

户外是城市的内容窗口

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Digitalization Extends the Value of OOH in Cities

Traditional OOH has had two major purposes for cities:

- a) Delivery and maintenance of street furniture which is financed by the advertising opportunities (e.g. bus shelters)
- b) Generating revenues for cities: the right for advertising is generating revenues (billboards, bus shelters, information panels)

The consumers in urban environments tend to spend more time out of home and their lifestyle is becoming more urbanized. From the changing of their lifestyle, the OOH media has become more popular among advertisers. OOH media planning have become more complex as there are different type of OOH media & new locations in those areas. The challenge is how to effectively plan OOH media in urban areas under this new environment.

Digitalization is now able to further extend the value of OOH in cities. 'Digital street furniture' gives new features for cities: interactive city maps, interactivity with visitors, better possibilities to promote (city) events. Due to the new techniques cities can benefit directly and will be able to stimulate further growth of digital outdoor as well.

Although we rarely see a separate strategy for urban OOH planning (it is more a result of the possibilities offered by the outdoor industry) we believe that digital OOH has the possibility to improve the quality of the urban environment.

OOH Industry in Transition Phase

At this moment we are in transition phase where traditional (i.e. non-digital) street furniture will be replaced by digital forms (at high traffic locations of course). Cities are most of the time bounded to long-term contracts, which often creates barriers for changing the environment.



数字化延伸户外在城市中的价值

对城市而言，传统户外有两大主要的目的：

a) 户外广告资助城市街道设施的安装和维护，如公车候车亭等；

b) 户外为城市创造收益，广告牌、候车亭以及信息面板等有权通过广告来创收。

城市中的消费者趋向于将更多的时间花在户外，他们的生活方式正变得越来越城市化。随着消费者生活方式的不断变化，户外媒体正越来越受到广告主的青睐。城市中不同户外媒体类型以及广告位的增加，也使得户外媒体规划正在变得越来越复杂，当下，行业面临的一大挑战就是如何在新的城市环境下有效地进行户外媒体的规划。

数字化现在能进一步延伸户外在城市中的价值，如数字街道设施媒体为城市带来了新的特色，包括与游客互动、帮助宣传城市活动的城市互动地图等。城市直接受益于新的科技，科技也促进了数字户外的进一步增长。

虽然很少见到城市专门为户外广告而做的规划策略（它

Cities will continue to look for the balance between quality of street furniture and generating income. E.g. the bicycle 'solutions' from JCDecaux and Clear Channel in various European cities are financed by the ad revenue, but decrease the franchise income.

Although digital OOH has great advantages, non-digital OOH is still cheap and remains very effective (also for advertisers). We should never forget that the success factors for OOH are the elements Reach, Contact Frequency and Impact - for many campaigns a non-digital form is still very effective.

Elements of A Good Urban DOOH Planning

Integration: the digital era gives the possibilities to distribute content throughout the city without barriers and immediately.

Content: in the non-digital era content was not very important; now cities have the opportunity to transmit everything they want. But this requires appropriate content and should be managed as well.

Locations: the key for successful OOH remains locations; the public space is limited and has many 'users'. Cities will continue to protect their public space. The digital era provides enormous possibilities for city, the public and the outdoor companies. However a beautiful LED screen does not fit into an environment where also people have their living apartments.

Safety & Privacy: digital opportunities also create chances for hackers and other criminals. Each digital network should be secured as much as possible. New techniques as face recognition create huge opportunities for advertisers, but will most likely be faced with critics from the general public. Cities will have to develop clear policies.

Examples:

Complete integrated DOOH services are now more and more being offered by both the traditional OOH companies (e.g. Clear Channel and JCDecaux). At this moment JCDecaux is testing three different kinds of digital street furniture in Paris, which could be the real near future for DOOH.

When a Russian hacker broke into (2010) a giant video advertising billboard located in Moscow to run a

更多地是户外行业自身发展的产物)，我们却相信，数字户外可以帮助提升城市生活环境的质量。

户外行业正处于过渡阶段

眼下，我们正处于一个过渡阶段，在交通流量大的区域，传统非数字的街道设施媒体将被数字户外所替代。在很多时候，受户外媒体长期租赁合同的影响，城市户外环境的改变往往阻碍重重。

城市将继续在街道设施质量及其户外媒体收入之间寻找平衡，比如德高和清晰频道在欧洲各大城市所提供的自行车租赁服务，降低特许经营费用，主要以广告收入来资助该项目的运营。

虽然数字户外有着巨大的优势，对广告主而言，非数字户外仍然便宜、有效。我们应知道，达到率、接触频次和影响力是决定户外是否成功的一些基本因素，对很多户外广告活动而言，非数字的户外媒体形式仍是非常有效。

