

## NAB and DS Show/KioskCom 2010: Engagement Through the Technologies Prism

By Lyle Bunn  
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The spectrum of customer engagement through technologies was revealed during the National Association of Broadcasters (NAB) annual conference and the Digital Signage Show/KioskCom events in Las Vegas April 11-16, 2010. The show floors offered the widest range of technology elements, media services and content creation and management tools, while sessions focused on approaches to best use these enabling technologies.

3D and Mobile Digital TV were the buzz of NAB. 3D authoring, distribution and display capabilities were evident through NAB. Many noted that while HD started in the 80's and has found its place, 3D appears to be getting "out of the gate" faster. "As many as 25% of households will buy 3D displays in the next three years" said Jay Adrick, VP Technology, Mobile Digital Television at Harris Corp. adding "The broadcast industry is being transformed by 3D and Mobile Digital TV.

The media atmosphere is very dynamic with ongoing innovations and refinements. The goals of more precise message targeting to audiences and better engagement with shoppers, patrons, visitors, staff, students and others to generate higher return on investment is a constant challenge for communicators, increasingly met by enabling out-of-home and place-based technologies.

We live in a screen media, screen-on world where the key is to get the communications approach "right" in a multi-channel and multi-media communications world. Customers experience messages from multiple screens and screen media interconnected-ness.



*"The media atmosphere is lively and dynamic. We live in a screen media, "screen-on" world".*  
Lyle Bunn

"Content is reining supreme" said Harris Morris, President, Broadcast at Harris Corp. during the week of media commerce in Las Vegas, adding "broadcast, the internet, social media, publishing and entertainment are all content-driven industries which draw on the enabling value of technologies. Digital signage fits into this multi-channel world and delivers unique, inherent value to out-of-home and place-based media delivery and engagement".

One significant demonstration at NAB was the link between digital signage and social media, with the content and commerce flow extending from the place-based digital sign to the mobile phone to the cash register. While Harris Corp called it a demonstration, the ability to place and manage ad campaigns on multiple devices linked with engagement triggers, opt-in, tagging and analytics on the consumer “path to purchase” toward an ongoing commercial relationship reflects the direction of firm’s services to organizations such as McDonald’s, Disney, the Orlando events center and others of its clients.

As a prominent voice in the media industry, Morris noted that content creation is an integral element of the high level of North America’s media competency, which allows assets such as spectrum, organization, infrastructure and talent to be monetized, and through which brands and values can be developed. He introduced the concept of the “Citizen Journalist” to describe the growth of social media while noting that 70,000 hours of news is created daily in North America.

As “multi-channel” was the focus of NAB discussions, the merging of the Digital Signage Association and the Self-Serve Industry Association to form the single Digital Screenmedia Association (DSA) was announced and the Digital Signage Show /



KioskCom was transforming to be Customer Engagement Technology World (November 2010, New York and Spring 2011, San Francisco).

It is clear that technologies and business models are a prism through which content is disbursed for presentation on multiple devices, through which consumers gain a cohesive brand messages. Perhaps those Pink Floyd tunes that start with alarm clocks and cash registers were the sounds of thinking to come, and is now arriving.

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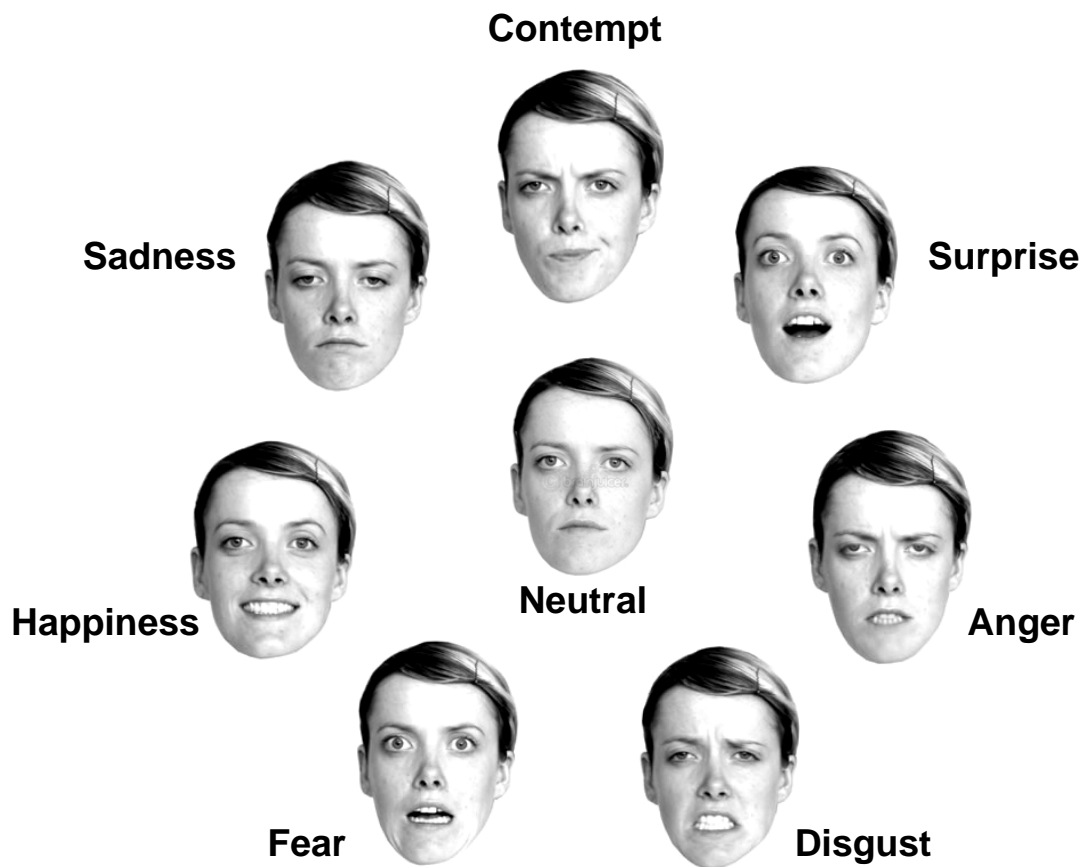
Internet addressability and digital supply chains make media devices natural siblings. Each uses a digital supply chain and display interface to help organizations better achieve their communications, relationship and business effectiveness goals. Each makes an offer that is then fulfilled in transaction form, while drawing on many of the same components of display, touch screen, connectivity, data/media management and deployment.

