



Digital Billboard Media		
Sector: ICT	Project Value: JD3M	Location: Amman
Potential Opportunity <p>A billboard is a large outdoor structure, found in high traffic areas and downtown surface streets. Billboards present large advertisements to passing pedestrians and drivers. Bulletins are the largest, most impactful standard-size billboards. Located primarily on major highways, expressways or principal arterials, they command high-density consumer exposure (mostly to vehicular traffic).</p> <p>Some billboards utilize tri-action movement (also known as tri-visions, or multi-message billboards). These billboards show three separate advertisements in rotation using a mechanical system. Another popular form of mechanical sign is the scrolling billboard. Neither of these types of boards feature strongly in Jordan. However, new billboards are being produced that are entirely digital (using light emitting diode (LED) and similar techniques), allowing static advertisements to rotate in succession. Even holographic billboards are in use. These devices will be linked to the Local Area or Wireless Network. The promotional material can be changed from a laptop (with purpose developed software) and no need for paste board crews any longer. The USP being increased advertising revenues can be obtained from the existing advertising space.</p> <p>With Jordan's relatively dense population of bulletin and billboards, and the huge investment in advertising within the MENA region, there's an opportunity to introduce a digital advertising company to Jordan. Either, by developing a new business opportunity or by diversification.</p>		
I. Description of the Business		
<p>Outdoor billboard equipment company with experience of LED constructed (weatherproof) screens, a thorough understanding of wireless communication technology and its installation, together with the ability to produce bespoke software for operational control and promotion purposes. It's possible with digital technology; markets may also exist for mobile devices for events and billboards on haulage trucks could be next?</p> <p>Investment will be needed in a manufacturing/ fabrication facility, construction equipment, and media software studio.</p>		