



Table of Materials

THE DIGITAL SIGNAGE PLANNING GUIDE (5th Edition)

By Lyle Bunn
www.LyleBunn.com

Dynamic Digital Signage Papers, Briefs and Presentations

The following collection of materials authored by Lyle Bunn is intended to assist in the planning, investment, deployment, operation and use of digital signage network.

This 5th edition of Digital Signage Planning Guide ebook is organized as 110 separate documents (chapters) in 5 primary categories - areas of common interest (sections) as follows:

Overview and Glossaries (OV)	- 21 Chapters
Network Planning (NP)	- 24 Chapters
Uses and Applications of Digital Signage (USE)	- 16 Chapters
Content (CONT)	- 13 Chapters
Progress Briefings (PB) – Industry Directions Summary	- 36 Chapters

Three powerpoint presentations comprising 120 individual slides provide charts present frameworks for the deployment and maximizing the value of a dynamic digital signage network. The most recent additions to each section have been added to the end of each section (for the convenience of users of the 1st and 2nd editions).

This edition of The Digital Signage Planning Guide includes SPEED Digital Signage Training Program materials and templates. The slides used to present each module and templates useful to network planning are included in this eBook.

This 5th edition includes articles authored by Lyle Bunn for inclusion in supplements published by MediaPlanet, for which Lyle Bunn served as Editor and principal writer as follows:

- *Digital Signage supplement. USA Today. March 16, 2009*
- *Digital Out-f-Home supplement. USA Today. January 29, 2009*

- *Place-based Media supplement. Wall Street Journal. April 9, 2010*

Overview and Glossaries (OV)

OV1. Overview of Digital Signage (930 words)

OV2. Glossary of key Digital Signage Terms (1465 words)

OV3. Glossary of 100 Technical Terms Related to Digital Signage (4430 words)

OV4. Dynamic Digital Signage (DDS) Networks as “Killer App”:
White paper (3380 words)

OV5. The Big Picture: DDS Spring 2007. (1710 words)

OV6. The “Why” of Digital Signage – Objectives Defined.

OV7. Dynamic Digital Signage hits “Generation 3.0”

OV8. Characteristics of Digital Signage at “Generation 3.0”

OV9. Digital Signage Book Delivers Key Insights and Messages: A “Must Read” on the business and its enabling value.

Review of an excellent book titled “Digital Signage: Software, Networks, Advertising, and Displays: A Primer for Understanding the Business” (NAB Executive Technology Briefings) released in April 2008 by Focal Media which describes Digital Signage, how it fits into the marketing and communications mix, and what to consider when investing in, deploying or using this now-proven and very high growth medium.

OV10. Digital Signage is An Exploding New Opportunity for Commercial AudioVisual and Systems Integrators

OV11: New Supply Category Emerging in North America Digital Signage Industry.
Digital Signage Business System Providers (DS-BSP) offer new option to End Users

Changes in the digital signage supply chain are occurring as the industry matures. A new category of supplier, the Digital Signage Business Systems Provider (DS-BSP) has emerged as End User confidence and the application of digital signage has grown in North America. This new supplier group operates in a key point of partnership with organizations that represent a significant new user base for digital signage.

OV12 - The 10 commandments of Digital Signage
(for System Integrators and Commercial AV Providers)

OV13 – The Language of Digital Signage

OV14 - Content and Coalition Governance

Against the backdrop of “change” toward more productive marketing communications, the debate for the monarchy has raged. As Content, Context, Audience and Measurement vie for the role of “King,” a kind of coalition governance has emerged which draws on the attributes and contributions of each.

OV15: Digital Signage Book Delivers Key Insights and Messages: A “Must Read” on the business and its enabling value.

OV16 - New Supply Category Emerging in North America Digital Signage Industry. *Digital Signage Business System Providers (DS-BSP) offer new option to End Users*

OV17: Digital Place-based Media Complements Multi-Channel Marketing.

OV18 – Sir Sorrell (WPP President) – over here!

OV19: The 10 commandments of Digital Signage (for System Integrators)

OV20: Top 10: Digital out-of-home is an advertiser’s most powerful tool

OV21 - The Top 10 Reasons Why Digital Out-of-Home (DOOH) Is An Advertisers Most Powerful Tool.

DOOH’s Inherent Characteristics and Maturity make it a Valuable Arrow in the Brand and Agency Quiver.

Network Planning (NP)

NP1. The Digital Signage Business Continuum (1500 words)

“More than broadcasting on steroids”. Digital Signage networks fit into a framework of other marketing communications approaches and harmonize with how ad placement is planned and executed. This article illustrates how digital signage fits into a display continuum from message creative to display.

