

Why Digital Signage has finally reached into the trains and buses of today

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Definition of Digital Signage

Digital Signage is a form of out-of-home advertising in which content and messages are displayed on digital signs, typically with the goal of delivering targeted messages to specific locations at specific times

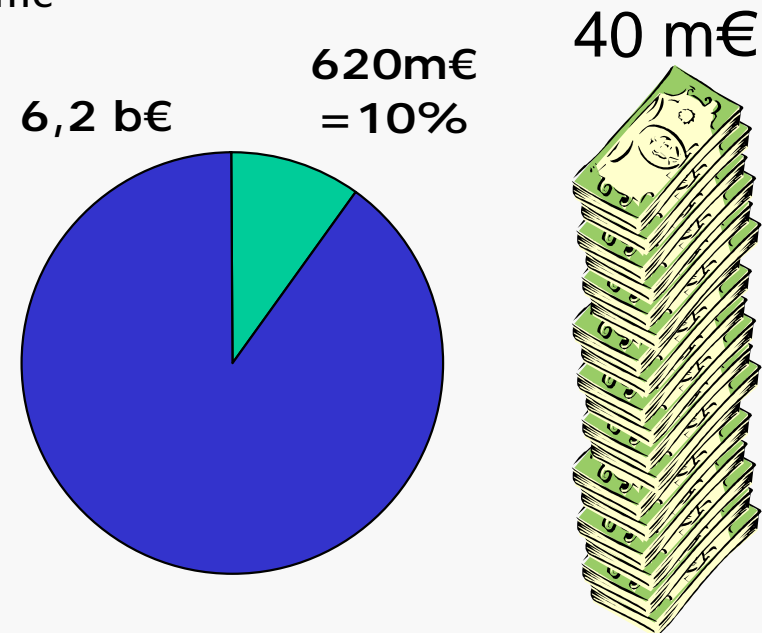
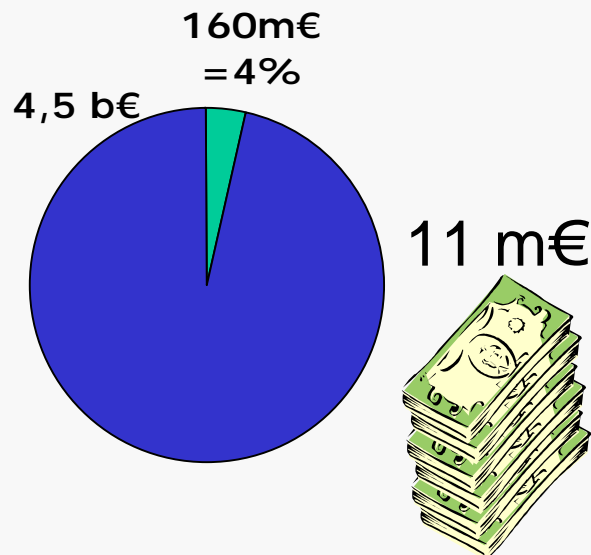
Main installations of Digital Signage today

- small: point-of-sales, supermarkets, stores
 - medium: airports, malls, public buildings, streets
 - large: stadions, public places, outdoor events
- Ø **Advantage: digital formats in different sizes are standardized and well known to content providers. So using them for transportation advertising is easy**

Facts and Figures

Share of Digital Signage of the total Out-of-Home advertising market in Europe (revenue per year)

year	Total OOH	Digital Signage	Digital Signage in Transportation
2007	4,5 b€	160 m€	11 m€
2012	6,2 b€	620 m€	40 m€



Digital Signage: mobile and stationary

Stationary

- Ø large screen size (30"-100")
- Ø high visibility
- Ø few exposed locations
- Ø up to 200 eyes per screen
- Ø short dwell times <5 min
- Ø News + Ads



Mobile

- Ø smaller screens (12"-22")
- Ø limited visibility
- Ø inside each train or bus
- Ø up to 50 eyes per screen
- Ø long dwell times >10 min
- Ø News + Ads + Pass.-Info



