

Community FAQ's: Digital Signage Policy

VERSION: April 2026

SNAPSHOT

- Research on Digital Out of Home (DOOH) signs has found them to be safe for drivers and pedestrians.
- Most digital screens use energy efficient LED illumination.
- Digital signs provide community benefits as they can display targeted emergency messaging missing persons alerts, and real time non-advertising content such as time of day, weather and news updates.
- The brightness of digital signs is safely regulated in each state.
- OMA members apply the same content standards to all advertising whether digital or classic.

01 WHY DOES THE INDUSTRY USE DIGITAL SIGNAGE?

While there will always be a place in the industry for classic signs, digital provides the industry with a range of benefits, including the ease of changing advertisements, the ability to display a range of advertisements on the same sign and less environmental impact.

02 WHAT ARE THE COMMUNITY BENEFITS OF DIGITAL SIGNS?

The community benefits provided by DOOH signs can range from developing infrastructure, such as building a pedestrian bridge or providing bus shelters and bins to offering tech utility such as Wi-Fi and wayfinding.

A few examples of contributions Outdoor Media Association (OMA) members make to the community using digital signs:

Emergency Information

Digital signs can be quickly adapted to provide emergency messaging in times of natural disaster, and for geographically-targeted missing persons alerts.

Charity and Community

Digital screens can be made available for charities and community messaging.

Vibrancy

Public attitude testing found that 67% of people

¹ Sweeney Research, Signage and Outdoor Advertising in Sydney, 2014, City of Sydney

'expect any large city to promote the use of new technology in advertising'.¹

Environment

Digital screens produce minimal waste with energy efficient illumination, and the industry is committed to continuous improvement.

Utility and Infrastructure

Digital signs can provide Wi-Fi hubs, charging stations and wayfinding services.

03 DO DIGITAL SIGNS DISTRACT DRIVERS?

Research on DOOH found that drivers looked at digital signs in broadly the same way they look at classic signs.

In 2015, the OMA published the findings of its Driver Behaviour Research:

- People spend the same amount of time (average 78%) with their eyes on the road whether roadside signs are digital or classic.
- 99% of all glances towards advertising signage are 750 milliseconds, the minimum time needed by a driver to see and react to an unexpected event.
- Digital billboards attract more short glances than classic, but these glances are less than 500 milliseconds.
- Drivers maintain the same distance from the car in front whether signage is classic or digital.

In 2018, the Outdoor Media Association (OMA) partnered

with the Australian Road Research Board (ARRB) to investigate driver behaviour in the presence of two digital billboards at complex intersections in Queensland.

This latest research replicates a world-first 2017 study by the ARRB that was conducted for Main Roads Western Australia. Both studies measured drivers as they passed a digital billboard in a real-world environment. Drivers were naïve to the studies, meaning the results accurately represent how people drive in the presence of digital signs.

The 2018 study found that:

- Lane drift either improved or was unaffected.
- Stopping over the line improved at five of the six dwell time-site combinations.
- There were no incidents (crashes or red light running).

In 2023, the Outdoor Media Association (OMA) engaged Transoft (previously AMAG) to conduct a study to determine if there is any evidence to suggest a relationship between dwell times and crash risk. This project was supported by the SA Department for Infrastructure and Transport.

The aim was to examine speeds, violations, and traffic conflicts at selected sites in South Australia and determine if there is any evidence to suggest a relationship between dwell times and crash risk.

The study was conducted over a four-week period (6 Nov – 3 Dec 2023) at four locations in South Australia. Data collection commenced once SA DIT endorsed the locations, process and project.

The study examined speeds, violations, and traffic conflicts at selected sites and found that:

- Shorter dwell times do not have a negative impact on road safety.
- There is no evidence to suggest a statistically significant relationship between dwell times and crash risk.

04 HOW IS BRIGHTNESS CONTROLLED?

OMA members are committed to the safe display of digital signs, and comply with all state and federal regulations. OMA members will work with members of the community to alleviate any concerns in relation to new digital signage, particularly in relation to levels of brightness.

Digital signs can adjust brightness in response to changes in surrounding light levels so that they are not unreasonably bright. Digital signs are equipped with sensors to make sure they are only as bright as necessary to be clearly legible.

05 WHAT ABOUT CONTENT?

The rules about content are the same for both classic and digital. OOH advertising. OMA members only post content that complies with the [OMA's Code of Ethics](#) and [Advertising Content Policy](#), as well as other relevant legislation.