

DiSi Seeks to Standardize DS Advertising

Written by Bob Snyder
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Daniel Parisien, BroadSign's VP Marketing and Strategy, presented his plans for the upcoming year as Chairman of the **Digital Place-based Advertising Association's** Technology Committee.

During the next 12 months, Parisien will work with DPAA committee members including NEC, Arbitron, Captivate and Ayuda Systems to define and develop **DiSi (short for Digital Signage and pronounced "dizzy")**, a standard that can scale up to digital place-based platform capabilities.

The DiSi interoperability standard wants to address the difficulties agencies experience when producing dynamic content for cross-network campaigns. Currently, there are no means to allow content producers to compare the requirements of their spot with the features of software solutions. This can result in campaigns that are too advanced for the deployed software or ads that do not use software to its full potential.

With the emergence of web technologies in the digital place-based market such as HTML5 and Flash, a growing opportunity for "smart content" that goes beyond basic video has emerged. To satisfy creative agencies and software providers alike, DiSi hopes to establish a common language among players in the industry to let advertisers have the types of omni-channel campaigns that extract an increased value from agency ad spend.

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DiSi standard levels 1 -4 will be published by the end of 2013, with Level 5 to be released in the following year. To deem that a campaign is DiSi X compliant means the network must run a platform that meets minimum DiSi X requirements.

The five standards are to be defined in part by a survey of DPAA members that will gather capabilities statistics, as well as an outreach program collecting feedback from networks and technology providers beyond the DPAA membership.

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