

SNAPSHOT

- Digital signs provide community benefits as one sign can take the place of many, plus they can display targeted emergency messaging and missing persons' alerts.
- Digital screens produce no vinyl waste so are environmentally friendly.
- Research on Digital Out of Home (DOOH) has found them to be safe for drivers and pedestrians.
- The brightness of digital signs is safely regulated in each state.
- The same content standards apply to all advertising whether digital or static.

WHY DOES THE INDUSTRY USE DIGITAL SIGNAGE?

While there will always be a place in the industry for static signs, digital provides the industry with a range of benefits, including the ease of changing advertisements, the ability to display a range of advertisements on the same sign and less environmental impact.

WHAT ARE THE COMMUNITY BENEFITS OF DIGITAL SIGNS?

The community benefits provided by DOOH signs can range from developing infrastructure, such as building a pedestrian bridge or providing bus shelters and bins to offering tech utility such as Wi-Fi and wayfinding.

A few examples of contributions Outdoor Media Association (OMA) members make to the community using digital signs:

Emergency Information - Digital signs can be quickly adapted to provide emergency messaging in times of natural disaster, and for geographically-targeted missing person alerts.

Charity and Community - Digital screens can be made available for charities and community messaging.

Vibrancy - Research on public opinion finds that people see digital advertising as part of the makeup of a contemporary global city. Public attitude testing found that 67% of people 'expect any large city to promote the use of new technology in advertising'.¹

Environment - Digital screens produce no waste, and the industry is committed to continuous improvement on power, lighting and reusable components.

Utility and Infrastructure - Digital signs can provide Wi-Fi hubs, charging stations and wayfinding services.

DO DIGITAL SIGNS DISTRACT DRIVERS?

Research on DOOH found that drivers looked at digital signs in broadly the same way they look at static signs. In 2015, the OMA published the findings of its *Driver Behaviour Research*, which were:

- People spend the same amount of time (average 78%) with their eyes on the road whether roadside signs are digital or static. People spend roughly the same amount of time looking at both digital signage and static signage.
- Digital billboards attract more short glances than static billboards, but these glances are less than 500 milliseconds
- 99% of all glances towards advertising signage are 750 milliseconds, the minimum time needed by a driver to see and react to an unexpected event.
- Drivers maintain the same distance from the car in front whether signage is static or digital.

For more information on the OMA's research visit: www.oma.org.au/regulation-and-community/driver-behaviour

HOW IS BRIGHTNESS CONTROLLED?

OMA members are committed to the safe display of digital signs, and comply with all state regulations. OMA members will work with members of the community to alleviate any concerns in relation to new digital signage, particularly in relation to levels of brightness.

Digital billboards can adjust brightness in response to changes in surrounding light levels so that the signs are not unreasonably bright. Digital billboards are equipped with sensors to make sure the billboards are only as bright as necessary to be clearly legible.

The OMA has developed best practice guidelines for luminance levels in conjunction with a lighting expert, suited to different areas and times, as outlined in the OMA's *Digital Signage Policy*.

WHAT ABOUT CONTENT?

Digital technology cannot be used to run content that would not normally be used in static OOH advertising. All OMA members only post content that complies with the OMA's *Code of Ethics* and *Advertising Content Policy*, as well as other relevant legislation.

¹Sweeney Public Attitudes testing, 2015, conducted by the City of Sydney

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