



## What's in a name?

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Digital Place-based media has been growing and maturing during the economy of this decade that started with downturn, included the uncertainties of post 9/11, recession, business uncertainties and a cautious investment climate. Advertising-based networks give markets reach and recency, while an equal number of displays improve branding, staff and student communications, and the patron experience at a location.

“Digital Place-based Media,” has a descriptive ring to it, and reflects the refinement of a high growth industry finding its place.

As the “supply push” inherent in any new technology-driven improvement has shifted to a “market pull,” its naming has served to position it within business structures and budgets.

“Digital Signage,” a frequently-used, all encompassing descriptor, reflects the economies of a fully digital supply chain for media creation, management, connectivity and presentation. Terms such as “electronic display networks,” “video networks” and “private media channel” have been used to describe the technology infrastructure.

In seeking its place in advertising plans and budgets, other descriptors have been used. “Digital Out-of-Home (DOOH)” generally describes ad-based networks seeking out-of-home ads, “In-store TV” sought a share of TV/broadcast ad spending and in being called “the Outernet,” the medium has tapped into Internet ad budgets.

Through this maturing of its identity, the inherent characteristics of the medium have not changed. It is as highly target-able, viewer-addressable display media. Central control of message delivery to digital displays gives communications flexibility and assures 100% compliance of message presentation to audiences at a time of day, in out-of-home locations where people shop, wait, work, commute and gather. Messages have high relevance when delivering content in the context of the location, time and viewer to achieve measurable business goals. It can provide a laser focus of message delivery to time and audience, wide demographic or geographic coverage, or anything in-between.

It is highly measurable, very cost effective and is the sharpest tool in the communicator’s tool chest.

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