

No.1/September 2010

# DIGITAL SIGNAGE



3  
FACTS

## THESE SCREENS ARE CHANGING THE FACE OF MARKETING

**From your commute to your customer experience,**  
DS is evolving the way branding reaches you.

Brightening your  
commute  
Toronto public transit  
incorporates screens



Getting started with  
digital signage  
Know the ins and  
outs



Canadian innovation  
Our country leads  
the way in the DS  
industry

LG DIGITAL SIGNAGE SOLUTIONS COME WITH  
SOME VERY IMPRESSIVE ACCESSORIES.

See inside.



# CHALLENGES



Digital Signage is **increasing revenues**, brand awareness and message engagement while **bringing vitality** to locations where people shop, work, wait and gather for higher ROI.

## Canadian marketing: trends and issues

**C**autious optimism might be the best phrase to describe the marketing outlook in Canada despite the corporate hangover from the economic sting of the past two years.

According to figures released in July by ZenithOptimedia, total ad spending in Canada is forecast to hit \$9.84 billion this year and to rise to \$10.2 billion in 2011 and \$10.6 billion in 2012. By channel, spending on Internet advertising is expected to rise 13 percent this year and 12.7 percent next year to \$2.2 billion, making it the second most popular medium in the country behind only TV, notes the report.

### Growth explosion

Much of the growth can be attributed to the explosion in new digital technologies that continue to alter the way society interacts and the way business is conducted. Speaking at the Canadian Marketing Association (CMA) national convention in May, CMA President and CEO John Gustavson noted that the pace of change shows no signs of letting up. "There are hundreds, thousands of new ideas out there," noted Gustavson. "None of us can predict exactly which ones will succeed and become

commercially viable, but what I can tell you with certainty is that just like the innovations of the last decade, these will invigorate and fundamentally transform our world of tomorrow in ways we cannot yet comprehend."

With those technologies come several issues marketers are grappling with, many privacy-related. These include the use of online interest-based marketing techniques, mobile marketing, social media and new applications for commercial email.

### The shopping experience

More specific to digital signage, research this year by the U.S.-based Point of Purchase Advertising International (POPAI) association noted there is huge demand to gather shopper insights in order to profitably market the right products to consumers and provide a hassle-free shopping experience. On the other hand, the ability to record and track a consumer's every move through the store and pinpoint where and what customers are looking at, picking up and putting into their shopping carts through observed tracking and facial data will inevitably raise privacy questions that marketers must be prepared to address.

In terms of how we manage our adoption of new technologies, Gustavson notes: "Today's marketers have a host



**Ed Cartwright**  
Senior Director, Communications,  
Canadian Marketing Association

- More displays and presentation location options.
- Integration of place-based media in the marketing and communications plan.
- Easier planning and placement of advertising and campaigns.
- More effective content to achieve communications goals.
- Use of Digital Signage to drive traffic to websites, mobile commerce and social media.
- Increased use of viewer and impact measurement.
- More point of purchase promotion and product information.
- Simplified, more- easily implemented technologies.
- Increasing points of supply such as AV and IT Integrators, sign providers, printers and agencies.

of promising, new marketing techniques and channels at their disposal. But we have to be careful to temper our enthusiasm for some of these new ideas, techniques and applications so that we don't spook consumers and lead regulators to enact tougher laws that would seriously curb their potential."

### About the Canadian Marketing Association

Headquartered in Toronto, the Canadian Marketing Association embraces Canada's major business sectors and all marketing disciplines, channels and technologies, CMA Members make a major contribution to the Canadian economy by driving \$150 billion in sales of goods and services annually and supporting nearly one million jobs.

The Canadian Marketing Association is the marketing community's leading advocate on the key public policy issues affecting both consumer and business-to-business marketers. As well, CMA is the principal provider of knowledge, marketing intelligence and professional development opportunities for marketers; and catalyst for networking and business opportunities within the marketing community.

For more information, visit [www.the-cma.org](http://www.the-cma.org).

## Taking the fan experience to the next level

**We expect stadiums, arenas and cinemas to provide a unique sports and entertainment experience, but they must deliver financial success to event producers, facilities managers and sponsors along with the fan experience.**

The Air Canada Center has earned an enviable reputation for doing both. In an environment that is used for Toronto Maple Leaf hockey, Toronto Raptors basketball and up to 200 other concerts and events annually, Maple Leaf Sports and Entertainment (MLSE) has been applauded for their planning, deployment and use of digital signage being honoured with an Apex Award at the 2010 Digital Signage Expo (DSE). It also won in the Digital Signage category of Sign Media Canada's 2010 National Sign Competition.

