

# Digital Billboard Facts

- **Research says digital billboards are safe**
  - Research shows no link between digital billboards and traffic accidents.
  - A typical glance at a digital billboard is less than a second.
  - There is no research showing digital billboards in the U.S. are unsafe for drivers.
- **Exhaustive review**
  - After exhaustive review, more than 400 communities and nearly all states with billboards have taken steps to allow digital billboards.
- **Extensive regulation/self-regulation**
  - Digital billboards are heavily regulated as to location, brightness, and static message lengths.
  - The outdoor advertising industry has strict self-regulation to prohibit moving video, animation, or excessive brightness, and to safeguard against hacking.
- **Helping law enforcement**
  - Law enforcement uses digital billboards because they are quick and effective at no cost to taxpayer.
  - The FBI credits digital billboards with catching more than 45 fugitives to date. The FBI calls digital billboards “a real force multiplier” to fighting crime.
  - More than 700 AMBER Alerts to date have been sent to digital billboards.
- **Compare favorably with DOT signs**
  - Government traffic-control signs on the public right-of-way are brighter compared to digital billboards and typically the copy changes faster.
- **Helps business**
  - Digital billboards are a nimble media option enabling advertisers to change ad copy “at the click of a mouse.”
- **Public opinion favors digital billboards**
  - Studies find the majority of people believe digital billboards help their communities by delivering emergency messages.
  - Consumers say digital billboards are a “cool” way to advertise.