

Digital disruption: How Out of Home can help your city

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The kind of disruption on the horizon is not about creating Minority Report/Ridley Scott-style cities, but about making cities smart, allowing technology to help connect people and places. Vibrant, connected and accessible cities are great places to live, work and play. And technology can help improve the way people navigate and interact with their city. The challenge now for Planners around Australia is to develop frameworks that allow for these smart city solutions.

While cities are holding hackathons and inviting digital disruptors to have a seat at the 'planning issues table', one group not yet well represented in these discussions is the Out-of-Home (OOH) advertising industry.

The OOH industry has transitioned from displaying static, poster-style advertisements to an industry providing:

- Digital inventory that utilises interactive technology – think wayfinding, interactive maps and free wi-fi
- Street furniture that creates social urban spaces for the community – green spaces and mobile phone charging stations.
- Interactive mobile technology that helps people experience and navigate cities, providing information on local events, services and businesses.
- Bike schemes which improve public mobility and reduce congestion all while creating incidental exercise and improving people's health.
- Equal access to this technology for all people. A democratization of utility while offering cities the ability to do more with less.

The Outdoor Media Association believes now is the time replace adversarial relationships with government regulators with collaborative ones. In this changing world, this, we think, is our best chance to find and implement smart-city solutions that benefit us all.