

## Some Hypotheses about Digital Signage Content

Written by Bob Snyder  
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Digital signage content provider **BlueFox** conducted a 1-month running online poll open to the industry to take the temperature of the industry on questions they were asking.

Some of the results were expected and confirmed what they already had found out in previous interviews: but some of the points are new and they would like to know your opinion.

Do you agree with these insights or do you have a different vision?

1. **The most relevant feed content categories:** Weather, Topnews, Business/Economy, Sports, Traffic and Health/Healthy Living.
2. **The most relevant video content categories:** Travel/ Escape, Sports, Nature/ Animals and Cartoons.
3. **The preferred delivery formats for feeds:** XML/RSS and Media RSS.
4. **The preferred delivery formats for video:** Video content (clips, feeds delivered in video) is preferred compared to raw feed delivery
5. **The important criteria for the choice of content:** visual beauty, low price, Proof of Performance (that content is pertinent for the target group) and the possibility to customize.
6. **The need for content:** 1 of 3 respondents say they will need more content in 2012. Almost 1 of 4 will self-produce the content. The demand for customized content is important.
7. **Agencies and network owners are responsible:** for which content will be shown on the screens, integrators and network operators have less influence.
8. **The overall budgets for content:** are very modest (3 of 4 spend less than 10€/screen/month). 1 of 3 spends <1€/screen/month, another 1/3 orders for 4-10€. Less than 10% spend 16-30€.
9. **The vertical markets which need the most of content:** Retail, Banking/Financial/Insurance, Healthcare and Food and Beverage/Hospitality.
10. **The total revenue from Digital Signage:** Half of the respondents expect the total revenue of Digital Signage to rise in 2012, about 1 of 4 thinks it will stay the same and the rest

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fear reduced revenues.

11. **Advertising revenues in 2012:** the respondents are divided. The majority believe in more ad revenues in 2012 yet 1 of 3 is expecting less ad revenue.

12. **The spend on more Digital Signage:** The big majority of the respondents plan to spend more on Digital Signage, 1 out of 4 less.

13. **The majority of the respondents:** care for middle-sized DS networks (31-100 screens).

14. **The broadcast systems used:** are very variable.

15. **What are the major errors that content providers do?:** The four typical answers: 1. Prices should fit the number of screens (digressive rate card), 2. Content has to be beautiful AND customizable, 3. There is a need for very short content (up to 5 seconds), 4. Prices are too high and offerings too complicated.

The best way to contribute to or challenge these hypotheses use the link below to email Andrea Le Vot, Marketing & Research Manager at Bluefox.

Mail [Add My Thoughts to the Discussion About Content](#)