NP2. Advertising, Branding and “Blended” Models (950 words)

A summary and quantification of several business models.

NP3. Network planning Elements (1030 words)

The primary network planning phases are described along with the key planning issues of each phase of a digital signage network.

NP4. “Branded” business Model Experience (1730 words)

The paper summarizes numerous examples of digital signage networks that are not dependent on 3rd party advertising.

NP5. “KISS” - Keeping the Cost of Digital Signage Low (1500 words)

Networks should target to achieve display objectives at the lowest possible cost. This may mean using TV, DVD or other systems.

NP6. Digital Signage Leveraging Enterprise Telecom (865 words)

“The Backbone’s Connected to the Revenue Line...” The enterprise telecom infrastructure and other core competencies of the Chief Technology Office positions the addition of digital signage as an application layer that can enable revenue, branding and other objectives.

NP7. Converting DVD systems to satellite download (300 words)

A brief comparison of DVD and online satellite media refreshment is provided.

NP8. New York Subway Network Offers Lessons (800 words)

NP9. Dynamic Image Provisioning Application (DIPA): (1925 words)

The November 2004 whitepaper describes the contribution of digital signage software to the growing industry.

NP10. Commercial 3D Aerial Imaging - Holography is Here (975 words)

An overview of the commercial application of 3D aerial imaging (commercial grade holography)

NP11. Digital Signage as “Middle” Media Platform

Better viewer targeting and message interface position DS as the middle media platform between in-home broadcast and internet, and out-of-home mobility. This offers brand awareness and engagement with new pricing/revenue models and sources.

NP12. Software is at the Center of the Digital Signage Network

NP13. Digital Signage Network Summary – Description

This template is useful in describing the planned digital signage deployment. By describing the objectives, viewers, display locations, funding and other elements, it is

possible to plan, source and optimize the technology, content and overall success of the network.

NP14: Digital Signage and Cellular – “Concomitance”

NP15: “All-in-One” Dynamic Digital Signage offers new supply opportunities and uses.

NP16: Datacasting Takes Digital Signage/DOOH to Next Plateau of Operations

NP17: New Supply Category Emerging in North America Digital Signage Industry.
(Digital Signage Business System Providers (DS-BSP) offer new option to End Users)

NP18: The Digital Signage Deployment Roadmap

NP19: Digital Out-of-Home (DOOH) Advertising Gaining Momentum

NP19 - DOOH advertising gets lift as the business model gain acceptance

NP20: The Growth in DS/DOOH ad sales infrastructure

NP21: Datacasting Takes Digital Signage/DOOH to Next Plateau of Operations

National Datacast, Inc. Becomes Newest Large Supplier to Enter Digital Signage Industry

NP22: Digital Signage and Cellular – “Concomitance”: *The Relationship between Digital Signage and Cellular.*

NP23: Fail to Plan – Plan to Fail: Software Confusion Reduced.

Improving software selection by identifying objectives. An abstract of this article appears in the summer 2009 edition of Digital Signage Magazine and in the Feb. 2010 Digital Signage “Best Practices Guide”. Content Management Software features are very often thought to be undefined, hence making it difficult for the end user, or integrator, to decide among them. But often, this confusion, or ambiguity, resides more in the mind of the end user or integrator, who have not properly defined the scope of work and end-goal of the digital signage system they want to install. This article provides a guide to better align the software selection by better identifying the requirement.

NP24: “All-in-One” Dynamic Digital Signage offers new supply opportunities and uses.
“Simple” dynamic signage can fulfill communications needs.

Uses and Applications of Digital Signage (USE)

USE1. Digital Signage and Brand-building (1140 words)

The context and positioning of Digital Signage as a brand development and marketing communications tool is described, noting its relative support for dominant and challenger brands, the relationship between brands and retailers and contribution to the in-store experience

USE2. Leveraging Training, Business Communications and Advertising Infrastructure – “Supercharging the Digital Signage network”. (940 words)

This article describes the relationship between staff development, business communications and advertising display, noting the leverage of one to the others. Interactive Distance Learning (IDL), Business Television (BTV) and Digital Signage (DS) using shared connectivity infrastructure minimizes costs, improves organizational efficiencies and contributes to achieving revenue goal.

USE3. Digital Signage improves Product Price and Merchandising Display (870 words)

The legal and business challenges of assuring correct In-store pricing can be met by digital signage. This summary of facts illustrates the critical nature of this challenge, which suggesting possible cost offsets related to paper for pricing messages.