### The cinema experience

Digital signage adds to the cinema experience as well. "Digital signage dominates our Cinema Lobby Net-

work with a combination of Hero Screen video walls and individual displays," says Salah Bachir, President of Cineplex Media, a media company offering Digital Signage options to advertisers in 151 cinema lobbies as well as stadiums in Calgary, Edmonton, Vancouver and Ottawa and core major market office towers. Adds Bachir, "These screens create excitement and targeted reach and provide strong integration with our on-screen and other multiple cinema media options. Digital Out-of-Home advertising is a very cost effective medium to reach targeted audiences."

### The ultimate experience

As an exciting demonstration of place-based dynamic media, Bell provided the ultimate media-enabled fan-zone experience this past winter in Vancouver. The Bell Ice Cube was located in the epicenter of athletics where visitors watched teams compete live in HD, cheered on their athletes with the latest Bell products, listened to live music and met some of the world's

best athletes. The 3,000-square-foot (280-square-metre) Bell Ice Cube attracted over 4000 people each day.

"Bell wanted to create an experience that would allow the public to connect to the spirit of a great event in a way that no other place could offer," said Kara Kingston, Associate Director, Bell



**LARGER THAN LIFE**  
A Toronto Maple Leafs fan takes in the digital display at the Air Canada Centre.  
PHOTO: CINEPLEX ENTERTAINMENT

Sponsorship. "With more than 20 HD televisions, using 10 discreet feeds, plus our own dedicated live feeds, the Bell Ice Cube enabled visitors to view, interact and learn within a magical environment that was the natural meeting place for people coming into the centre of the city."

The Bell Ice Cube used Scala's Content Manager to manage and schedule content to the individual players. Scala's partner Jigsaw Interaction Design developed the environment to tell the story, invite participation, deliver surprises and stimulate physical stimuli between visual media, software and hardware. Jigsaw was hired by Fireworks Marketing Group (Events company) who was hired by Bell Canada to execute the project.

LYLE BUNN

[editorial@mediaplanet.com](mailto:editorial@mediaplanet.com)

WE RECOMMEND

**Illuminating your commute**  
Toronto's public transit livens up their platforms with new digital signage.

PAGE 7

"In the transportation world, best practice is reflected in systems that alerts users of any emergency issues while otherwise presenting content that includes schedule updates and other content useful to travelers and commuters."  
—David Keene, Chair DIGI Awards Judges

**The new face of marketing** p. 4  
Digital signage makes way for a larger consumer engagement strategy.

**Going loopy** p. 7  
Why repeating sign content is effective—if programmed properly.

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**Country Manager:** Gustav Aspegren  
[gustav.aspegren@mediaplanet.com](mailto:gustav.aspegren@mediaplanet.com)  
**Publisher:** Mansour Chatti  
[mansour.chatti@mediaplanet.com](mailto:mansour.chatti@mediaplanet.com)  
**Editorial Manager:** Jackie McDermott  
[jackie.mcdermott@mediaplanet.com](mailto:jackie.mcdermott@mediaplanet.com)

Responsible for this issue:  
**Publisher:** Mansour Chatti  
[mansour.chatti@mediaplanet.com](mailto:mansour.chatti@mediaplanet.com)  
**Designer:** Penelope Graham  
[penelope.graham@mediaplanet.com](mailto:penelope.graham@mediaplanet.com)  
**Editor:** Lyle Bunn, Principal & Strategy Architect, BUNN Co., [www.LyleBunn.com](http://www.LyleBunn.com)

