Some Hypotheses about Digital Signage Content

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Digital signage content provider **BlueFox** conducted a 1-month running online poll open to the industry to take the temperature of the industry on questions they were asking.

Some of the results were expected and confirmed what they already had found out in previous interviews: but some of the points are new and they would like to know your opinion.

Do you agree with these insights or do you have a different vision?

1. **The most relevant feed content categories**: Weather, Topnews, Business/Economy, Sports, Traffic and Health/Healthy Living.
2. **The most relevant video content categories**:Travel/ Escape, Sports, Nature/ Animals and Cartoons.
3. **The preferred delivery formats for feeds**: XML/RSS and Media RSS.
4. **The preferred delivery formats for video**: Video content (clips, feeds delivered in video) is preferred compared to raw feed delivery
5. **The important criteria for the choice of content**: visual beauty, low price, Proof of Performance (that content is pertinent for the target group) and the possibility to customize.

6. **The need for content**: 1 of 3 respondents say they will need more content in 2012. Almost 1 of 4 will self-produce the content. The demand for customized content is important.

7. **Agencies and network owners are responsible:** for which content will be shown on the screens, integrators and network operators have less influence.

8. **The overall budgets for content**: are very modest (3 of 4 spend less than 10€/screen/month). 1 of 3 spends