USE4. “Values” Messaging on Digital Signage Builds Communities and Improves Quality of Life (720 words)

Since digital signage has the unique ability to present a large volume of messages through remote display control, numerous messages that reflect or develop “values” are possible. While this is applicable to social messaging, it is also applicable to support corporate and branding communications, and other public issues messaging.

USE5. Digital Signage Networks (DS) for Homeland Security: Whitepaper (5375 words)

A Digital Signage Network (DSN) provides the means for real time environmental monitoring and information display that are critical elements of Homeland Security.

USE6. Digital Signage for Improved Security (900 words)

This brief includes various measures to enable improved security using the digital signage platform

USE7. Digital Signage Empowers Retailers in Meeting their Basic Goals

USE8. Digital Signage Helps Houses of Worship

USE9. Retail Loss Prevention

USE10. “Projection” Extends the Reach of DS.

USE11. The Top 10: Digital out-of-home is an advertiser’s most powerful tool

USE12: “Projection” Extends the Reach of Digital Signage

USE13: Advertising Made Easy and Effective Using Digital Out-of-Home

USE14: “Retail” - The New Media Channel

USE15: Architectural Media Integrates Digital Signage into Environment

USE16: Campus visual communications

Content (CONT)

CONT1. The Content Imperative of Dynamic Digital Signage (550 words)

The information elements needed to advance the use of creative content for digital signage is provided.

CONT2. Content Approaches Improve Results from Retail Media and Digital Signage. (1795 words)

New approaches for providing low-cost, high-impact content for digital signage and in-store TV display are allowing digital signage and in-store TV networks to maximize Return on Objectives (ROO) and deliver on their potential for performance. This article describes how the problems of poor content impact, quantity and adequacy are addressed.

CONT3. Content is King: Creating High Performing Advertising for Out-of-Home Digital (785 words)

Four principles for creating content are presented with an explanation of each.

CONT4. Content Summit Delegates say King “Content”, Queen “Measurement” and Emperor “Context” Rule the Dynamic Signage Realm (1120 words)

Key trends and content-related lessons are presented in this summary of the 2nd Annual Out-of-Home Content Summit held in February 2007 in Las Vegas. The “Fourth Screen Awards” were introduced at this event, and the commentary by judges on entries offer good lessons.

CONT5. Content Problems have Solutions for In-Store Dynamic Digital Signage. (945 words)

This paper highlights four primary problems in achieving high quality dynamic signage content, and offers solutions to each.

CONT6. Templated Content: Dynamic Signage Weeds or Meadow?

CONT7. Cost of Content

This article offers new perspectives about the costs of digital signage “Content” - the media and messages presented on dynamic digital signage. The role, of Content in the advancement of dynamic digital signage through Version 3.0 toward 4.0 is described, while reflecting on the critical role, importance and “character” of Content, Content costs are addressed from three standpoints including Cost per Spot, Cost per Period, and Cost per Opportunity. This article is written primarily for organizations involved in the supply, operation, investment and using Dynamic Digital Signage Networks.

CONT8. Fourth Screen Award Entries Reflect Best Practice in “Content”

CONT9. Creating High- Performance Advertising Content

This is Part 2 in a series of articles focused on “Content” for Digital Signage. This part was published in the May 2007 edition of the SeeSaw Networks “Insights” newsletter.

CONT10. Content is King: Elements of Composition

CONT11: Content and Coalition Governance (How “Content” is Made Relevant)

CONT12: “CONTENT” is gaining “stride” and growing fast.

CONT13: Content Creation for Digital Signage - Simple Guidelines

Also, suggested reading as a separate document under separate cover: The new Madison Avenue Diet - The Strategy for Performance-Focused Digital Signage Content. (22 pages with illustrations)

Lyle Bunn was the principal author of the whitepaper while on staff at Alchemy, a St. Joseph Communications Company. It is available as a separate document and provides a comprehensive perspective on how content enables the success of digital signage network operators, advertisers and location providers, while providing a framework for content development and performance assessment. See www.AlchemyInternational.com

Progress Briefings (PB) – Industry Directions Summary

These papers summarize conference proceedings, reflecting key elements of the progress of the digital signage industry. These includes statistics, important quotes from leading

figures, experiences and the fine-tuning of how digital signage is positioned as the industry moved through the \$1 billion level in recent years.