**Contributors:** Dave Haynes, Ed Cartwright, John Husband, Michael Girgis, Nurlan Urazbaev, Stuart Kirkpatrick

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**Richard Fisher**  
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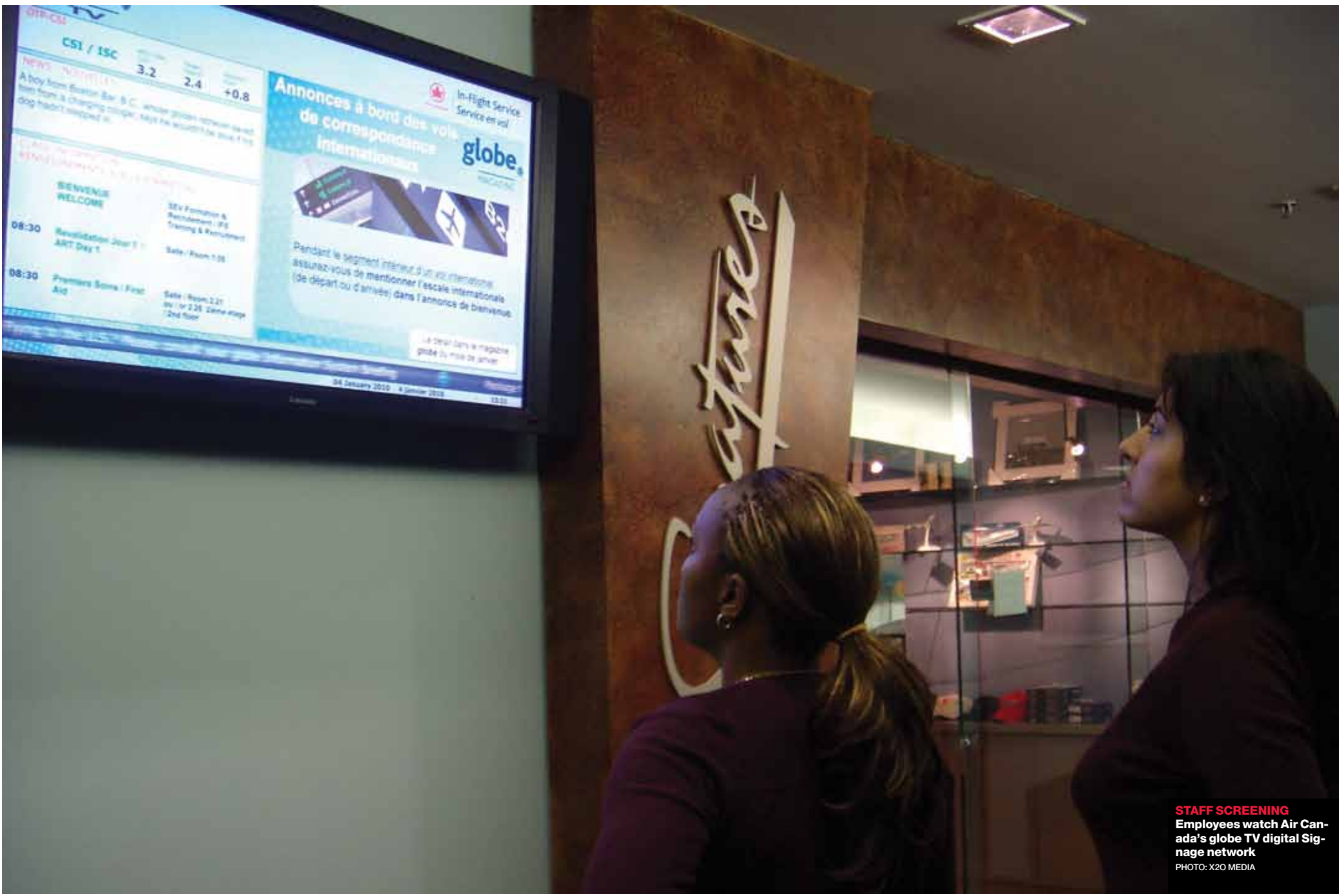
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STAFF SCREENING  
Employees watch Air Canada's globe TV digital Signage network  
PHOTO: X2O MEDIA

# Staff communications improve culture and performance

CHANGE

**Company personnel are the front line of service and product delivery. Keeping team members informed of corporate news, aware of policies, safe, motivated and productive are primary goals. Digital signage brings the kind of information that may be included in internal websites, newsletters and e-mails to life.**

Air Canada's globe TV Digital Signage network was recognized by the International Travel Catering Association with a Mercury award in the systems

and processing category. "With globe TV, our goal was to develop a modern and innovative way to communicate valuable information in real time with our cabin crew whether it be reiterating safety regulations, changes to aircraft procedures, or product and service updates," says Bill Powell, Air Canada's Manager, Communication Planning & Delivery for the airline's Customer Service divisions. "At the same time, we needed a solution that didn't create a lot of additional work and enabled us to repurpose the wide variety of communication materials we already produce, such as company newsletters, internal e-mail updates and a vast video library."

Information related to irregular

operations and other time-sensitive information can be displayed quickly while policy reminders, video and other messages help drive cabin crew to websites and other corporate communications. Displays are operational in Vancouver, Calgary, Toronto and Montreal Crew Centres as well as three In-Flight Service Training Centres.

