

디지털 옥외광고물 관리 현황 및 개선방안 연구

Research on digital outdoor advertising management status and improvement measures

윤호선 Yoon, Hoseon
조상규 Cho, Sangyu
김영현 Kim, Younghyun

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SUMMARY

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The increasing DOOH(digital out of home) and social conflicts necessitate the management of DOOH. However, the current laws have limitations in addressing these issues. The objective is to formulate a regulatory framework that takes into account the distinctive features of DOOH, with a specific focus on ads exceeding 30m². Employing methods such as literature reviews, surveys, expert consultations, and questionnaires, this study aims to delve into perception characteristics, proposing enhancements that are intricately tied to legal systems. To set itself apart, the research adopts a differentiated approach by analyzing how these ads are perceived and suggesting improvements closely aligned with legal frameworks.

Chapter 2: Examining the current status of DOOH advertising in South Korea through the lens of the Outdoor Advertising Act enacted in 1962, this study delves into the regulatory landscape. Since the legislative amendment in 2016, digital advertisements have gained legal recognition, accompanied by a relaxation of installation standards for outdoor advertising. As of 2023, the tally of outdoor advertisements stands at approximately 420,000, with 258 of them constituting digital ads exceeding 30m². Predominantly clustered in major cities, notably Seoul, these ads strategically populate

commercial thoroughfares and intersections. The conflicts stemming from DOOH advertising encompass concerns related to light pollution, content, and urban aesthetics. It is crucial to highlight that DOOH advertisements are subject not only to the Outdoor Advertising Act but also to additional regulations, including the Cultural Heritage Protection Act etc. Consequently, a comprehensive examination considering these legal dimensions has been undertaken.

Chapter 3: This section primarily focuses on the overseas legislation concerning DOOH. Globally, the digital signage market is anticipated to reach \$45.3 billion by 2030, with key regions being North America, Europe, and the Asia-Pacific. In the United Kingdom, advertising is regulated through the "Town and Country Planning Act" and "Town and Country Planning (Control of Advertisements) Regulations," highlighting the importance of collaboration between central and local governments. Sydney, Australia, manages advertisements at both state and local government levels, with operational standards outlined in SEPP NO.64. Los Angeles regulates digital advertising through 'sign districts', specifying installation regulations. Hong Kong classifies outdoor advertising as construction work, focusing on public safety and maintaining an online database. Internationally, DOOH adheres to stringent regulations, providing valuable insights for domestic improvements.

Chapter 4: This section delves into the characteristics and public perception of DOOH. Digital outdoor ads are immediate, dynamic, interactive, and often installed on a large scale at specific locations. They bring about a transformation in urban landscapes, possessing qualities akin to landmarks, and offer novel experiences in urban spaces. This study aims to utilize the findings on how these ads are experienced and perceived as foundational data for regulatory improvements. Results from a survey on the public and expert perceptions of digital outdoor ads revealed that respondents primarily encountered them while walking, expressing interest in these ads due to their size, scale, and vibrant effects. The public perceives that digital outdoor ads positively impact the urban landscape. However, concerns were raised about issues such as excessive brightness and discomfort caused by an overabundance of ads. Nonetheless, digital outdoor ads were found to have a positive impact on the regional image, with factors like size, content, and visual elements influencing preferences. Recommendations for improvement emphasized the establishment of detailed standards, the introduction of flexible regulations, consideration of harmony with the urban landscape, structural and

pedestrian safety, and minimizing light pollution during ad installations.

Chapter 5: Based on the research findings, several improvements related to the regulation of DOOH could be derived. Firstly, a notable issue with the current domestic regulations on DOOH lies in the relatively simplistic criteria specified. Unlike regular advertisements, digital outdoor ads involve numerous factors such as size, installation location, installation density, and brightness. Examining international cases revealed variations among countries, but many have specific criteria based on the location rather than a singular standard for these factors. Therefore, there is a need for regulatory improvements that consider the nature of DOOH. This study proposes the following policy directions for enhancement: First, it is necessary to flexibly adjust the current size regulation of advertisements, set at 225m², and establish criteria for installation density and location. Second, considering the allowance scope for digital ads in commercial areas, a review is needed, and appropriate regulations and management criteria based on detailed commercial zone classifications should be developed from a long-term perspective. Third, to address light pollution concerns, the brightness standards for advertisements need to be updated. Next is the revision of regulations related to DOOH in other laws. The aspects mentioned earlier, such as the size, installation location, and brightness of digital ads, are influenced not only by the Outdoor Advertising Act but also by other laws. Therefore, to improve the relevant criteria, it is essential not only to amend the Outdoor Advertising Act but also to address related legal frameworks simultaneously. Lastly, although not extensively covered in this study, considering the survey results, there is an anticipated need for improvement in content standards for advertisements and considerations regarding the safety of urban areas and structures.

This study proposes policy directions for DOOH, an area that has been insufficiently discussed from the perspective of planning and management of architectural and urban environments. Subsequent research efforts are expected to focus on strengthening the connection between the criteria and management of digital ads, urban planning, and landscape planning, given the projected ongoing growth in this field.

Keywords :

Digital Out Of Home, Digital Display, Digital Signboard, Signboard Regulation, Outdoor Advertising Act, Urban Landscape, Outdoor Advertising Regulation

