



# Activities of Digital Signage Consortium (Japan)

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# DSC's Definition of Digital Signage

Digital Signage Consortium

Digital signage is an electronic display connecting to a network that distributes all kinds of information to specific locations including retail stores, public spaces, and public transportation.

Thanks to the evolution of displays and the broad installation of wireless LAN, digital signage can deliver targeted advertisements and messages more accurately to the audiences reached by the screens.

Displays and Screens with diversified designs showing advertisements and other information can be found everywhere in our daily life. Not to mention those large screens in the stations, airports, or on the streets, digital signage is also located in elevators, retail stores, universities, hotels, and hospitals.

That is to say, digital signage is no longer a word referring to electronic screens showing advertisements on the street. It has become a concept for a system that can be located anywhere, both in-doors or out, of large or small scale, and using different devices and displaying all kinds of digital content.





- 1) Tackle the problems challenging the digital signage industry and expand the market.**
  
- 2) Improve the experience of adapting digital signage in daily situations.**



- 1) **Build digital signage into an industry with a revenue of one trillion yen by the year 2015.**

**200 billion yen for hardware/advertising/communication carrier/contents respectively; 100 billion yen for system the field**

**Share of advertising expenditure takes up to 15%**

- 2) **Make Japan the strongest power in the digital signage industry.**

**The goal is to make Japan No.1 in the world in the following aspects: market scale, number of displays, exposure time of digital signage, technology, quality of contents, advertising effectiveness.**

**By the year of 2015, digital signage will be located in all the buses, railway stations, airports, business facilities, shopping arcades, post offices, and telephone booths.**



## ● Current Problems

- 1) No rules related to content distribution
- 2) Uncertainty about the advertising standard
- 3) Lack of measurement for utilization and effectiveness of content
- 4) Lack of an introduction scheme for small advertisers
- 5) Ambiguity in laws and regulations concerning the digital signage industry
- 6) Lack of statistical data

## ● Solutions

- 1) Guidelines / index/ measurements of effectiveness
- 2) Technology development (research on devices and content performance)
- 3) Study and experimentation on new styles of digital contents
- 4) Standardization of digital signage for small retailers
- 5) Rules related to copyrights, code of ethics, and privacy protection



Along with the appearance of digital signage, spots where people clustered together has become the location of this new media.

Media with displays or other similar functions has suggested a new concept for designing an urban interface.

It enables people to observe and experience city life from different perspectives.

Nowadays, DSC is collaborating with many educational institutions with research on technologies in various fields related to digital signage.

## 1) Software

Choose contents according to the interests and emotions of the audience.

Present contents with full presence by adapting 5-senses technologies.