Bill Powell notes, "The project, which started as a simple information stand concept and then evolved to being a DVD loop presented on a monitor before adding the flexibility and ease of publishing information on digital signage displays, was uncharted territory for us. We have approached it on the basis that what we learn and

experience in this project for our In-flight Service division may be applied to other areas of our Customer Service environment."

"The key of the project," Powell continues, "was determining the communication needs and goals, getting the right people to the table and establishing how globe TV would work with our other communication vehicles. Getting feedback, monitoring value and working closely with selected vendors will enable our ongoing success."

Globe TV uses X2O Media's Xpresenter™ digital signage platform to develop and air content on digital display screens.

With globe TV, Air Canada has a professional, branded news network

with the look and feel of broadcast television, without any of the complexity. The network channel represents a great example of how corporations can use digital signage to communicate with and inform employees, without adding significant resources or cost.

Other organizations that using Digital Signage for staff and management communications include High Liner Foods, Fraser Health Authority, Westjet and J.D Irving Ltd. among others.

LYLE BUNN  
editorial@mediaplanet.com

## Digital signage is paving the way for marketing changes

**Sir Martin Sorrell, CEO of advertising giant WPP has said "I anticipate that a third of WPP business will be digital in the next five years."**

The "digital" in digital signage brings message control through a communications supply chain that includes content authoring, creation, management, distribution and measurement. This allows marketers and communicators to get the right message to the right person at the right time to make commerce happen. Marketers have applauded digital signage for its high "Return On Ad Spending (ROAS)."

What Digital Place-based media means to the immediate future of communicators is that:

- The selling of products and services can be better achieved.
  - Targeted communications can happen in a viable and efficient business model.
  - An out-of-home platform exists to activate mobile and internet "audience-of-one" engagement.
  - Data analysis can be advanced and data assets exploited.
  - Ad spending ROI is increased as the processes of communications can be done with minimal resources.
  - Brand building, promotions and merchandising is focused fully on creative and effective messaging that speaks to and engages consumers.
- Michael Chase, VP Marketing, Sales

& Creative for St. Joseph Content says, "As the impact of traditional advertising declines and those who regularly use technology to do their shopping further shape and define our retail marketplace, 'new media' solutions offer high value." This includes enhancing shopper marketing strategies, delivering on-demand product comparisons and recommendations, creating unique and richer connections between products and digital experiences and better connecting communications approaches.

"Digital signage serves as a component of a larger consumer engagement strategy that allows network operators to fill the gaps in their

understanding of purchasing habits and in-store behavioral patterns," said Denise MacDonell, general manager of digital signage for Harris Broadcast Communications. "The technology behind digital signage can boost the ability of a business to engage with consumers on an intimate level, effectively lifting interaction to new heights. The investment in this kind of infrastructure is beyond simply playing video on attractive displays. It's about leveraging technology to raise consumer interaction with your brand."

Rob Gorrie, CEO of Adcentricity notes that "Today's advertising strategies are held to highest stan-

dards for ROI in history. At the same time consumer behavior and media consumption has changed dramatically, creating a highly fragmented landscape for marketers to effectively connect with their desired consumers prospects. DOOH now offers an ability to engage consumers in environments that are a part of their daily lives. Utilizing the digital capability of the medium, marketers can effectively deliver meaningful and contextual messages that are relevant to consumer's behavior within the environment."

LYLE BUNN  
editorial@mediaplanet.com

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# INSPIRATION

**Question:** How has digital merchandising company Ek3 made their mark?

**Answer:**By helping companies like Tim Hortons make theirs on you—while you wait in line.

## Customer retention on the menu

### HOW WE DID IT

The familiar sight of the promotional video panel with scrumptious and inspiring images as the centerpiece of the Tim Hortons menu board serve branding and merchandising goals well.

#### Extending reach

The dynamic messages are presented in over 2,000 locations to Tim Horton's 100 million monthly customers to build the brand, promote products, extending the Tim Hortons menu and offerings, attract customers and gaining revisits, and help support Tim Hortons charities and community contributions.

Glenn Hollis, VP, Brand Marketing and Advertising at Tim Hortons says "We feel that our proprietary digital menu boards have contributed significantly to our communications efforts. It has given us a dynamic medium to share more of what we do with our guests and also allows for real-time updates and information that is customized to different areas and regions and time of day/product offering.

