



WHITE PAPER 2020



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A hand holding a smartphone. The screen shows a 'NEWS UPDATE' from 'branded media' with a photo of a modern hotel lobby. Below that is an article titled 'ART TO GUESTS ART'OTEL AMSTERDAM' with text about video art on a 3-story curtain.

WHAT IS DIGITAL SIGNAGE

Digital signage is a growing communications medium that's used across all industries, both public and private, to communicate informative, interesting and entertaining content. A private TV channel can easily be created through a network of displays that are connected to an online platform. In contrast to broadcasting, digital signage – also known as narrowcasting – is used to effectively target specific groups of people at certain locations and times.

As a result of this, digital signage is everywhere. It's found in shops, hospitals, offices, airports, gyms, schools, universities, hotels, train stations, restaurants, banks and anywhere else information needs to be communicated or people need to be entertained. The thought leaders and most innovative members of all industries are recognizing and receiving the benefits of digital signage.

WHY IS DIGITAL SIGNAGE IMPORTANT

The Experience Economy

In this way, the engagement from digital signage ensures that audiences of all kinds have the opportunity to have a value-driven experience, no matter whether it's in-house or out-of-home. A better experience creates better memories, adding to the value of a product or service. This commands better prices and repeat business. This is what's giving power to the experience economy.

Optimising Communications

Different types of information need to be communicated to different audiences, whether that's actual or potential customers, patients, clients, staff, students, visitors or stakeholders. However, no matter the audience, it needs to be done in an effective, engaging way. Digital signage's vast capabilities and ease of implementation means that it is viewed as the best option to improve communications in any environment. It doesn't matter you're looking to improve your commercial communications (promotions, waiting times, product information, menus) or internal communications (company news, KPIs, meeting room bookings, wayfinding), digital signage does it in a way that's dynamic and gets the information across easily, quickly and accurately.

In this era, the most successful physical locations – commercial and public – are staying relevant and competitive by using technology that creates unique, higher-level experiences. They want to create the value of an experience for their audiences by orchestrating memorable events and engagements that become part of an augmented product or service.



Advertising Opportunities

Normal television has dropped in viewing numbers and continues to do so, as the 'video on demand' format has become the preferred method of watching content. These services offer limited or no advertising opportunities, but brands remain desperate to share their messages and content.

Digital signage steps in to give brands and advertisers the opportunity to show dynamic, engaging content to targeted audiences in high- impact and relevant public locations. The numbers back this up: by 2020 digital out-of-home adverts will make up 54% of digital advertising, compared to traditional TV only taking 31%. Additionally, the rate at which customers can recall the content of digital signage is higher than TV, magazine and billboards.

The state of the industry

The digital signage industry is experiencing rapid growth. Its global market size in 2016 was \$16billion and is expected to double in less than 10 years by reaching \$32billion in 2025. Unsurprisingly, the geographical leaders of this growth are North America and Europe.

The industry's growth is being fueled by digital signage's unquestionable results, but also rapid technological developments that are resulting in lower costs, easier to use plug-and-play hardware and software, and the latest generations of LED and OLED displays. And, without question, the proliferation of faster and more reliable internet through cellular and Wi-Fi networks has played an important role. These factors have made it more cost-effective, accessible and attractive to a variety of businesses and industries to achieve their objectives and turn their spaces into modern, innovative environments.

The introduction of SaaS digital signage specialists has meant that a business doesn't need any expertise to get started with digital signage. Digital signage specialists will take care of all your needs. They will supply the hardware – namely, commercial displays and media players – and software, with which a client can create content, manage media players and playlists, and create schedules.

You can show whatever content you want on your displays, but there are general segments that content is split into: news, weather, sports, health, and vertically-oriented content, which mostly consists of safety signs, internal communication, sales dashboards, product information, directions and transport information. But businesses aren't just using digital signage to show content of their own. They are also using it as space for third-party advertising and doing so at an increasing rate, with an 18% increase in 2019 alone.





Software as a Service (SaaS)

As was previously mentioned, digital signage companies are able to take care of all of their clients' needs. Whilst digital signage is an effective tool to add to a marketing strategy, getting bogged down in its complexities can be a huge hindrance. This is why SaaS companies have become so popular and why their evolution has opened up the digital signage market.

Previously, businesses were put off digital signage due to high investment costs, maintenance and content creation. Man hours are a valuable and scarce resource for every business and digital signage required too many of them.

Spending hours researching how to set-up digital signage, creating content from scratch and dealing with technological issues was enough to stop businesses, particularly smaller ones, from getting started. All of this is now a problem of the past. By choosing the correct digital signage company, all the complexities are taken care of, including hardware, software, installation and maintenance.

A digital signage software platform lets you create content from scratch or to personalize ready-made templates, whilst offering simple tools for content and media player management. Businesses are now able to put up a display and show lots of content quickly and easily.

Digital Signage Strategy

A digital signage system is a network of managed screens and the supporting elements that bring the digital world to offline spaces. The tangible elements include media players and displays, while the intangible will include objectives and content management software. A system brings them into unison to create the best results. In order to have a well-functioning and optimised digital signage system, a step-by-step strategy of implementation should be followed.

1. Set measurable objectives
2. Define target audience
3. Make someone responsible for the content
4. Create engaging content
5. Define locations and installation
6. Design a content schedule
7. Choose hardware
8. Review system's success