

# Billboard News

Elected Officials, and Code Enforcement Professionals,

Over the past year or so, outdoor advertising companies have been deploying digital billboards at key sites around the country, including several here in the Greater Cincinnati area. These displays represent a very substantial investment and offer advertisers a crisp LED message.

Our clients are embracing this new technology for the speed which advertising message can be updated, allowing them to present advertising for real time offers such as sales or specials.

While these billboards achieve copy changes through technology, building on the inherent changeable nature of traditional billboards, they are not larger and only portray static messages changed every eight seconds. By state law, the messages may not flash, blink, or scroll.

These displays have also shown to be wonderful public servants as well. Amber alerts and public safety messages have been presented on these displays to assist the public in the communities that these displays serve.

The purpose of this and subsequent e-mail correspondence on this topic is to provide relevant and topical information on the subject of digital billboards so you may be up to date on the latest research and breaking news regarding this exciting new information delivery system.

Attached, please find a particularly interesting pair of research initiatives that focus on driver behavior and traffic safety studies associated with the presence of digital billboards.

Sincerely,



Tom Norton  
Chairman & C.E.O.  
Norton Outdoor Advertising

## Ground-breaking Studies Determine Accidents Not More Likely To Occur Because of Digital Billboards

Washington D.C., July 11, 2007 -- The combined results of two separate studies that examine crash causation and statistical data and driver performance in relation to digital billboards were released today. The research offers conclusive evidence that traffic accidents are no more likely to happen in the presence of digital billboards than in their absence.



ClearChannel (Cleveland) Digital Display

The crash causation and statistical data study was conducted by Tantala Associates, a multi-disciplined, professional, consulting-engineering firm. The researchers conducted both a temporal and spatial analysis of the statistics of traffic and accident data near all seven existing digital billboards on Interstate routes in Cuyahoga County, Ohio, in periods of 18 months before and after the billboards were converted from conventional to digital.

“The analysis and statistics in Cuyahoga County demonstrate that digital billboards have no statistically significant relationship with the occurrence of accidents,” said Albert M. Tantala, P.E. “Accidents are no more likely to occur near digital billboards than on highway sections without them.”

The human factors study was conducted by the Center for Automotive Safety Research at Virginia Tech’s Transportation Institute (VTTI), one of the nation’s premier research institutions on transportation and driving performance. This research concluded that driving performance measures in the presence of digital billboards are comparable with those associated with everyday driving. These performance measures included eyeglance patterns, speed maintenance and lane keeping.

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“The digital billboards we studied can be considered safety-neutral in design and operations from a human factors perspective,” according to Dr. Suzanne Lee of VTTI, the project’s principal investigator. “The findings were consistent across several measures.”

The VTTI study was conducted in Cleveland, Ohio. It followed the model of a previous study conducted by VTTI in 2004 which showed no measurable effects of conventional billboards on eyeglance patterns, speed maintenance or lane keeping.

Some participants returned for a nighttime session to explore the potential effects of the digital billboards at night. The findings were very similar to the daytime results.

### About VTTI

The Virginia Tech Transportation Institute is the largest university-level research center at Virginia Tech and is dedicated to the development and dissemination of advanced transportation knowledge. Research is focused on evaluation and deployment of advanced technology in areas of safety and human factors driving, among others. VTTI employs over 225 research faculty, staff and students and serves as the largest supporter of undergraduate and graduate students at Virginia Tech. The Institute is one of the country’s three Federal Highway Administration Intelligent Transportation Systems research centers of excellence.

### About Tantala Associates

Tantala Associates is a multi-disciplined, professional, consulting-engineering firm with an established practice for more than 40 years. The firm provides a unique union of research, consulting and design solutions, offering expertise in numerous practice areas encompassing civil engineering, transportation and risk management. The firm provides research and engineering to a diverse clientele spanning government, industry and academe.

To read the full reports from the Virginia Tech Transportation Institute and Tantala Associates, please visit the Outdoor Advertising Association of America website at: [www.OAAA.org](http://www.OAAA.org).