

Associated Press Story Praises Digital Outdoor

The Associated Press recently released a story that praises digital outdoor, specifically how the FBI identified a highly sought-after bank robber, wanted in multiple states, after displaying his photo on digital billboards across the South. The investigation into the armed robberies began months ago with no leads, but after only 24 hours on the digital displays, the suspect was identified.

Christopher Allen, an FBI spokesman in Washington, says of digital billboards:

"...it is an excellent tool for us. They (the billboard companies) make it available at no charge, so taxpayers don't have to foot the bill. It's a win-win for everybody."¹

FBI Recognizes Digital Billboard Effectiveness

Digital outdoor advertising recently received a vote of confidence from the FBI, in regards to the effectiveness of digital billboards in searching for "wanted" individuals.

Peter Elliott, a US Marshal, Northern District of Ohio, praised digital out-of-home as an "important and effective law enforcement tool in time critical matters," referencing the disappearance and successful recovery of a missing 4-year-old girl from Cleveland, Ohio. Elliott continues:

"Law enforcement is more effective, and ultimately society is safer, when the public is empowered to help police by providing solid information. Digital billboards are another tool to empower the public to enhance public safety."²

In a communication to the Outdoor Advertising Association of America (OAAA), the FBI reports that 20 fugitives have been captured because of digital outdoor advertising. In the most recent case, Joe McDonagh with the FBI Community Relations Unit, recalls:

"When the tip was provided, the tipster told us that he or she had seen the image on several billboards, and that is also how he or she knew what number to call."

In addition to the FBI, one member of Congress noted in the Congressional Record that donated billboards are "a common tool for law enforcement." Rep. Jim Oberstar (D-MN) published those remarks after the FBI presented an award to the Outdoor Advertising Association of Georgia for displaying "wanted" information on digital billboards.

Digital outdoor advertising is proving to be the most responsive and highest reaching medium for law enforcement officials. The ease of updating makes it a powerful tool for getting the message -- in this case, the wanted individual's name and photo -- out on the street in a matter of minutes.



Image via www.FBI.gov ⁴

Sources:

¹ Mansfield, Duncan. AP Online. "Billboards Help FBI Name Suspect in Brazen Robbery." August 28, 2009

² Elliott, Peter. OAAA, Outdoor Outlook Newsletter. "Teaming Up With Law Enforcement: How Digital Billboards Help Public Safety." July 13, 2009.

³ Klein, Ken. Electronic Communication. "Another Success, with Direct Credit from the FBI." July 15, 2009

⁴ <http://www.fbi.gov/page2/dec07/billboards122607.html>

INDUSTRY News



The Outdoor Advertising Industry and its stakeholders have engaged in a radically new measurement System. It is known as Eyes On.

This new system and its corresponding units of measurement, called "Eyes On Impressions" (EOIs) will transition and eventually replace the current method of audience measurement used by the outdoor advertising industry -- Daily Effective Circulation (DEC).

The new ratings system has risen from a measurement of "opportunity to see," which is what TV, radio, newspaper, etc. provide, to a measurement of "likely to see." This new currency literally provides a measurement of the number of people that will see a given ad.

Learn more at:

www.norton-outdoor.com/eyeson

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