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The Future of Outdoor Digital Advertising by Harry Tan

Article published on January 26th 2012 | Advertising

The ever increasing and advancing technologies have caused a great change on how people live. But more importantly, it has changed the advertising industry. As people become more and more inclined to technologies and digital media, they become less exposed to traditional forms of advertising such as print, radio and even TV advertisements. Only out of home advertising was able to overcome this challenge by incorporating outdoor digital media into their platforms.

According to the Outdoor Advertising Association of America (OAAA), Digital Billboards make up a small percentage of the estimated more than 400,000 billboards scattered across the United States, with around 2,400 digital displays. More marketers and advertisers are resorting to outdoor Digital Media advertising and are expected to still increase as more options become available. The greatest benefit of this form of advertising is its ability to reach on- the- go consumers. When incorporated into existing out of home advertising campaigns, digital media elements are able to provide advertisers with an opportunity to reach consumers much closer to the point of sale. With the right message displayed at just the right time has the potential to influence a consumerâ€™s purchases while in a specific location. An outdoor digital advertising campaign that shows sequential ads that change every 8 to 10 seconds and can generate 10 times the revenue of a poster that displays a single advertisement.

Outdoor Advertising Agencies and advertisers are now working on new strategies and techniques to keep their business growing even during todayâ€™s tough and challenging economic times. Outdoor advertising spend is expected to reach 6.4 billion dollars this year in the United States alone and it is predicted to still increase to 7.6 billion dollars by the year 2016. Revenues for Outdoor Digital Advertising are also expected to grow to 3.7 billion dollars by the year 2013 which is a big increase from the 2.2 billion dollar revenue in the year 2009.

Digital Out of Home Advertising is still in its infancy and as technologies and digital tools continue to be created and improved, so will outdoor digital advertising. There are already a lot of benefits that traditional outdoor advertising offers to advertisers and marketers but there are still numerous opportunities and possibilities that are left to be explored. As newsprints, radio and TV advertisement continue to struggle on how to overcome the digital age challenge and how to effectively engage consumers better, outdoor advertising is flexible enough to adapt to the changing cultures of its consumers.

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Article Keywords:
Advertising Agency,Advertising Agencies,Outdoor Advertising,Outdoor Advertising Agencies,Outdoor Digital Media,Outdoor Digital Advertising

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