

Digital Signage has stopping power

Percentage of people who report that advertising on the media catches their attention

- Digital Signage 63%
- Billboard 58%
- Magazine 57%
- TV 56%
- Internet 56%
- Newspaper 40%
- Radio 37%
- Mobile Phone 10%

Percentage of people who report that they pay “some” or “a lot” of attention to advertising

- TV 52%
- Magazine 45%
- Digital Signage 44%
- Radio 40%
- Newspaper 40%
- Billboard 33%
- Internet 32%
- Mobile phone 27%

Base: Among those who have seen ads in the media in the past 12 months

Digital Signage is Unique and Entertaining

Percentage of people who report that advertising on the media is unique

- Digital Signage 58%
- TV 39%
- Magazine 37%
- Billboard 33%
- Internet 29%
- Newspaper 23%
- Radio 23%

Percentage of People who report that advertising on the media is entertaining

- TV 56%
- Digital Signage 48%
- Magazine 39%
- Radio 35%
- Billboard 32%
- Internet 31%
- Newspaper 21%

Base: Among those that have seen ads in the past 12 months

Digital Signage Gets Attention

Percentage of people who report that advertising on the media is unique

- TV alone 52%
- Digital Signage 51%
- Magazine 48%

Percentage of People who report that advertising on the media is entertaining

- Newspaper 38%
- Internet 33%
- Billboard 31%
- Mobile Phone 27%

Base: General Adults