



Unleashing the Power of Digital Signage: Content Strategies for the 5th Screen

Keith Kelsen

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Implement a successful content strategy that optimizes the return-on-message performance of your digital signage program. Learn the message attributes for each of the three core network types (Point of Wait, Point of Sale, and Point of Transit), how to measure the program's effectiveness and strike a balance that uses messages effectively alongside the other advertising campaign elements.

Through the included interviews, gain access to the wisdom of more than 45 experts, each of whom has deployed and operated successful digital signage networks. The companion website, www.5thscreen.info, features real-world implementations and video blog programming that includes interviews with industry notables.

You'll learn how to:

- create a strategic communications blueprint and style guide for your network
- keep content flowing automatically-and therefore remaining relevant
- use data on viewers and traffic to build a programming schedule
- legally acquire and repurpose content
- more accurately predict where the future of content will lead

Foreword by Joe Pine and Jim Gilmore authors of "The Experience Economy" and "Authenticity"

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Maureen Bonds:

Spent a free time to be fun activity to perform! A lot of people spent their spare time with their family, or all their friends. Usually they performing activity like watching television, planning to beach, or picnic inside park. They actually doing same thing every week. Do you feel it? Do you need to something different to fill your current free time/ holiday? May be reading a book can be option to fill your free of charge time/ holiday. The first thing that you ask may be what kinds of e-book that you should read. If you want to consider look for book, may be the publication untitled Unleashing the Power of Digital Signage: Content Strategies for the 5th Screen can be great book to read. May be it can be best activity to you.

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