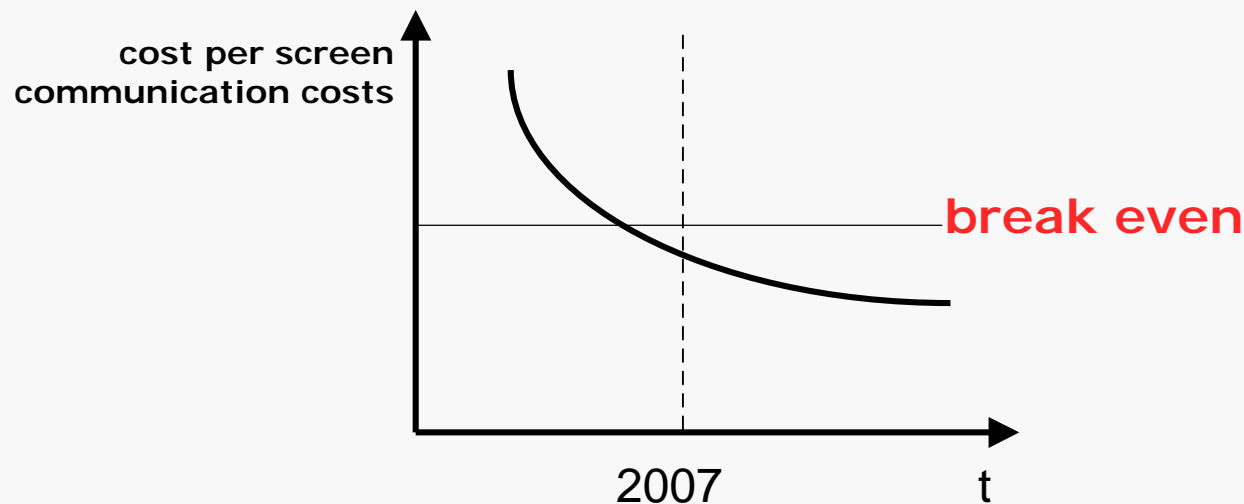
Why mobile Digital Signage in Transportation?

- **Digital Signage**
 - generates additional revenues for transport operators and helps to finance digital screens
 - significantly reduces posters, handouts and personnel for marketing activities
 - accessible for anyone for free (no Wifi,PDA required!!!)
- **Busses, Trams and Metros provide ideal surrounding for advertising**
 - high dwell times
 - well known demographics
 - welcoming recipients
(shortening the travel or waiting time)

Why mobile Digital Signage in Transportation now?

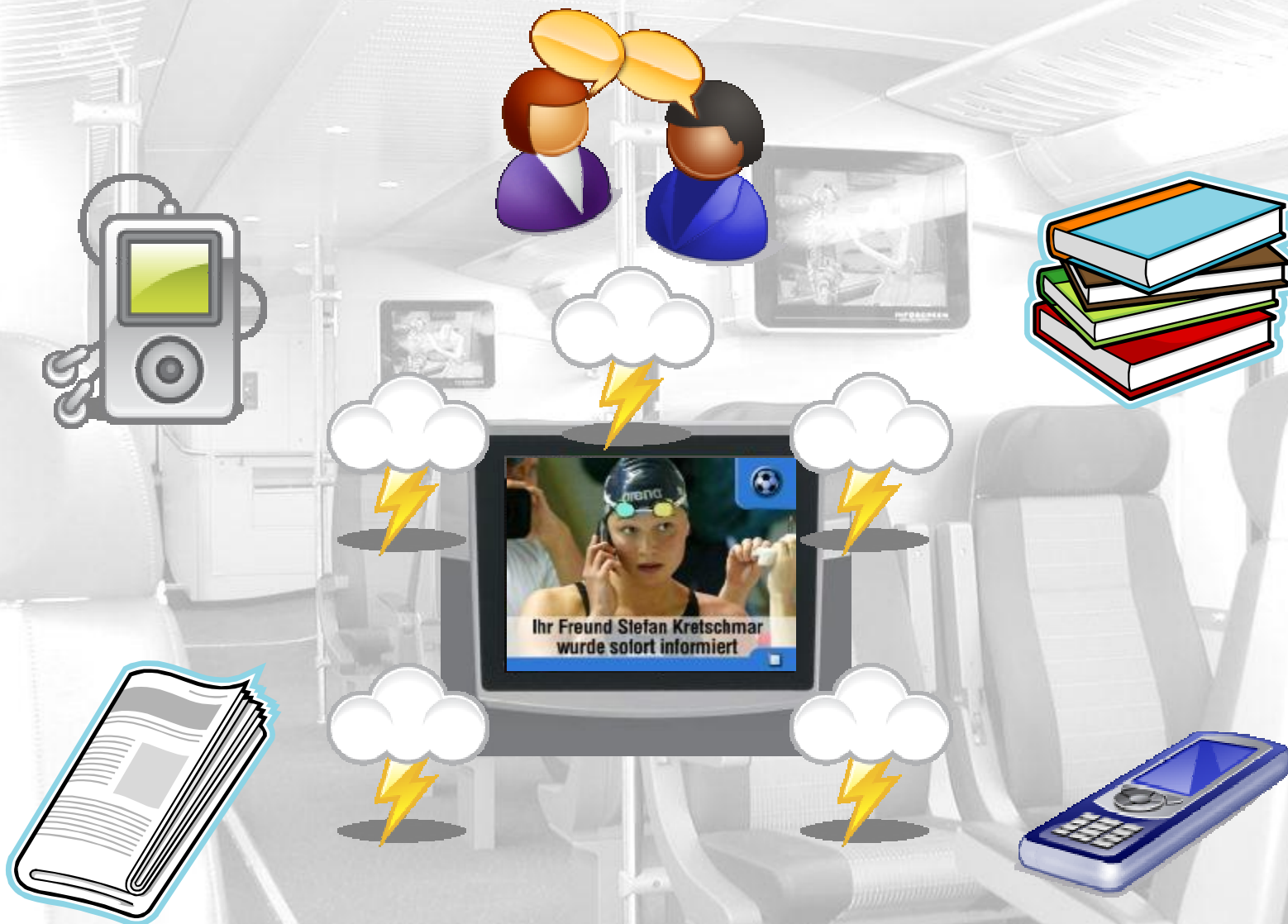
Two major costs factors for installation and running costs have come down significantly in the last two years:

