

Technical standards to implement Digital out of home Advertising**Prof. Abeer Hassan Abdo**

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The outdoor advertisement provided unlimited options and multiple directions for creative design, and dozens of sizes, shapes, seemingly endless locations and amazing technologies that offer limitless opportunities for effective advertising design appeared. Animated external advertisement is one of the most widespread and influencing ads on large audiences, and it is considered one of the most advanced means of advertising and has criteria and characteristics that distinguish it from other types of advertising.

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.

DOOH Advertising is one of the most influential and attractive media outlets in recent times. As a result, several billboards were converted and fixed digital billboards were allocated in designated places. With these developments in the spread of this type of advertising, it is important to set technical standards that regulate the time, duration, dimensions, location and other criteria that ensure the achievement of the advertising message and its goal, taking into account avoiding losses and maintaining road safety.

The technical specifications of the mobile external digital advertisement file differ according to the screen area, and these specifications are also related to the duration of the advertisement depending on the nature of the advertisement site and the specifications for the location of the advertisement and the target audience. One of these technical specifications is to determine the media player display program that best meets the needs of advertising content in order to achieve the desired goals of the advertisement. The storage of media players depends on the CMS. The research deals with studying and setting technical standards for designing and directing the external mobile advertisement and employing it according to the conditions and nature of the Egyptian environment and the ways to achieve the goal of the advertisement.

Keywords:

Digital out of home Advertising, interactive advertising, CMS content management system