#### Captive audience

Digital signage serves retailers and advertisers well when the audience

is "captive"—in elevators, on a transit platform, in store and while waiting in line. Tim Hortons illustrates the inherent capability of how digital signage to simultaneously brand and merchandise while reducing the perceived waiting time of consumers in retail and service environments.

By presenting specific messages at specific locations to specific audiences, users of digital signage are able to control and tailor its messages from a central location or locally to better achieve business goals at that time and location.

Hollis notes "we have received very positive feedback on how the digital menu boards make the food look even more appetizing and our restaurant owners have told us it helps their guests in selecting menu items or even adding items to a purchase." He adds, "This works especially well when there are new baked goods, breakfast, snacking or lunch items featured in our restaurants. The displays are a key communications element in our in-restaurant efforts to celebrate our freshness, our value, our product innovation and our community

### PROFILE

#### EK3

■ **In business since:**1998

■ **Number of employees:** 62

■ **Location:** Head office is located in London, Ontario, with a second in Toronto.

■ **Clients include:** Walmart, The Home Depot Fuel Store.

efforts."

Nick Prigioniero, CEO of EK3 Technologies Inc., the London, Ont.-based full service digital merchandising company that has provided and operates the Tim Horton, WalMart Canada, The Home Depot Fuel Stores and other networks notes that "it is all about science." He adds "As EK3 has moved from the campus to commerce, we have refined the process in planning and operating digital merchandising applications. Advantage comes from applying intelligence to 'inputs' to present messages that achieve conversion. Each deployment is different based on the emphasis of different business and communications goals, and the capabilities of the organization."

"Customer and franchisee feedback has been very positive," Hollis notes. "Digital menu boards have now become a strong pillar in our in-restaurant communications efforts. We will continue to measure and review their contributions and work closely with our valued partners at EK3. EK3 is an innovator in in-restaurant communications and we are proud to be associated with them and with their partners at the research arm of University of Western Ontario."



### GETTING STARTED WITH DIGITAL SIGNAGE

As digital signage continues to show its value, more examples and case studies are available and suppliers' capabilities broaden, it is becoming easier to get started.

The Canadian Out-of-Home Digital Association-Association canadienne l'affichage numérique (CODACAN) is a source of information, as are the Retail Council of Canada and advertising clubs across Canada. North America/global industry associations, such as the Digital Screenmedia Association (DSA) and InfoComm International, which typically have substantial Canadian involvement, can offer education, resource materials and often local contacts.

Education and networking events are regularly held by associations and supplier organizations.

Over 400 advertising professionals are anticipated at the Ad Club of Toronto's September 23 Out-of-Home Day. This will be followed by a joint reception with the Institute of Communication Agencies.

InfoComm International will conduct a September 28th Regional Roundtable including digital signage education at the Vancouver Convention Center.

Events such as the monthly Digital Signage Masters Series and Visiontech conferences planned for March 2011 in Toronto and Montreal provide planning guidelines and business networking in the Canadian context.

*Lyle Bunn is an independent consultant in North America's digital signage industry. info@LyleBunn.com*

LYLE BUNN

editorial@mediaplanet.com

## Digital Signage creates a new out-of-home frontier

■ **Almost three quarters** (72 percent) of adults age 18 plus have seen digital Out of Home (OOH) ads in the past month according to the Out-of-Home Marketing Association of Canada (OMAC). Indoor advertising in place based venues had the highest recall at 63 percent.

■ **One half** of Canadian adults claim to take action after seeing digital out-of-home advertising, with 66 percent of young adults aged 18-24 responding.

■ **Seventy eight** percent of Canadians call it "attention-grabbing" and 71 percent consider it "interesting to look at". Almost a third say they would text in response to a digital out-of-home for special events, promotional offers or coupons.

■ **The inherent** capability of digital signage to brand and merchandise simultaneously makes it a powerful communications instrument.

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**!**

**THE SCIENCE OF LOOPS**

■ A "playloop" presents content "spots," often based on "daypart" suited to the location, day and time.

■ A "playloop" is typically two to 15 minutes in duration, based on how long and how often a viewer will see the display.

■ An individual content "spot" is typically 10 to 15 seconds in duration with some being five or 30 seconds.

■ A spot may deliver new information every three seconds. A 10 second spot, for example, may show the product, its price and a tag line.

■ "Spots" can include video, photographs or text and typically have motion to better attract attention and deliver messages.

■ A display can present a spot "full screen" like TV, or may present it on one of several display "zones." Staff communications often use a multi-zone display layout.

■ The size of the display correlates to the viewer distance from the display. One inch of text can be easily read at a distance of ten feet.