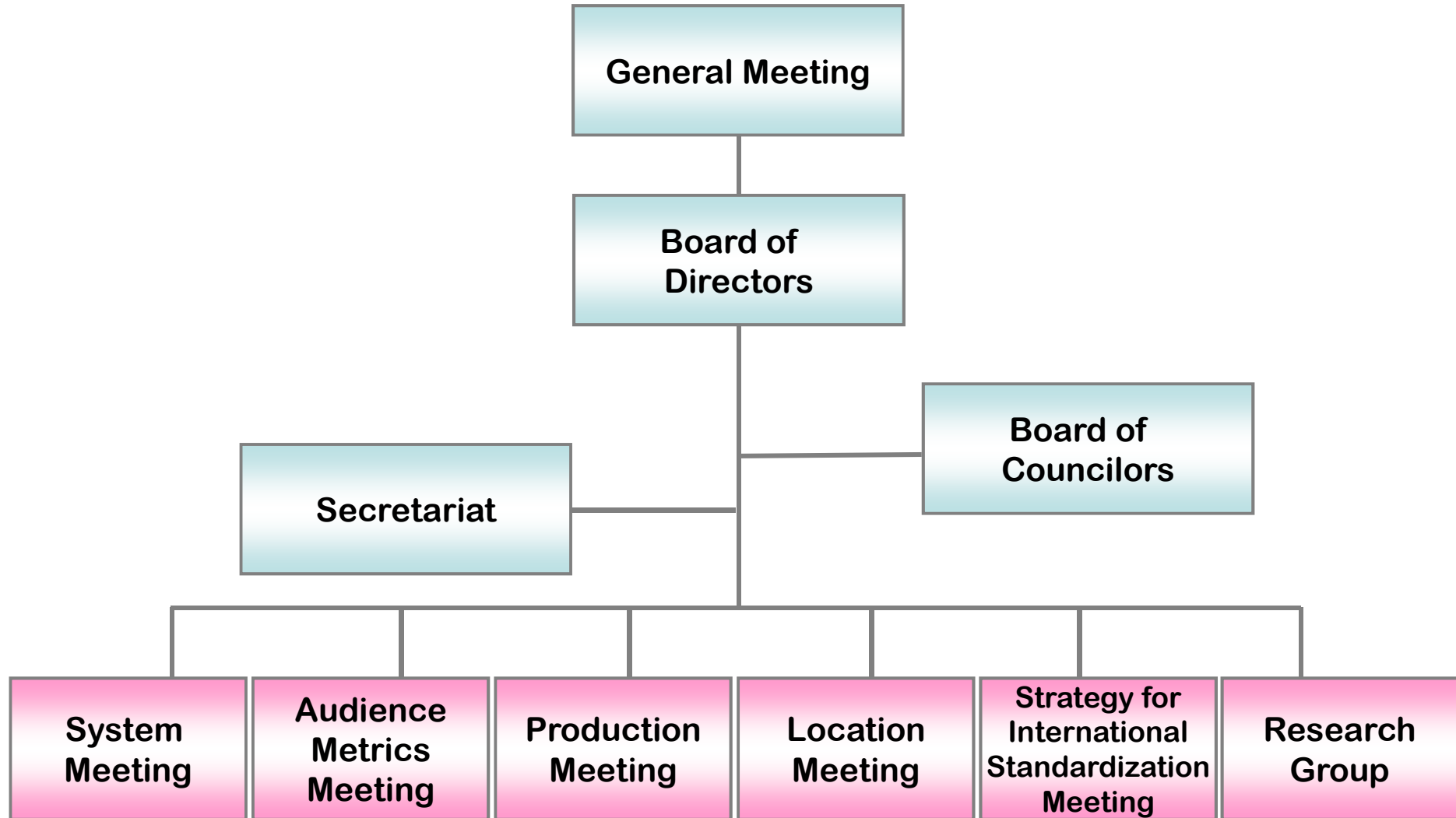
## 2) Hardware

Choose contents according to the targeted audience and locations.  
Add artistic and entertaining elements into the design of digital signage.



# Organization Structure

Digital Signage Consortium





# System Meeting

Digital Signage Consortium

## ● Main Objective:

Providing technical and system support for any development effort of The digital signage industry, aiming for a \$14 billion scale market by 2015.

## ● Current Activities:

- 1) Regular meetings (Once a month)
- 2) Exclusive study :  
Use Case for mobile interactions, etc
- 3) Theme-based discussion :  
Sound signage, audience measurement, etc

## ● Previous Activities :

- “Standard Guideline for Digital Signage ver.1.0”
- “Guide Book for Digital Signage”
- Movie Clip “Digital Signage Future Vision”

## ● 4 key members out of 35 Corporate members

- Panasonic
- KDDI
- FUJIFILM
- Mitsubishi Electric







# Audience Metrics Meeting

Digital Signage Consortium

## ● Main Objective:

Setting standards on advertisement transactions for reference and offering supports to digital signage advertising.

The audience metrics meeting also discusses evaluation of advertising effectiveness at different locations.

