



Digital Billboards Today



Out of Home Advertising Association of America

[DIGITAL BILLBOARDS TODAY]

Digital billboards are regulated, safe, and used by government to communicate with the public.

During nearly two decades of steady growth and acceptance, 8,100 digital billboards are operating nationwide. The typical display time for static images is six or eight seconds.

[TRAFFIC SAFETY]

[Research](#) sponsored by the Federal Highway Administration (FHWA) showed that digital billboards are not distracting to motorists.

The [National Highway Traffic Safety Administration](#) (NHTSA) uses digital billboards to promote traffic safety, along with other government agencies.



FBI Director Christopher Wray presents award to Adam Barthelmess (Clear Channel) in 2018.

[REGULATION]

In 2007, the federal government issued guidance to the States on regulating digital billboards. Nearly all states with billboards have taken steps to create rules for size, lighting, and spacing.

Typical lighting regulations limit the brightness of digital billboards to conform to surrounding light conditions. The federal courts [rejected Scenic America's legal challenge](#) of billboard regulation.

[BROAD RANGE OF MESSAGES]

Digital billboards display a wide range of commercial and noncommercial messages, including news, sports, weather, the arts, politics, and public service.

Other media (print, broadcast, and digital) are major buyers of digital billboards.



NHTSA anti-texting and driving public service campaign.

[PARTNERSHIPS WITH GOVERNMENT]

Government relies on digital billboards to communicate with the public, [delivering emergency information](#) and helping law enforcement.

The FBI presented its Director's Community Leadership Award to the Outdoor Advertising Association of America (2011) and [Clear Channel Outdoor-Las Vegas](#) (2017) for helping law enforcement via digital billboards.

The FBI has apprehended 58 fugitives as a direct result of tips prompted by digital billboard publicity. More than 1,800 AMBER Alerts have been transmitted to digital billboards by the National Center for Missing & Exploited Children (NCMEC).