- PB1. Electronic Signage Hits High Gear at Digital Retailing Expo (1030 words) 2004 Oct.
- PB2. Digital Signage Summit in Toronto Offers Valuable Update (1970 words) 2005 February
- PB3. Supply, Content and Core Value discussions Deepened at Signage Summit (1365 words) 2005 April
- PB4. Ad Agency Jungle Drums Sounding Louder on Digital Signage. TV ad spending being challenged (1475 words) 2005 June
- PB5. AdWeek 2005: Digital Signage Moves to the Next Level (1700 words). 2005 Sept.
- PB6. B+ Report Card for Dynamic Digital Signage in 2005 (1950 words). 2006 January
- PB7. PowerSigns2006 Speakers Outline Digital Signage industry growth. (530 words). 2006 September
- PB8. Maturing industry reflected at Fall 2006 Dynamic Signage Business Summit (485 words). 2006 November
- PB9. Digital Signage Tsunami Gaining Momentum (570 words) 2006 May
- PB10. Trends Forecast 2008: Digital Signage Industry Analysis.
- PB11. Summary of DIGI Award Entries - Spring 2008
- PB12: DOOH Advertising Gaining Momentum
Steady and rapid progress is being made in the area of advertising on Digital Out-of-Home networks (call it digital signage, In-Store TV, place-based dynamic media, etc).
- PB13: InfoComm Accelerating Digital Signage Focus
- PB14: Digital Signage Expo 2009 (DSE09) shows new plateaus and acceleration of Digital Signage Industry.
- PB15: Consumer Electronics Show 2009 (CES09) through “Digital Signage” Lenses.
- PB16: 2008 Digital Signage Year in Review

PB17: DOOH advertising gets lift as the business model gains acceptance

PB18: 1,000,000+ ads now playing on North America's Digital-Out-of-Home networks

PB19: Digital Out-of-Home Future Trends

PB20: 1200 respondent survey by Digital Signage Association, case studies and luminary commentary offers insights on Digital Signage directions.

PB21: 2010 – The Year of Choice... On How To Engage with Digital Signage Sourcing and Supply.

PB22: DOOH conference in New York will advance industry investment.

PB23: CES09 through “Digital Signage” lenses.

PB24 - Digital Media is Springtime in Las Vegas

NAB09, The DS Show/KioskCom, ISE, NAMA through a DS Lens

PB25 - Bad Economy? – What Bad Economy!
DSE09 shows new plateaus and acceleration of Digital Signage Industry.

PB26 – Industry Directions. AKA.TV Interview

PB27: InfoComm09 and Digital Signage: Hand in Glove.

This summary of InfoComm09 as related to digital signage includes references digital signage profile at InfoComm09, its positioning in the “short-line visual economy,” the sources and directions of related emerging technologies and the importance of several key announcements at the 4-day event.

PB28: InfoComm Accelerating Digital Signage Focus

PB30: Progress Interview (mid 2007): ProAV Magazine

PB31: Bad economy? – what bad economy?
DSE09 shows new plateaus and acceleration of Digital Signage Industry.

PB32: Dynamic Signage Offers System Contractors New Opportunities

PB33: NAB and DS Show/KioskCom 2010:
Engagement Through the Technologies Prism

PB34: DS/DOOH: “It is a Vortex, not a Chasm”

PB35: SWOT Analysis: North American Digital Signage / Digital Out-of-Home (DS /DOOH) Industry.

“Relevance” is at the pivotal point of industry Strengths, Weaknesses, Opportunities and Threats.

PB36: The Digital Signage “Log Jam” - Revenues Through “De-jamming”.

Presentations (PRES) related to Dynamic Digital Signage

PRES1. Context and Costs of Dynamic Digital Signage (41 slides)
A framework for planning deployment of a Digital Signage Network

PRES2. “Supercharging” the ROI of Digital Signage (50 slides)
Approaches to maximizing the value of the Digital Signage Network

PRES3. Presentation by Lyle Bunn at InfoCommo8. (33 slides) “Digital Signage New, Proven Tools and a High-Growth Market”

“SPEED” Digital Signage Training Program - materials

“SPEED” is the acronym for:

“Structure for Planning, Explaining, Excitement and Development.”

When provided in live instruction, this program offers practical, real-world perspectives, templates and information to move digital signage projects forward with Speed. Private presentations can include private consultation or facilitation of project or marketing planning.

SPEED is a practical, accelerated training program for end users, suppliers, advertisers and investors of Digital Signage to improve business and project planning, launch, deployment and the application and use of Digital Signage and Digital Out-of-Home.

SPEED leads to the intelligent selection of technologies and effectiveness in operations.

SPEED addresses communications objectives, business models, the technology ecosystem, operations and critical success factors to improve the ability to define, “sell,” advance, assess and expand digital signage systems.

Core modules address the following subject areas to enable a digital signage opportunity or initiative to be initialized, move forward and succeed on an ongoing basis. The following areas are addressed, and supporting and related information such as guides and

templates are provided in order to increase the pace of project planning and success of deployment by end users or suppliers.

