

Digital Invention of Out-Of-Home Communications, Digital Out-Of-Home

By Sanket Rambhia, Chairman & MD, Xtreme Media

Founded in 2009, Xtreme Media is a Mumbai-based end to end Digital OOH solution provider in India. It is a leading provider of Digital Signage Software Solution, Android Digital Signage, LED Video Wall, LED Displays and much more.

Digitization is bringing changes to us in many ways, social, economic & political; the pace of change will be much faster in the future than it is today. For instance, if one sees Mumbai today and goes to sleep and opens his/her eyes after 10 years, the picture of Mumbai then, would be entirely different than what he had seen 10 years earlier. The prominent elements that will drive our changes in the future are technology & digitization.

Digital change for brands reflects in the way businesses plan, operate, & communicate so that the act of doing business is faster, smarter & more convenient.

Transition of OOH (out-of-home) to DOOH (Digital-out-of-home)

Let me elaborate what transition out-of-home communications is going through. If you look at the

out-of-home media in 1990-2000, it was mainly focused on static signs like posters or billboards. A little later OOH was focusing on glow boards & single color LED signs. This trend was followed for small indoor as well as large outdoor format OOH communications. The trend, which is now spreading rapidly, is digital signage which includes dynamic communications via small size indoor LCD displays to life-size outdoor LED displays.

What DOOH offers over OOH?

With the help of digital OOH, which is a strong combination of hardware & software, you save or optimize 4 types of costs & certain advantages.

- **Designing:** Designing with digital signage is very easy due to ready-made in-built templates. Even if you want to go for something more attractive than pre-defined templates for digital signage the designing is less expensive than it is in OOH.
- **Printing:** One of the huge cost saver in DOOH is printing, from digital signage you can make your content live from one click. Printing cost is recurring in case of OOH & every hoarding or poster has limited life, today people switch from one thing to next very fast & easily. That is why it's highly probable that your print campaign may go obsolete very quickly. So, if we compare the cost of LCD/LED TV along with maintenance to the recurring printing cost, DOOH provides higher ROI.
- **Distribution Cost:** To make sure your message reaches the audience you have to ensure proper distribution which often includes transportation cost. Digital signage is a cloud based solution that can put centralized control over all the LCD/LED displays located anywhere in the world.
- **Human Resources:** A typical OOH hoarding requires lot of human supervision, while digital signage is automated and requires minimum human supervision. As a result, it allows your human resource to focus their energies on more productive work.



Sanket Rambhia

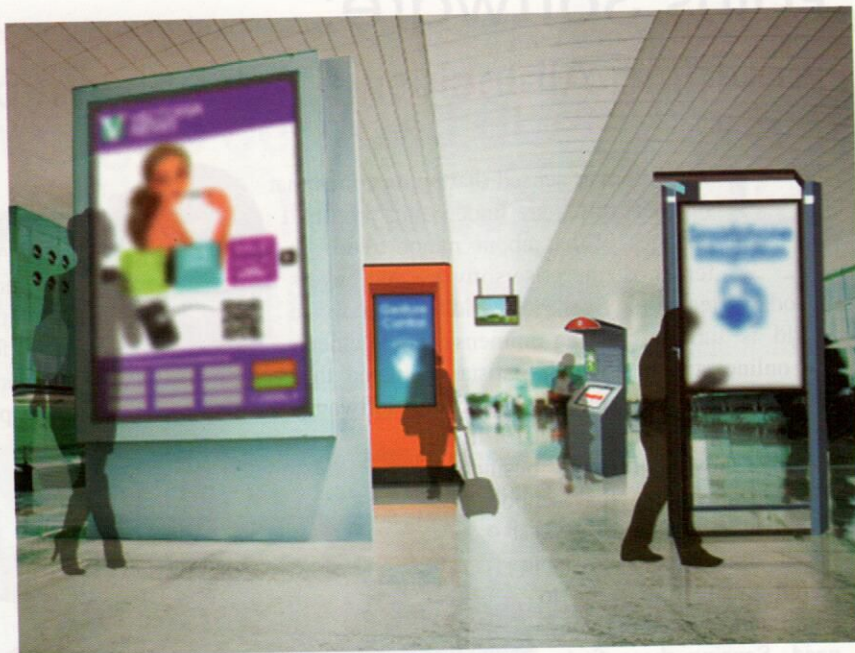
Future of Digital Out-of-Home Communications

What future holds is integrated content driven out-of-home communications; meaning we will see uniform communications, running on YouTube as the internet media, on billboards at traffic signal as OOH media & on mobiles which is the personal media. India is one of the fastest growing economies and is subject to the highest level of urbanization and adaptation to this powerful manner of integrated communications. India plans to have smart cities with better access to the internet, automatically managed traffic systems, and increased tools & solutions for artificial intelligence to adapt to this change.

Further, as urbanization penetrates, people will be out of their houses more and to grab this opportunity & get noticed, brands will be increasingly present in digital OOH. In future we are going to have multiple Times Squares where brands will speak for them themselves. We will have content driven digital displays, i.e. all billboards will go dig-

“

The trend, which is now spreading rapidly, is digital signage which includes dynamic communications via small size indoor LCD displays to life-size outdoor LED displays



ital. Brands will try & engage with their audience at all public places or places where people visit regularly for some purpose/services. This future is possible through a successful adaption of digital display technology.

For example: if you walk into any big bank there won't be cluttered flyers pinned on notice boards, LCD TV's or digital signage shows everything right from video commercial to the digital version of a print ad, livestock and bank rates to animations on occasions. State Bank of India has adapted digital signage for their 2100 branches & ATM's across India. That means SBI shows same content in all their branches from their Head office/Local Head Office. The picture is similar across all sectors; in QSR there are digital menu boards, in corporate offices digital signage is getting used mostly for branding; in hospitals we see digital queue management systems, and so on.

A research study conducted by Markets and Markets says, "In India, digital signage systems are primarily

found in indoor applications, but the market is expected to witness the adoption in outdoor applications as well. India digital signage systems market is projected to reach \$524 million by 2019, growing at a CAGR of 25.8 percent during 2014-19. At present, LCD based digital signage systems have accounted for the majority of the market share. However, in the forecast period, LED based digital signage systems are projected to grow with higher rate than other competing display technologies. Increasing demand for large size displays in outdoor applications is anticipated its penetration in the country. Video walls are emerging as the key trend in the Indian market, which is getting deployed at various events, exhibitions, shows and many more".

The kind of growth we are looking at the sector is eminent, I have been studying the Indian market for past 6 years now and I think if solutions provider creates a right blend of content & technology, digital OOH can emerge as one of the strongest & impactful communication medium. 