## ● Current Activities:

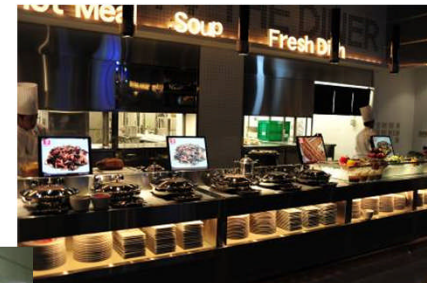
Regular meeting held every month; data analysis; theme discussion; document contribution, etc...

## ● Previous Activities

“Index Guideline ver.1.0” released in 2008

“Index Guideline ver.2.0” released in 2009

Field Trial at Akihabara and Shibuya.



## ● Future Plans

Address topics relate to advertisement transactions of digital signage. Build corporative relationships with media operators, location-owners, and advertisers in the digital signage industry.

## ● 3 key members out of 31 Corporate members

- Space Shower TV
- SaiNetAd
- Video Research





## ● Main Objective:

Discover ideal models for digital signage contents; collaborate with other sections in projects and experiments to contribute to the growth of the digital signage business.

## ● Current Activities:

The functions of the production meeting are executed by the 3 working groups.

### 1) Award WG

- Digital Signage Pre-Award June, 2009
- Digital Signage Award June, 2010 and 2011

### 2) Rights Management WG

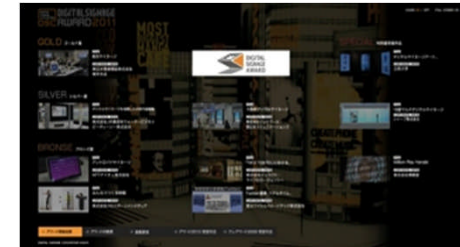
- Improve awareness of copyrights among DSC members;
- Set up rules with regard to re-use of contents and applications;
- Provide counseling service to DSC members who have difficulties in dealing with copyright issues.

### 3) Contents Direction WG

Improve the power of expression and enhance advertising effectiveness by presenting contents in various forms including images, animation, motion-graphics, and text. Draw a clear description of a 'digital signage communication standard'.

## ● 2 key members out of 37 Corporate members

- Newphoria
- Japan Information Exchange





# Location Meeting

Digital Signage Consortium

## ● Main Objective:

Once an issue has been discussed by the system section, audience metrics section, or production section, the location section will carry out a demonstration test and put forward proposals to the location-owner. The final goal is to put the plan of a project into practice.

## ● Current Activities:

There are 2 working groups working positively in respective areas using different approaches. The 4 groups exchange ideas and cooperate with each other at the regular section meetings held every 2 months.

- The Location Database Working Group is working on a fundamental database compiled of location and device information, certificate of compliance, and certificate of incorporation.

- The Personal Digital Signage Working Group is researching the development of digital signage for personal use. For example, digital picture frames, mobile phones, etc...

## ● Previous Activities

Since the end of last year, the location section has held 7 section meetings and established 4 working groups. Approaches for realizing the goals are discussed in the working groups and gradually brought to the practical stage.

## ● Future Plans:

### Vision for the Future

- Compile play lists that make the most of location and contents.
- Draw up a location-based business strategy from an 'area management' point of view.
- Coordinate advertising and maintenance of public spaces.

## ● 3 key members out of 37 Corporate members

- Cisco
- Oricom
- Cannon





# International-standards strategy meeting

Digital Signage Consortium

## ● Main Objective:

To promote technical standardization and strengthening of international activities.

## ● Current Activities:

- 1) Regular meeting (Once a month)
- 2) Theme-based discussion  
The usage cases, the requirements demanded, and requirements specification for next-generation digital signage
- 3) Standardization activity  
ITU-T “H.FDSS (Framework of Digital Signage Service)”
  - Definition
  - Usage cases (at disasters)
  - System architecture, etc.

## ● Key members out of 21 participant companies:

- MRI
- PDC
- NTT
- NTT-IT



# 137 Company Members

Hardware

Ad Agencies

Trains

Digital Signage Media Owners

System Development

Network Carriers

Content Holders & Providers

Other



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