Module 1. DIGITAL SIGNAGE INDUSTRY OVERVIEW

Overview of the current state of growth and key directions of Digital Signage and Digital Out-of-Home as a communications application and an Industry. Core value propositions and industry drivers are fueling double-digital industry growth.

Module 2. ADVANCING THE PROJECT/OPPORTUNITY

- The Launch/Selling Process (The Champion, Concept presentation, planning, enrollment of others, Sourcing, pilot, evaluation, refinement, roll-out, continuous improvement.
- Champions, Decision-Makers and Influencers
- Focus on ROI and ROO
- Advancing the idea at various stages.
- Assessing project performance
- Proof of concept – awareness building
- Phase 1 deployment
- Transition for mass deployment

Module 3. THE DIGITAL SIGNAGE NETWORK DESCRIPTION

This module provides a framework for planning and describing key aspects of the possible or planned digital signage network. Funding sources, capabilities, outcomes, participants and approaches to operation are presented in a succinct overview.

Module 4. ELEMENTS OF THE DS/DOOH NETWORK

- The Enabling Effect (Lessons from Leonardo de Vinci and others)
- Digital Signage in Overview: Inherent, Unique Capabilities
- Relationship of DS with other Communications Tools (Web, Mobile, Print, etc).
- Business Models: Ad-based, Patron, Staff and Hybrids
- The “Why” of Digital Signage – Defining objectives available from DS in various environments (retail, hospitality, entertainment, consumer services, corporate, etc)
- Network Launch Considerations
- Network “Elements of Operations”
- The Technology “Ecosystem” (Hardware, Software, Connectivity, etc).
- Software Functional Considerations
- “Content” Elements of Operation
- Measurement (audit, URL hits, observation, eye gaze, checkout)

Module 5. GENERATING ADVERTISING

- Funding the network
- Value to Advertisers.
- Ad sales Process.
- Rates and prospective advertisers
- Metrics that drive ad sales success.
- Revenue projection model (premiums and discounts).
- Ad Sales Agencies and other ad sources.
- Unique factors – Compliance, content suitability, business cycle.

Module 6. CONTENT: STRATEGY & COMPOSITION

- Content Samples – Best Practice
- Style Guide
- Standards of Content/Advertising
- Playloop Strategy and Structure
- Content composition guidelines
- Best practices in content
- Sources (RSS, PSA, Additional Info, etc.)

Module 7. COSTING ELEMENTS OF THE NETWORK

- Cost Decisions in the Business Model
- Digital Signage as a “platform” offering
- Network Deployment Costs - Capital
- Operating Costs

Module 8. BEST SOURCES OF ADDITIONAL INFORMATION

This module provides sources of additional useful materials, including publications, events and associations, along with some useful contact points for sourcing hardware, software, connectivity, ad sales, audit, project funding, content and other elements from experienced suppliers comprising the digital signage "ecosystem."

Guides and Templates associated with SPEED Training are provided.

1. Statements of Network, Display and Content Objectives
2. A comprehensive template for defining and describing the DS/DOOH Network
3. Guidelines for Content Creation
4. Structure for Playloop Composition (including multi-zone layout)
5. Revenue Model for advertising (including premium and discount parameters)

Supplements in Newspapers

Articles authored by Lyle Bunn were included in three supplements published by MediaPlanet as follows: Lyle Bunn served as Editor and principal writer for these supplements.

Digital Signage supplement. USA Today. March 16, 2009

Advertising Made Easy and Effective
"Content" and Coalition Governance
The Deployment Roadmap
Retail - The New Media Channel

Digital Out-f-Home supplement. USA Today. January 29, 2009

Bright Lights In - And For The Economy (foreward)
Advertising: Right Time - Right Place
Application: Increasing Communications ROI
Retail: Engaging Customers in Retail
Technology: Big Names Makes Waves In The Industry
Public Safety Through Digital Signage

Place-based Media supplement. Wall Street Journal. April 9, 2010

What's in a name? (Editor's Forward)
Economic Upswing
The Sharpest Instrument in the Marketers Tool Chest
Digital Place-based Media: The High Value Proposition
Changing Consumer Media Consumption Demands Better Communications Approaches
Bringing Messages to Life in the Workplace

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Author contact information:

Lyle Bunn

Principal & Strategy Architect

1744825 Ontario Inc.

o/a BUNN Co.

Office: 613-475-9121 Cell: 416-904-4426

Lyle@LyleBunn.com

30 Bayshore Road,

Brighton, Ontario, Canada K0K 1H0

www.LyleBunn.com

Digital Signage - Digital Out-of-Home - Digital Media Channels

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