Media presentation and interaction devices allow the Marketing Industrial Complex to be manifested and while the efficiencies of one-to-many device communications is a touch stone of communications business models, the need for higher return on communications investment and engagement has out-of-home devices as a growing part of the marketing mix.

**Measurement and analytics** is of deepening interest toward higher Return on Investment (ROI) and quantifying “engagement.”

Outcomes such as sales lift, enquiries and recall will continue to be key metrics. Quantifying viewers with technology-based tools such as anonymous impression metric from CognoVision provide data on viewership while providing actionable intelligence on how viewers are engaging with messages.

“Sentiment analysis” allows for a deeper level of engagement intelligence to be gathered. In his opening keynote address to a standing-room only crowd at Digital Signage Show/KioskCom, (being renamed the Customer Engagement Technology Summit), Dr. Bill Ratcliffe, EVP of BrainJuicer and a Toronto-based veteran of branding and measurement, defined how seven emotional responses encompass the range of human reaction to messages. “These offer insights to brand perception that can be used to refine messaging and forward the achievement of branding goals” he said.



BrainJuicer® sentiment analytics

“The graphical query system, which is current in use by 11 of the world’s 20 largest brands defines how a consumers feels about a message and then establishes the intensity of that feeling – that emotional response” explained Ratcliffe, noting for example that “the analysis includes twelve different kinds of “happy” and scales of intensity beyond that”. This analytic is very suited to kiosk and digital signage interaction since it

increases engagement with the brand and the device, while providing feedback that is very valuable to message refinement.

At NAB, Autonomy Virage profiled their technologies that can “watch and listen” to the rich media of social media, internet, blogs, broadcast and other message media to define the sentiments being expressed. This contextual audit provides analysis of the perception of brands and events as an input to communications planning and messaging.

Las Vegas played host to the 5<sup>th</sup> annual Content Strategies Summit during the same week. Keith Kelsen, who served as event chair and who is author of “Unleashing the Power of Digital Signage – Content Strategies for the 5<sup>th</sup> Screen” says “DOOH is part of the “digital landscape” and the manner in which we look at media is referred to as “transmedia” which accommodates all platforms. “Content campaigns that are designed for multiple platforms (i.e. TV, internet, mobile, digital signage, etc) have an inherent strength and an effectiveness that allows content to be part of the digitization of our world. While many brands are having success in working directly with retailers on one offs, agencies are key to branding and merchandising success because strategically, the agencies look at the larger picture across the entire campaign”. Agencies add value through their strategic perspective in designing transmedia content with continuity for campaigns across all media platforms.

*Real-time situation awareness and actionable intelligence is the target paradigm in any media-based enterprise.*

*Lyle Bunn*

“Digital signage is an engagement media” says Kelsen, adding “it is powerful in the digital landscape and brings an inherent capability to be a key activation point to launch the engagement between a brand and a consumer across other platforms. For instance, by using DOOH as the point of engagement, mobile users can be further engaged and the conversation can continue to the path of purchase. This type of engagement normally would happen in a Point of Wait or Point of Transit network, whereas a Point of Sale network is really about buying something then and there while in the retail environment and would not necessarily include any other digital platform to engage the sale.”

That word “convergence” that has been so often used... it is happening.

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