

Organization of display standards of digital out of home Advertising

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Abstract

These categories included outdoor advertising, to add new advertising technic 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 the angle And the 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.

Keywords:

digital out of home Advertising, digital billboards, Viewing distance, environmental conditions