数字时代的城市户外规划

整合：在数字时代，户外媒体可以毫无阻碍、快速及时地实现其内容的全城发布。

内容：在非数字时代，内容并不是很重要。现在，城市可以传递任何他们想要传递的信息，但是这对户外内容的管理也提出了一定的要求。

位置：好的位置仍然是户外成功的关键。城市的公共空间有限，而且使用者甚多，因此，城市将继续保护其已有的公共空间。数字化为城市、公众和户外公司带来了巨大的机会。当然，LED显示屏虽好，却不适合设置在人们所居住的公寓环境之中。

安全与隐私：数字化同样为黑客和其它不法分子创造了机会。因此，我们要尽可能地确保每个数字户外广告网络的安全。像面部识别这样的新技术，一方面为广告主创造了巨大的机会，另外一方面，它们也最有可能面临公众的批评。城市需要就此制定明确的政策法规。

相关实例：

传统户外公司如清晰频道和德高正在提供越来越多的

pornographic film on it, it caused some chaos in city traffic. But Russian news sources Thursday report police in the southern city of Novorossiisk have arrested the suspected billboard hacker. Though not identifying him by name, a statement from the Interior Ministry's high-tech crime unit says the suspected billboard hacker is a 41-year-old unemployed man who police believe used the IP address of an organization based in Chechnya to breach a Moscow server in order to upload his pornographic video, according to The Moscow Times. The pornographic video appeared on a tall electronic billboard in Moscow's Garden Ring Road on Jan. 14 2010, which brought traffic to a halt and had pedestrians filming the episode on their cell phones.

Better City Through Better OOH Planning

Often managing OOH contracts is realized by different departments within a city administration. We always recommend some kind of centralization in order to protect the city and to benefit from the advantages offered.

City Outdoor Advisors help cities understanding the outdoor environment and to optimize contracts. We have a long-lasting experience in tenders where we work together with the city.

Smart Posters will Become Commonplace

The Out of Home industry will segment into two sectors; Broadcast OOH and Targeted OOH.

Media owners (and the advertising industry) will embrace mobile, social media, digital content creation and online advertising expertise, reflecting the change in the medium towards lifestyles and environments.

Consumers do want to interact more with digital screens. Smart posters capable of recognizing and reacting to consumer type will become commonplace. Digital poster networks will become more widely visible across the major cities within 10 years. Digital screens in established Out of Home locations will double over the coming decade. The total Out of Home advertising universe will increase dramatically with very limited rationalization of traditional static billboards.

完全整合的数字户外服务，眼下，德高正在巴黎测试三种不同的数字街道设施，这有可能是未来数字户外的发展方向。

2010年，一位俄罗斯黑客非法入侵了莫斯科一块大型的户外视频广告牌，并且上面播放色情电影，这为莫斯科的交通带来了一些混乱。根据周四的新闻报道，警方在俄罗斯南部城市新罗西斯克逮捕了一名广告牌黑客嫌疑犯。据莫斯科时报信息，尽管没有表明疑犯的身份，内政部高科技犯罪专案组宣称，该犯罪嫌疑是一位41岁的失业男子，警方认为他用车臣某组织的网络地址入侵了莫斯科的一个服务器，以上传其黄色视频。2010年1月14日，该视频出现在莫斯科花园环路的一块大型数字广告牌上，一度造成了交通的停顿，行人纷纷用手机来拍摄视频的片段。

户外规划让城市更美好

通常，户外媒体的合约由城市不同的部门来管理，我们经常向政府部门推荐一些集中式管理的方法，以保护城市的公共空间，让城市受益于户外媒体所能提供的各样好处。

城市户外咨询机构帮助城市了解户外环境，优化户外相关的合约。一直以来，我们与城市管理部门一起合作，在公开招标方面具有长期的经验。

智能海报将成大行其道

未来，户外行业将分为两大部分：大众户外和“窄众”户外。

媒体主（以及广告行业）趋于拥抱移动技术、社交媒体、数字内容创作以及在线广告专业知识，以反映户外媒体在受众生活方式和生活环境中的变化。

消费者希望与数字屏幕有更多的互动。在未来，能够识别受众、并且对特定受众类型做出相应反应的智能海报将大行其道。在接下来的10年里，数字海报网络将越来越多地出现在全球各大主要城市。设置在现有户外广告位基础之上的数字屏幕数量将在未来10年内翻倍，户外广告的总体容量将大大增加，而传统静态广告牌将以一种相对理性化的方式有限地存在。AM

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