■ The Canadian Health Pharmacy Network reached 522,000 people per week in 550 medical waiting rooms nation wide.

■ Outdoor Broadcast Network reaches 13 million people weekly in 14 Canadian cities with dynamic, large form outdoor digital displays.

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# PANEL OF EXPERTS

	<b>Stuart Kirkpatrick</b> President Digital Display & Communi- cations (DDC   Cineplex) 	<b>John Husband</b> Vice President, Sales B2B Division LG Electronics Canada, Inc. 	<b>Michael Girgis</b> President/CEO Onestop Media Group Founding Chair CODACAN 
<b>Question 1:</b> What kinds of situations make the best use of DS?	<b>Several situations</b> or set(s) of circumstances exist where DS provides an ideal solution. Its use is very powerful when it can deliver efficiencies and improve effectiveness compared to current communication methods. When multiple messages are required combined with very limited space, DS is a wonderful solution especially when a truly positive value exchange is possible (i.e. where the media consumer willingly gives time and attention in exchange for the message). DS distinguishes itself where audiences need/want frequently changing, current information relevant to their time and place.	<b>DS applications</b> are best leveraged when clients are looking to communicate and manage a central message to their audience. Customers come to LG looking for solutions that drive in-store messages (branding/call-to-action), emergency response communications and way-finding applications. For example, digital menu-board solutions have become a very popular application of digital signage. Along with menu items and pricing, these digital networks dynamically deliver messages based on the objectives of the business, allowing them to maximize impulse purchase opportunity to prospective customers while in store.	<b>You see digital</b> screen networks being deployed from large public venues to medium/small environments like retail stores and offices, with public environments such as transportation hubs, airports, malls and schools experiencing some of the biggest areas of growth . . . National security, local police forces, weather networks and government organizations have realized the benefits of the mediums flexibility and capabilities to deliver real-time, contextual communication to a targeted group expecting relevant information. Networks have become custom channels in public environments which extend the brands and content of traditional broadcasters and publishers.
<b>Question 2:</b> What distinguishes the organizations and brands that use DS most effectively?	<b>Success is notable</b> in organizations and brands that have “done their homework,” in clearly defining what they want to achieve and developing a sustainable approach. This cannot be overstated. It is relatively simple to deploy a network, hang displays and distribute content. However, achieving the objectives that defined the business case for the capital expenditure requires a thoroughly developed communication and operational plan. In addition to planning, there must also be a commitment to the “medium” from the top, across a mix of organizational disciplines such as marketing, IT, store design, real estate and operations.	<b>Brands that are</b> effective with digital signage understand the role digital media plays in their overall marketing mix. Where traditional media influences behavior most often away from the point-of-sale, digital signage provides a means to influence viewers much closer to transaction. The most effective deployments are not only the ones who serve their message dynamically, but those that are able to effectively measure their impact at point-of-sale while enhancing the buying experience for their customers.	<b>The natural adopters</b> understand the need to find their audience in a fragmented media space, the changing landscape of media consumption and the need to adopt a different mindset in media planning and placement. Creative and media strategists that understand the addressable nature of the media and geo-targeting capability will lead their brands into this innovative media space. Effective use of the medium allows a brand to be weaved into the everyday life of a consumer with a relevant message or a solicitation of a response, connecting with audience to the brand in a moment in time throughout their day.
<b>Question 3:</b> What has been the most significant advancements in DS and its application?	<b>Many areas are</b> indicated including (a) technical advancements (software/hardware/connectivity), (b) cost effectiveness (ever declining technology costs), (c) access to cost effective content (i.e. proliferation of real time integrated data feeds and experienced DS content providers), (d) acceptance, as agencies and marketers have realized the potential and (e) all of the above! The most significant advancement in application is simply the increasing deployment of ‘successful’ networks across the incredible diversity of its use, signaling the long awaited maturing of the formally fragmented industry.	<b>While organizations</b> determine their content needs for digital signage, we believe the largest advancements will come around how digital signage is being applied in today’s marketplace. We believe organizations need to seek advancements in three core areas. First, the role of how digital signage is driving efficiency for marketing and the delivery of their message. Second, the role of your display and content in enhancing the end-customer buying or viewing experience. And most importantly, being able to effectively measure the impact of the message being delivered. At LG, we’re working with our ecosystem of partners to deliver a holistic solution that takes all these considerations into account.	<b>The realization of</b> the power of the medium, from corporate and commercial communications to the evolving advertising industry is major. And the out-of-home and place- based industry is experiencing the largest technological change it has ever seen. Messaging structure and strategy has advanced significantly. Research and metrics methodology is being refined, while the standardization efforts are happening simultaneously. Industry associations (such as CODACAN) and the aligned efforts to promote the industry have been progressive and effective on all levels to build the foundation of the medium.

