

Organization of display standards of digital out of home Advertising

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Abstract

These categories included outdoor advertising, to add new ad styles and media, and it includes all that is provided by the media outlets and patterns outside the home can be called Out Of Home Advertising), and the visual treatment of the advertising message varies according to the characteristics of each medium and the surrounding environment and angle and distance of vision, and the external advertisement includes more than 100 different types as it differs from television and press ads, publications, and online advertisements that are exposed to them inside the home.

And with the successive developments, the outdoor advertisement presented boundless options and multiple directions for creative design, and dozens of sizes, shapes, seemingly infinite sites and amazing technologies that provide limitless opportunities for effective advertising design appeared.

DOOH Ads is one of the most dynamic and fastest growing media in the advertising industry due to the growth of investment in digital technology and the continuous efforts to drive this growth, and the development of new and advanced means to help the recipient.

There is a variety of criteria that regulate the display of advertising, controls this process, sets the rules that regulate it, and makes it an organized and more studied process that is not random, that can cause accidents and traffic problems, and also helps to achieve the goal of advertising by ensuring that the advertising message reaches seamlessly to the recipient without distracting or losing. The search will address these standards and controls in terms of ad site specifications, depending on the message's purpose and content, site environment and climate changes, its impact on the ad unit, ad visibility, and visibility specifications appropriate for the size of the display and ad location. Also, there are aesthetic standards for controlling the display of digital screens for advertising on buildings and public places that do not affect the aesthetics of heritage and landscapes.

The perception of the city's visual scene is through visual images that are subjected in their formations to values stemming from the aesthetics of urbanism along with functional, social, and also cultural values that underpin all planning and urban design. And when one or one of these values is absent, the city's visual landscape becomes disorganized. Paying attention to the features, shape, nature and beauty of the city is not a luxury in urban life, but rather an innate civilizational condition that accompanies the levels of civilized development of societies. The

development of capabilities towards the realization of civilizational values in general, and the value of beauty in particular, is a developmental shift in societies towards a higher civilized level. Technology reformulated society building, and the means of advertising changed in form and substance, and the advertising industry was affected by dependency as it benefited from technological development, and achieved higher proportions of the spread of digital ads, and products and services relied on modern technology in advertising and increased sales.

The research is interested in studying and monitoring the standards that regulate the display of mobile external digital advertising, due to the presence of various problems in the display of external mobile digital advertising, which may result from not following these standards the risk of accidents that affect the safety of citizens. And the lack of a reference that includes the standards and laws that control these problems, other than the guide that he presented to the National Authority for Civilization Coordination in 2010, in which it becomes clear that there are severe shortcomings in the presentation of the standards that regulate the mobile external digital advertisement due to the age of its version that did not keep pace with these developments in External advertising rankings, especially digital. Therefore, the research was based on studying and monitoring many regulatory standards for many similar countries in the world in environmental conditions and road specifications with Egypt. To reach the standards and rules governing the display of animated digital out of home advertisement.

Problems regulating the display of advertisements by controlling the environmental conditions of mobile external digital advertising units:

To set this standard, we must know the environmental conditions of Egypt's climate so that we can reach solutions to set these standards by choosing operating specifications for the ad units that are appropriate to these climate changes. The maximum temperature in Egypt is 48 ° C, the average daily temperature in Egypt is 21.38 ° C, and the lowest temperature in Egypt is 2 ° C, and also the humidity level has an effect on the quality of operation of the displays. The average relative humidity in Egypt is 55.75%.

Usually the capabilities of the operating conditions of the display and its tolerance to the appropriate temperatures and humidity are as follows:

Relative humidity tolerance 10%: 80%

• Temperature: 10 ° C: 35 ° C

And the heat sensors are designed to suit the external environment, which gives signals to the device's monitoring device. Hence, action can be taken to help avoid any problems with the displays.

Also, the rate of air pollution in Egypt recently registers the eighth countries globally in the rate of air pollution by 86.48%. Which affects the large number of dust, fumes and dust in the atmosphere.

The specifications of digital ad units differ depending on the location of the ad and the environmental conditions, and the following briefly displays the classification of those ad units:

1. DB Digital billboards +: Similar to DP digital panels with the addition of the ability to view a full animated movie.

2. Place Based Ad Media: It is the advertising boards installed in roads, squares, commercial places ... and others, and is characterized by targeting the audiences that frequently visit these places. It deals with the local audience. Like Digital Billboards.

3. Place based DOOH media: The fixed display screens that change the content of the advertisement using digital technology and includes digital billboards (DB + DB +)), which include the full motion DOOH, with the ability to add sound.

