

STUDY: Digital Billboards Well Within Government Lighting Standards

In December of 2008, the Outdoor Advertising Association of America (OAAA) met with digital display manufacturers in Washington, D.C. to discuss an array of topics -- most notably, lighting standards on digital displays. As a direct outcome of that meeting, it was recognized that the lighting standards for digital outdoor advertising are stricter than standards used by the government to regulate dynamic message signs:

*"The OAAA's recommended lighting criteria for LED digital displays are in compliance with the National Electrical Manufacturers Association's (NEMA) lighting standards for dynamic message signs."*¹



NortonHD Outdoor Network Display

No Correlation Between Digital Signs, Accidents Says FOARE

Excerpts from the Rochester, MN Post-Bulletin -- April 9, 2009²

By Janice Gregorson

Digital billboards with messages timed to change every few seconds don't cause more traffic accidents -- at least not in Rochester -- according to an industry-sponsored study.

Post-Bulletin

In fact, the report says the rate of accidents decreased after the digital billboards were installed.

The study of the relationship between digital billboards and traffic safety in Rochester was commissioned by the Foundation for Outdoor Advertising Research and Education (FOARE) in Washington, D.C., and done by Tantala Associates of Philadelphia.

The study analyzed traffic and accident data on roads near five digital billboards in Rochester with traffic volumes collectively representing 56 million vehicles a year.

The study used data of 18,000 accidents from 2004 to 2008. Engineers found that the rate of accidents near the five digital billboards decreased 5 percent over an average of 3.2 years.

Sources: ¹ OAAA White Paper, "OAAA Lighting Comparison Guidelines," Electronic Publication, February 2009.

² http://news.postbulletin.com/newsmanager/templates/localnews_story.asp?z=2&a=393536

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This past March, the outdoor advertising industry received a positive editorial write-up that appeared in trade publications Adweek, Mediaweek and Brandweek. The editors noted that:

"Outdoor advertising is exploding because it can reach consumers that are increasingly more mobile. Plus, it is often less expensive and more efficient than other forms of media."

The editors also noted that iconic American brand Coca-Cola has increasingly focused their advertising on outdoor. CMO of Coca-Cola North America Katie Bayne says:

"Outdoor targets today's increasingly mobile consumer with high reach and frequency."

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