## Digital signage gives the economy a much-needed boost

**The Digital Signage industry has been accelerating at a double digit compound annual rate of growth based on delivering high value.**

Almost a million digital signage displays are operational in North America with a forecast 23 percent Compound Annual Growth Rate (CAGR). The industry, which generates an estimated \$1.6 billion in new technology hardware, software and communications revenues annually, now includes several thousand



providers of products and services. The production of content is estimated at \$3.5 billion annually drawing on 21,000 years of experience.

The industry is characterized as a long, low flat pyramid in which about a hundred organizations are dominant.

### An economic enabler

Over 200 ad-based networks exist with hundreds of other networks deployed for internal, patron and staff communications.

As an economic enabler, Digital Place-based media commonly delivers a four to 50 percent sales lift, five to 15 percent more service enquiries, 40 plus percent improvement in

branding /recall, a 40 percent reduction in perceived waiting time and an “improvement to a visit experience / environment” in the opinion of 80 plus percent of location visitors. The medium can improve public and visitor safety, improve the effectiveness of staff training and improve marketing and communications cost effectiveness.

**LYLE BUNN**  
editorial@mediaplanet.com



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CANADIAN INNOVATION

The question comes up often for Canadians when their digital signage work takes them to the U.S. and overseas: “What’s with you guys?”

A clearly disproportionate percentage of the sector’s most successful companies, and best innovations, are Canadian. At the industry’s DIG Awards last fall in New York City, 11 of the 19 awards handed out for innovation and excellence went to Canadian companies, in everything from software to content creation.

Many of the biggest names in digital signage software are Canadian or have engineering operations here, including BroadSign, X20 Media and StrataCache (Montreal), EnQii, AdFlow, Omnivex and Capital Networks (Toronto-area), Harris Corp. (Waterloo) and EK3 (London).

Some of those companies are getting serious recognition. Omnivex, for example, was the runner-up in Microsoft’s global partner awards for software innovation. “That’s a digital signage application,” noted Omnivex president Jeff Collard, getting ranked number two against all the other software applications from around the globe that were considered.

Markham-based CognoVision Solutions, which uses biometric technology to analyze audience numbers and patterns for screen networks, has won several awards and was named one of the Canadian Innovation Exchange Top 20 Innovative Companies of 2009.

Kitchener’s Christie Digital recently introduced an entirely new modular display technology called MicroTiles, to much technical acclaim. At its launch, and in subsequent events, most of the creative content shown was by Montreal’s Arsenal Media, with the interactive, gesture-based work by another Montreal company, Float 4 Interactive.

Waterloo-based Digital Display and Communications (DDC), a solutions firm recently acquired by Cineplex, has been honored several times for its strategy, creative and execution work for major clients such as Labatt and Rogers.

GestureTek, a Toronto interactive signage company, is the acknowledged global leader in sensor-based display technology.

The industry also has some of its biggest players coming out of Canada. Montreal’s Zoom Media runs a vast network of digital screens in bars, restaurants and health clubs in North America. Toronto-based Adcentricity is the North American leader in aggregating and selling advertising time for dozens of digital ad network operators.

While Southern Ontario and Montreal are the digital signage hubs, there are companies coast to coast such as Volt Media in Halifax, ScreenScape in PEI, EyeMedia in Winnipeg and 2C Visual Communications in Vancouver.

*Based in Burlington, Ontario, Dave Haynes is a founding partner of The Preset Group digital signage consultancy (www.presetgroup.com).*

DAVE HAYNES  
editorial@mediaplanet.com

NEWS IN BRIEF

**Digital signage creates higher ROI and ROO**

“The enabling effect” of technologies and “media as the message”, which was pioneered in Canada, underpins the rapid acceleration in the use of digital signage globally. By enabling better communications message targeting at points where people purchase, work, wait and gather, the sales lift and increased message awareness, engagement and action that digital signage delivers, provides higher Return on Investment, Return on Time and Return on Communications Objectives.

LYLE BUNN  
editorial@mediaplanet.com

# Making transit better: ride the rails, watch the show

■ **Question:** Do you find your daily public transit commute boring?

■ **Answer:** Digital signage is livening up the trip with news, sports and more.