- costs per screen during installation
- monthly communication costs for content update



Now a Digital Signage System can pay back within 5 years

Competition to Mobile Digital Signage



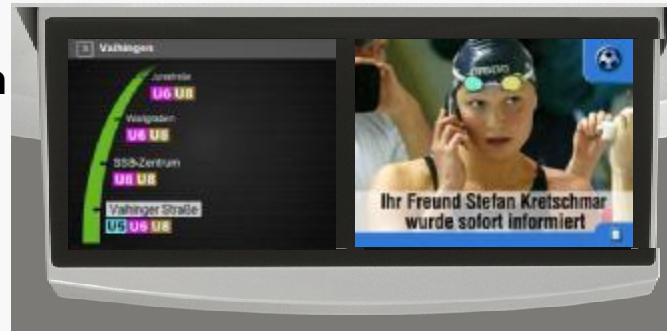
How to attract the attention of the passengers?



Transport Operator provides:

Passenger Information

- reliable and usefull
- always informative
- related to travel



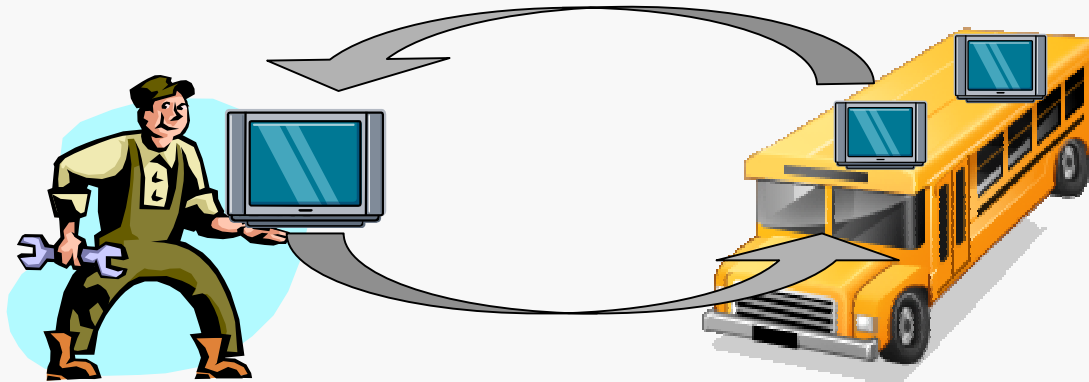
Content provider delivers:

