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How do you quantify wasted opportunity?

Digital out-of-home advertisers lose up to $2.3 billion a year because their campaigns fail to use the unique features offered by the medium, according to a study from **Clear Channel Outdoor**.

Clear Channel Outdoor, a leader in digital out-of-home, operates some 4700 digital screens in 18 global markets. The company says 3 out of 4 campaigns run on digital screens do not use digital features and capabilities to their full potential-- and advertisers lose billions in potential revenue as a result.

Clear Channel Outdoor sampled activity across its global network of digital screens, calculating that just 1 in 4 campaigns were maximizing the benefits offered by digital technology. With the worldwide digital out-of-home sector valued (by Kinetic) at $3 billion, this equates to $2.3 billion worth of 'digital asset wastage.'

The issue of digital asset wastage is just one topic of CCO's **ScreenPlay** study, which identifies the unique features and benefits of digital panels to advertisers and brands. The study includes

research with consumers in shopping mall and rail station environments, including over 1000 shoppers and rail commuters in four French malls and in Belgium's Brussels Centraal rail station. CCO found that
consumers have very high expectations of digital out-of-home, but brands fail to make the most of the unique opportunities
for creative richness, relevance, immediacy and engagement that digital screens offer over static panels.

The ScreenPlay study found that by a clear majority, digital out of home advertising is considered modern (79%) and innovative (69%), appealing (67%) and entertaining (63%), and it stands out from other forms of outdoor advertising (70%).

The research also identifies five ways in which digital creative content can unlock the full potential of digital out-of-home advertising. CCO has found that the most powerful digital ads:

1. Play with people and spaces
2. Use movement
3. Tailor executions or messages to reflect relevant consumer needs
4. Deliver real-time information and live messages
5. Build strong brand narratives

The study found that brands which successfully incorporate one or more of these features into their digital campaigns connect more powerfully with people, build a stronger brand identity and ultimately have greater impact.

Go Clear Channel Outdoor Study: Digital Asset Wastage