“In the transportation world,” said David Keene, Chair of the DIG Awards judging panel, in recognizing British Columbia’s SkyTrain Rapid Transit with the highest award for digital signage use in transit, “best practice is reflected in systems that alert users of any emergency issues while otherwise presenting content that includes schedule updates and other content useful to travelers and commuters.”

Digital signage on public transit buses in Raleigh, North Carolina by local broadcaster WRAL is North America’s first over-the-air broadcast of mobile digital television to the public incorporating ad and community messages. The system uses the Harris Corp. “InfoCaster” digital signage platform. Denise MacDonell, director and general manager of digital signage for Harris Corporation, reflects that “a digital signage opportunity for broadcasters is to marry their local

expertise, specific market knowledge and key relationships to place the right content in front of consumers.”

The project illustrates the link between broadcast and dynamic place-based media, and the role that long-standing technology providers in these two areas of communications can play in providing benefits to mobile commuters, media companies

SHOWCASE

**Labatt, one of Canada’s longest-established brewing companies, which produces over 60 quality beers, employs 3,000 Canadians and operates seven breweries from coast to coast, called on Digital Display & Communication (DDC) to create a digital merchandising tool.**

“DDC really took the time to understand all aspects of our business, developed a solution that met our needs, and then delivered,” says Tracey Sivak, National Customer Mar-

keting Manager-Retail, Labatt Breweries of Canada.

The “POD,” merchandising unit, which is based around a 32-inch LCD monitor and built-in media player with wireless connection to a central control location, demonstrated immediate value when installed in stores.

In August 2009, stores that had the PODs saw sales jump 49 percent in Alberta, 139 percent in BC and 212 percent in Saskatchewan, versus comparable stores that did not have the PODs. Sales impact and high ROI prompted expansion by Labatt to 500 Canadian beer retailers.

passengers who ride the train an average of 35 minutes daily.

Since 2005 the Toronto Transit Commission (TTC) has installed more than 300 displays with an expansion effort to now include a total of three digital channels in the TTC including a Subway Platform Network, Bus Bay Network and a Customer Service Network that will encompass a total of 600 screens. Michael Girgis, President & CEO of Onestop Media Group says “The ad and content model is continuously being refined.”

Bill Saunderson, TTC Commissioner and City Councillor says, “Media helps guide and improve the transit experience with information that improves safety, convenience and system use while also keeping commuters connected to the world they live in.”

LYLE BUNN  
editorial@mediaplanet.com

## Pharmaceuticals Get Direct ROI from Ads on Diabetes Health Network

**QUESTIONS & ANSWERS**

**Nurlan Urazbaev**  
Director, Market and Media Intelligence, BroadSign International Inc.

ContextMedia’s Diabetes Health Network (DHN) educates over a million patients each month in 700 diabetes clinics in the US, while increasing revenues for its advertisers. The commercial success is based on the single revenue source: advertising, and allows ContextMedia to fund network expansion through rein-

vesting its profits.

Rishi Shah, founder and CEO of ContextMedia says: “The network uniquely combines a highly engaged target audience with proximity to point-of-care and a national scale, which makes it attractive to diabetes-related product manufacturers.” The programming features a 30-minute loop containing 22 minutes of diabetes-specific video content and eight minutes of relevant ads. The doctor’s name and other practice info are prominently displayed on the side of the screen during educational clips, adding a personal touch to the message. The ticker at the bot-

tom delivers the latest news from the field. The ads are played on full screen.

**Connecting with doctors**

Independent research has established a 5:1 ROI on sponsor advertising. IMS Research found a post-campaign “net increase of 5.3 percent in physician penetration in the TRx test group”. The return on advertising investment (ROI) on DHN fluctuates between 4:1 and 9:1, depending on the category and product. “Being equipped with these hard numbers from past campaigns makes it much easier for us to convince new adver-

tisers,” explains Shah. Seventy five percent of clients who try running campaigns on DHN become regular advertisers upon evaluating their own ROI. The current client roster consists for the most part of those on the list of top 20 pharmaceuticals.

“For network management, ContextMedia selected the BroadSign software platform which fits our business model, content requirements, operations concept and expansion plans,” says Shah.

*Nurlan Urazbaev is Director, Market and Media Intelligence at BroadSign International Inc.*





THE NEXT LEVEL OF FAN EXPERIENCE

## The ultimate digital display

Fans take in the stunning display at the Bell Ice Cube in Vancouver, British Columbia.

PHOTO: SCALA!