Clear Channel United Kingdom
Where brands meet people

Outdoor Digital Advertising
Supporting Information

Introduction

Digital technology is changing the delivery of information. There are digital phones, digital cameras, digital televisions and radios, digital newspapers and now digital advertisement displays on bus shelters and freestanding units (FSUs). Digital advertising has already become the norm in indoor environments and many outdoor large format billboards have already converted to this format. The modernisation of the existing advertising estate is a natural process of evolution, particularly relevant in commercial areas and key arterial routes.

On bus shelter or FSU displays, digital technology produces poster images but these are changed electronically, negating the need for printing on paper or vinyl and the subsequent task of recycling the posters. The versatility that digital advertising provides means that advertising is able to be changed more often than the current two weekly cycle and provides a more direct service for our clients.

The use of modern technology to deliver images to the panels, allows not only commercial information to be displayed, but enables police and government agencies to deliver speedy emergency information and quick communication to the public. The advertising revenue raised helps support local authority services in the provision, cleaning and maintenance of bus shelters and other services.

Digital technology is here to stay and will continue to grow. Since 2011 digital expenditure on displays on outdoor advertising in the UK has risen from £128m in 2011 to £214m in 2013 (Source: Outdoor Media Centre) and is predicted to continue to grow at a fast pace in the future. We have recently received over 800 planning consent approvals nationwide and are currently rolling out a digital installation programme both in existing and new locations.

Existing Digital Units on the Highway

In 2011 a hundred digital displays were erected on bus shelters in Central London. Any concerns expressed, before they were erected, about them being far brighter than the traditional existing back illuminated display they replaced proved to be unfounded. No complaints have been received regarding these displays. The 100 panels are now accepted as part of the street scene in central London, including such key locations as:-

- Oxford Street, and Park Lane in Westminster
- Kensington High Street, Kensington & Chelsea
- Kings Cross & Euston Stations, Camden
- Shepherds Bush, Hammersmith & Fulham

Illumination
The illumination of the panel to the viewer's eye is similar in brightness to the existing advertising panels using florescent lighting, and well within the recommended limits. The panel can be controlled and it is recognised that at night time less light is needed for the displays to be visible and more light is needed to be emitted during the day to compete with the sunlight strength. The overall effect is to ensure the advertising can be seen crisply, however with little effect on the environment than is already in place.

The brightness of the display will be controlled by the ambient environmental control, which automatically adjusts the brightness level of the screen to track the changes in light level in the environment throughout the day. This ensures that the perceived brightness of the display is maintained at a set level. The level of illumination during the hours of darkness will be 280cd/m2. This is well below the maximum level recommended by the Institute of Lighting Engineers in their Technical Report Number 5, Brightness of Illuminated Advertisements which is 600cd/m2 for this zone.

The digital panels will replace existing consented illuminated panels only. The existing panels are illuminated to 290cdls and have been in place for many years, with no related issues. The light level dispersion of the new digital panel into the environment may be perceived as less than the traditional existing panel due to the illuminated area being considerably smaller in size than the 6 sheet display.

Digital Displays
The digitally generated display will produce sequential images. These will contain no full motion video or displays unless consent has been granted for such movement. Advertising copy shall not change more frequently than every 10 seconds and the transition to the next advertisement will be via a smooth fade. This is in line with the existing consented scrolling advertising units in the borough.

Advertisement Regulations
All digital displays shall conform to the five 'Standard Conditions' specified in Schedule 2 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Additional benefits of digital displays

- Any voidage in advertising space will be provided free of charge to the Council for generic Council campaign Information.
- Flexibility to change copy at short notice and carry emergency public services announcements
- Advertising revenue supporting local authority services
- The flexibility it provides allows local businesses to access space at affordable prices in short term related slots, rather than the standard industry two week packages.
- Clear Channel regularly donates digital space free of charge to charities and as part of the outdoor industry initiative has worked closely with the Missing Persons Charity.
- Reduction in the printing of paper or PVC posters and the subsequent need to recycle them.