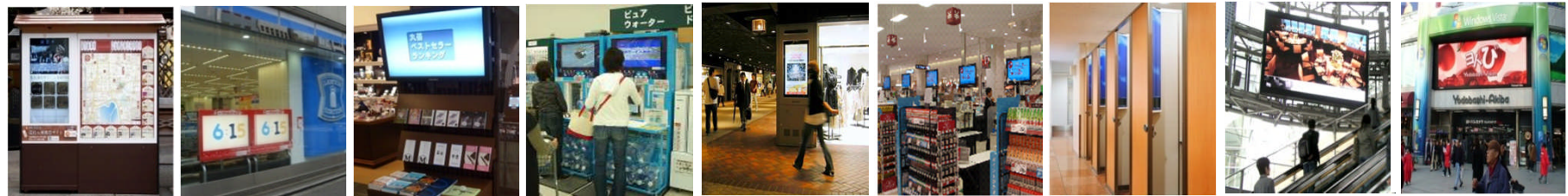




2011-Dec-13 ITU Workshop Introducing Signage Advertising Media Association



Signage Advertising Media Association (SAMA)

Foundation 2008-Dec.

- Objective
- Improving recognition of Signage Advertising Media.
 - Contribute to the market expansion of Advertising Using Signage Media
 - Establish the rule of Signage Media
 - Evaluation Index
 - Copyright rule of using Music etc.
 - Operation rule in special incident occurs like disaster

Members 18 companies / 18 Digital Signage media

- 1,642 Locations
- 9,169 Displays

Managing Organization

Chairman Makito Kezuka (Media Contents Factory inc. president)
Vice Chairman Tadayuki Shirai (Japan Carlife Assist inc. director)
Bureau Chief Yasuhisa Abe (Axico inc. director)



Introducing SAMA Members Water Vision (Occs Planning)



- Display on the mineral water vending machine located in the supermarket
- View commercial till waiting for supplying water.
- 117 Location , 129 Displays.
- 800 thousand viewer a month

Introducing SAMA Members Jacla Vision (Japan Car Life Assist)



- Display settled in the driving school waiting room
- 3 hour entertainment program roll, with commercial
- 315 Location , 315 Displays.
- 2.8 million viewer a month, especially 80% of the viewer is 18 - 23 years old.

Introducing SAMA Members Medicaster (Media Contents Factory)



- Display installed in the hospital / Clinic
- Playing program about health, disease , medicine for the patient waiting in hospital
- More than 500 locations, 600 displays.
- 2 million viewer a month, have a high interest about health.
- Patient needs to wait 40 min average for Doctor's consultation.

Introducing SAMA Members Y-Vision /E-Vision (ATL / Sweet media)



- Using Electronic retail shops TV (for sale) for Signage media.
- Playing Entertainment programs with commercials like Electronics, movies, etc.
- 90 locations, over 3,000 displays.
- 4 million viewer a month, planning to buy some electronics goods.
- Using mass Displays and have a large impact.

Introducing SAMA Members Haneda Airport Restroom Channel (Moshika)



- 7 inch Display set in the woman restroom at HANEDA Airport
- 355 displays (installed all woman restroom)
- 2 million viewer a month, specially only women.
- Close space marketing (Captive Media)

Introducing SAMA Members Aeon Channel (Aeon Aibis)



- Display set front of the check out counter at Aeon GMS
- Programs for the consumer waiting for the register.
- 152 locations, over 1,500 displays.
- 40 million viewer a month, using daily shopping at Aeon GMS.

Introducing SAMA Members Tokyo Media (Cross Ocean media)



- Display set inside the convenience store LAWSON to the front of the street.
- Playing Entertainment program with Ads over and over a day.
- 300 locations, over 400 displays.
- 4 million consumer walk front of the signage a day.

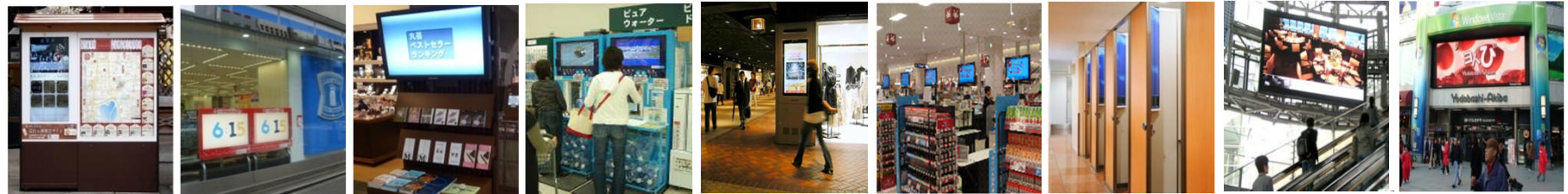
Introducing SAMA Members Aeon Channel (Aeon Aibis)



- Display installed at the japan traditional shrine
- Set Display with the area map and touch panel display for the information.
- 3 shrine, over 3 displays.



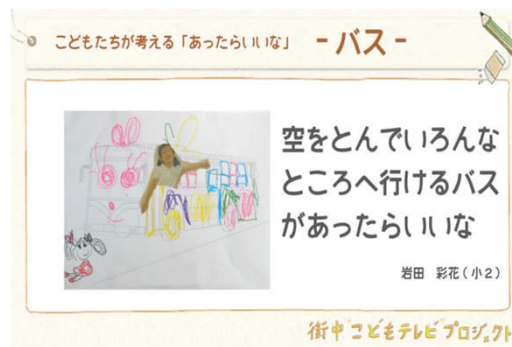
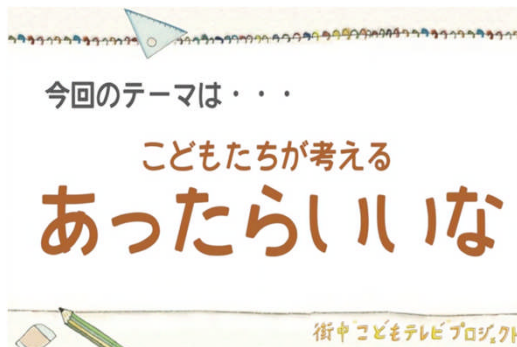
SAMA's action & aim.



SAMA Actions

"Jack the Signage for child TV Project!" – Jack over 6,000 Display

SAMA cooperated CANVAS (NGO) to Jack all signage displays in all around the town, For playing movies made by 6-10 years old childs. Totally it jacked over 6,000 displays for a month.



SAMA Actions

Others

- Making Common Media Sheet of Signage media, for Ad-Agency & Client help to Evaluating Signage Media.
 - Evaluating all media in the same index, like number of viewer, locations, frequency etc.
- Discussion about the media policy in case of big disaster like Fukushima-Tsunami.
 - What information should signage media provide in case of big disaster ?
 - How should it provide ?
- Negotiating with JASRAC* about Rights of using Music in Signage Media.

JASRAC* : Japan Society for Rights Authors, Composers and Publishers providing musical copyright administration.

What SAMA hopes for standardization

- Display control Interface / Architecture

- Each Display Company is based on each original Display Control Interface and program.
- There is no global rule or format for fitting metal of set-up displays to the wall or ceiling.

- Standardizing the Video format.

- Each system needs to adopt several video format like WMV, MP4, MOV, it makes signage contents producer complicated and makes many trouble.

- Web Technologies and programs between each Browser.