Developing Your Digital Signage Checklist

Resources: **Identify key internal stakeholders for upfront buy-in.**

- ☐ **Project Funding:** which departments will hold the budget for upfront costs and ongoing monthly fees?
- ☐ **Network Infrastructure:** make sure IT is involved from the beginning and understands the infrastructure requirements to support your network
- ☐ **Strategic Objectives:** which internal groups need to be involved in determining this strategy and who needs to be part of ongoing approvals? who will be responsible for programming the network?
- ☐ **Ongoing Network Operations:** Identify IT resources that will be responsible for monitoring/managing day-to-day network operations or use 3rd party

Network Design: **How do you design your network to best meet your strategic objectives.**

- ☐ **Screen Size and Placement:** where should screens be displayed; how should they be mounted and what size to maximize opportunity to view
- ☐ **Audio:** is supplemental audio a requirement or not?
- ☐ **Internet Connectivity:** is wired or wireless internet connectivity available for equipment or does this need to be installed; does IT have restrictions on internet access that need to be considered?

Technology and System Installation: **What are the technology components required for success and how do they get installed?**

- ☐ **Media Players:** what make/model and how many in each location? E.g. HD or 4K? Standalone or SOC? PC or custom hardware?
- ☐ **Content Management System:** Does your content management system meet your business needs?
- ☐ **Screens:** How big; what's the required resolution? 24x7 rated or not?
- ☐ **Fixtures:** What will you need to mount your screens in the desired locations e.g. ceiling mount or wall mount?
- ☐ **Auxiliary Equipment:** amplifiers? Networking equipment? Cables?
- ☐ **System Installation:** will this be handled by internal IT or do you need to outsource? preferable times for installation/maintenance

Programming Strategy: **What is required to effectively support the KPIs for your network?**

- ☐ **Loop Length:** How long does your programming loop need to be to maximize audience engagement?
- ☐ **Programming Pie:** How much of your programming loop will be allocated to various categories such as marketing programs, product/service promotions, third party content, third party advertising etc. How frequently should you update your programming?
- ☐ **Your Content:** do you have existing assets you can use? Who is responsible for producing content going forward is this internal or external agency? Are you able to produce enough content to keep your programming fresh with regular updates?
- ☐ **3rd Party Content:** Is this required to support your strategy? What categories are best suited for your audience e.g. sports, entertainment; health and wellness etc.

If you have any further questions, contact us at info@wovenmedia.com