News + Advertising

- constantly changing
- always up to date
- serves local interests

Result:
increased eye contact to screens
and high acceptance of total system

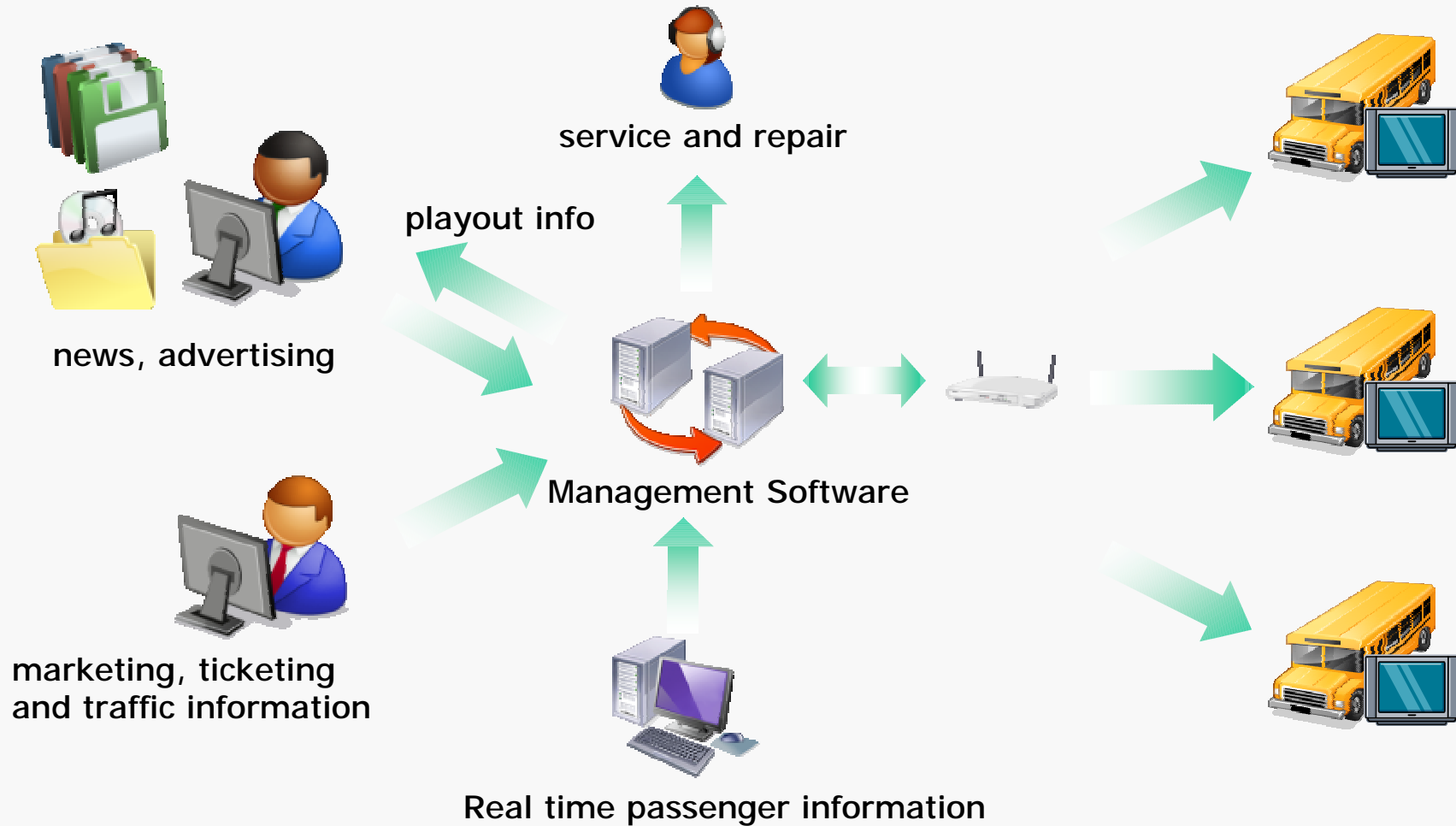
System components part 1: reliable hardware and a good service team



- ü railway certified components
- ü sufficient spare part stock
- ü short replacement times
- ü automated service notification

Sample **250 cars with 4 screens each**
MTBF: 50.000h **10 replacements per month**

System components part 2: fully automated end-to-end SW-solution



Question: Who should own the system?

The transportation company ?

- ü Screens are designed into the vehicles for a life of 10 years
- ü Wireless communication can be used for all other equipment
- ü Advertising contracts can be modified when necessary

The Digital Signage company ?

- ü Costs are clearly identified, separated and directly compensated through advertising income
- ü Additional synergy when the company uses identical equipment in several cities

No clear preference: Both ways do work !

Successful Business models

Ø Infoscreen Hamburg

126 Metro trains in Hamburg since 1997

Ø X-City Marketing Hanover

140 Trams and Buses in Hanover since 2000

Ø Berliner Fenster

>1000 metro cars in Berlin since 2000

Ø Infoscreen Austria

>100 trains, trams and buses in Austria since 2003

Ø ...



“Musts” for a successful business model

1. Use reliable hardware and have a good service model
2. Use complete end to end SW-solution
3. Focus on major traffic lines
4. Combine stationary and mobile advertising
5. Integrate Passenger Information
6. Short update cycles (at least every hour)
7. Have a separate and focused sales force

Thank You

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