4. Instore advertising: These screens are inside the markets, stores, offices, airports, etc., and their classification has been mentioned in Table No. (8) according to the duration of the advertisement and the location. Including what is fixed on the walls, and some that are attached to a suspended ceiling or fixed to a floor stand.

Choosing the display unit that is appropriate to the advertising content, the website of the advertisement and the environmental conditions of the site, is one of the most important decisions that are taken into consideration in order to avoid any problem that might occur. The following are **the most important points that define the technical specifications for choosing digital displays:**

Technical specifications for digital displays:

1. High brightness.

2. Diagnostic system, the content can be changed at any time easily.

3. Easy mobile operation:

a. Create a playlist and image content.

B. Schedule: adjust the content schedule.

T. Content distribution.

5. Extended shelf life: To ensure a long service life for the show in light of the fluctuations in temperature and humidity of the atmosphere.

6. Protection against water / dust.

By presenting the aforementioned problems and standards, we can refer to a set of questions to ensure that these standards conform to the creativity of the produced advertisement. And make sure to achieve the goal of the advertisement, bearing in mind that there will be no problems during the ad display. These are:

1. The nature of the advertisement site:

Is the proposal compatible with the current or required future nature of the site or the local environment in which it is proposed to be?

- Is the goal of the advertisement compatible with the location of the advertisement and the nature of the region?

2. The aesthetic aspect of the advertisement site:

Does the proposal detract from the comfort or visual quality of any environmentally sensitive areas, heritage areas, natural protected areas, open areas, waterways, rural landscapes, residential areas?

3. Views:

- Views of the ad give a vague impression, or display content flexibly?

- Does the content affect the mental image of the ad or reduce the quality of the product or service?

- Does the ad respect the rights to view other ads?
- Is the viewing time for the ad consistent with the nature and specifications of the site?

4. General view of roads, buildings and landscapes:

- Is the size, percentage, and shape of the ad unit appropriate to the road area, or general landscape?

Does the advertisement affect the general shape of the road area, environment, or landscape?

- Does advertising reduce chaos by streamlining and simplifying the distribution of existing ad units?
- Is ad serving annoying when viewing?
- Is advertising in the form of buildings, installations or tree curtains on the site?

5. Location and building:

- Does the ad unit comply with the metrics, ratio, and other characteristics of the site or building, or both, where the ad unit will be placed?
- Does the ad respect the distinctive features of the site, building, or both?
- Does it appear innovative in choosing an ad unit with site or building specifications, or both?

6. Ad unit devices and notifications:

- Are any controllers, lighting devices, or safety notices appended as an integral part of the display or unit that will be shown to it?

7. Light:

- Will the lighting lead to an unacceptable glow?

Will the lighting affect the safety of pedestrians, vehicles or aircraft?

- Will the lighting diminish the benefits of any facility or any other form of advertising site?
- Can the light intensity be adjusted, if necessary?

Is lighting subjected to self-control?

8. Safety:

- Will advertising reduce the safety of any public road?
- Will the advertisement reduce the safety of pedestrians, cyclists?
- Will the advertisement reduce children's safety, by blocking lines of vision from public areas?

Standards for organizing an external digital mobile advertising display to avoid any problems:

1. Take into account that the advertising banner does not hinder the driver's vision of the road, other vehicles, cyclists, or pedestrians, especially when crossing places.
2. Consider that the ad unit does not obscure traffic lights and warning signs for road safety and directions.
3. Avoid containing the advertisement visual signs for the driver that give road directions data that are different from the actual directions.
4. Observe the safe viewing distance for intersections, slopes, traffic control signs or sharp curves, or less than the safe stopping distance from pedestrians or bicycle crossings to avoid hazards in the road environment.

5. Consider that the advertisement does not interfere with the effectiveness of the traffic control device (for example, by imitating the traffic control device, or by including content that can be interpreted as giving traffic instructions, or by using flashing lights near traffic lights).
6. Consideration that the advertisement does not attract the driver's attention away from the road environment for a long period of time. For example, a driver should not have to direct his head off the road and traffic stream components to see the advertising message.
7. Consider that the ad unit does not create light reflections in the driver's line of sight. To avoid road hazards for motorists.
8. Observe the dimensions of the ad units so that they do not obstruct the movement of viewers or vehicles. Whether vertical or horizontal obstruction to the ad site.
9. Consider adjusting the lighting levels according to the environment surrounding the digital display. To prevent the glare problem which distracts drivers of vehicles.
10. The time-lapse time for change between two ads on digital screen displays is not more than one second.
11. Consider security factors for ad display units. To preserve the unity of digital advertising and advertising content.

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