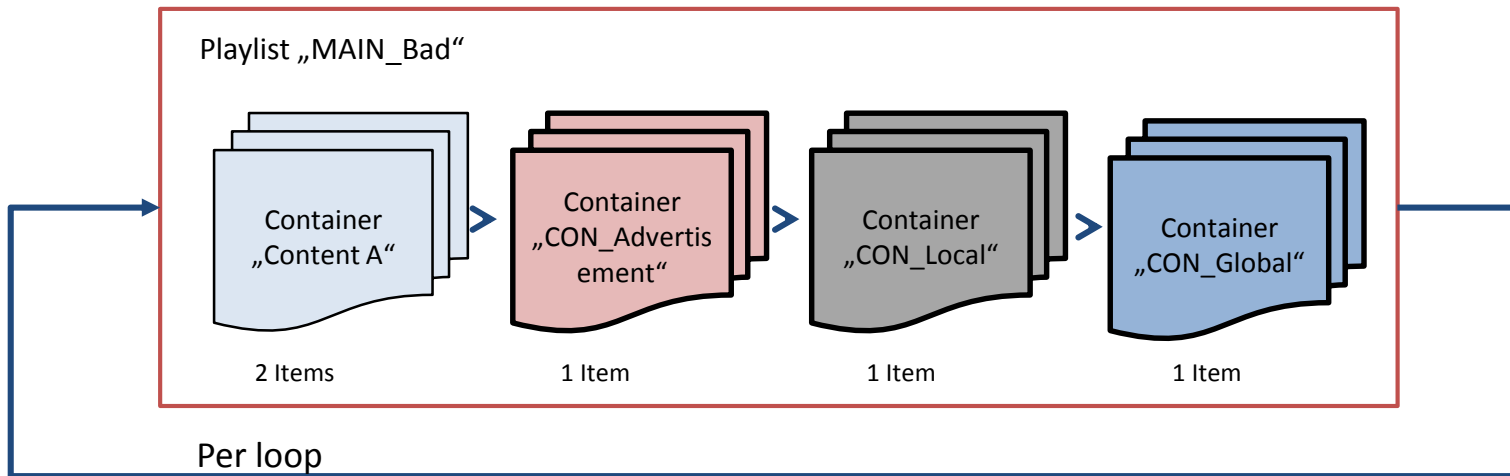
- Content loops can be scheduled
 - manually
 - Semi automated by rules and temporal weightings
- Should the editorial process reflect existing enterprise approval processes
- Embedding of external data sources through web services
- Different approval levels



Content | Automated content management (I)



Content | Automated content management (II)



Content | Automated content management (III)



Media-Item
(News, Picture or Video)

Category „Bad“ assigned

automated

Container
„CON_Content
A“

Playlist „MAIN_Bad“

Container
„CON_ContentA
“

Container
„CON_Advertie
ment“

Container
„CON_Local“

Container
„CON_Global“

Contact



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