

# DSASIGNAGE

# Global Signage Attention Benchmark

METHODOLOGY

April 2026

## 1. OVERVIEW

### What the Benchmark measures

The Global Signage Attention Benchmark answers one question across ten of the world's most-watched outdoor billboard locations: how much does it cost to reach 1,000 people who actually see the screen?

Every location is evaluated on an identical buy unit, and prices are adjusted for how much of the passing audience realistically lands on that specific screen. The spread from the most to the least efficient location is roughly 50 to 1 — and that spread is precisely what the Benchmark is built to reveal.

#### The Standard Buy Unit

- One 30-second ad spot
- Played once per hour
- 24 times per day (standard daily buy)
- Cost based on publicly available operator rate card
- Adjusted for estimated Media Share (how much of the passing audience actually sees the screen)

## Two core assumptions that make the data comparable

**01** **Comparing ten cities on the same terms**

Every location is evaluated against one identical buy structure: a single 30-second spot, played once per hour, on one screen, for 24 hours — 24 spots per day. That structure is fixed at every location. Prices are not: they differ by roughly 50 to 1 across the ten cities. Holding the structure constant is what makes those prices directly comparable. Every Daily Cost in the Benchmark is the verified rate-card figure for exactly this buy at that specific location.

**02** **Why not every passerby actually sees the spot**

Locations differ in how crowded their visual field is. A single screen surrounded by ten competitors captures far less passing attention than a dominant face with few peers. A synced network — several screens playing identical content simultaneously — amplifies visual dominance. A shared-canvas format like Piccadilly Lights splits the canvas across six brands at once. Each location is therefore assigned a Media Share: the share of daily footfall that realistically has this specific screen or brand slot in view while the spot plays. The adjustment is one factor per location, bounded between 10% and 50%.

3. INPUTS

## Three Inputs That Feed the Model

All three inputs are drawn from publicly available sources. The source basis for every individual location is documented on the Sources tab.

ID	Variable	Unit	Description	Source basis
I1	Daily Footfall	people / day	Number of people who pass the billboard's primary sightline on a typical day.	Operator audience kit, city/district authority, or established media marketplace listing — strongest public source per location.
I2	Media Share	10% - 50%	Share of Daily Footfall that realistically has this specific screen or brand slot in view while the spot plays.  10% = low 11-49% = medium 50% = high	Calculated per location using the attention-adjustment logic in Pillar 2. Reasoning per row shown in the Notes column of the Benchmark tab.

<b>I3</b>	<b>Daily Cost</b>	USD / day	Price of the Standard Buy for 24 hours, in US dollars.	Operator's published rate card if available; established public market pricing otherwise. All figures as of April 2026.
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**Media Share: Adjustment logic in detail**

**Base estimate:** calculated as approximately 1 divided by the number of competing screens within the primary field of view

**Upward adjustment:** applied where multiple screens display synchronised content, increasing combined visibility (network amplification)

**Fixed allocation:** Piccadilly Lights is set at 1/6, reflecting its six-brand rotational format

**Boundaries:** media share is constrained between 10% and 50% across all locations

**4. OUTPUTS**

## Three outputs the model produces

The three outputs are calculated automatically from the inputs. CPM is the headline metric and the primary ranking criterion.

ID	Metric	Unit	What it means	Formula
<b>O1</b>	<b>Effective Daily Viewers</b>	people / day	The audience realistically reachable by the Standard Buy on this exact screen — not everyone passing through the broader district. This is the denominator that makes the CPM honest.	$I1 \times I2$
<b>O2</b>	<b>Cost per 30-sec Spot</b>	USD / spot	The unit price of a single 30-second showing at that location, within the 24-spot daily buy.	$I3 / 24$
<b>O3</b>	<b>CPM</b>	USD / 1,000 viewers	Headline metric: cost of reaching 1,000 viewers who actually see this screen. Lower CPM = more efficient attention per dollar. Locations ranked by CPM, lowest first. Rank 1 is most efficient.	$(I3 / O1) \times 1,000$

**5. FORMULAS**

## Key formulas at a glance

<p><b>CPM</b>                  Daily Cost /                  (Daily Footfall x Media Share) x                  1,000</p>	<p><b>Cost per 30-sec Spot</b>                  Daily Cost / 24</p>	<p><b>Effective Daily Viewers</b>                  Daily Footfall x Media Share</p>
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6. SOURCES

# Currency and sourcing principles

All figures reflect publicly available operator and district data as of April 2026. Prices are drawn from the operator’s published rate card, where one exists, and from established public market pricing otherwise.

The source basis for each individual location — including the specific document, dataset, or listing relied upon — is documented on the Sources tab of the Benchmark.

No proprietary, estimated, or modelled pricing data is used. Every Daily Cost figure is a verified, publicly accessible rate for the defined Standard Buy unit.

Rank	Location	Source URL	What was used from this source
1	Tokyo - Cross Shinjuku Vision	<a href="https://universal-ooh.jeki.co.jp/media_search/okugai-042/">https://universal-ooh.jeki.co.jp/media_search/okugai-042/</a>	Daily Cost (\$1,000/day equivalent) - jeki rate card: 15-sec spot x 4 plays per hour, normalised to the 24-spot Standard Buy.
		<a href="https://www.unit-led.com/shinjuku-3d-billboard">https://www.unit-led.com/shinjuku-3d-billboard</a>	Daily Footfall (400,000) - Unit LED asset page identifies Cross Shinjuku Vision at Shinjuku East Exit.
2	Osaka - Hit Vision Dotonbori	<a href="https://cheering-ad.jeki.co.jp/en/products/dotonbori-led-ad-cruise/">https://cheering-ad.jeki.co.jp/en/products/dotonbori-led-ad-cruise/</a>	Daily Footfall (660,000) and Daily Cost (\$1,500) - jeki operator product page for Hit Vision Dotonbori LED.
3	Bangkok - Siam Square Digital Face	<a href="https://www.planbmedia.co.th/ooh/digital/">https://www.planbmedia.co.th/ooh/digital/</a>	Daily Footfall (200,000) - Plan B Media: Siam Paragon Facade ~65M eyeballs/month, normalised to daily.
		<a href="https://digitaldistinct.com/10-prime-spots-for-digital-billboards-in-bangkok">https://digitaldistinct.com/10-prime-spots-for-digital-billboards-in-bangkok</a>	Daily Cost (\$753) - Editorial overview of prime Bangkok digital billboards; supports the Parc Paragon midpoint.
4	Hong Kong - Nathan Road Digital Face	<a href="https://adintime.hk/en/4624-h-zentre-led.html">https://adintime.hk/en/4624-h-zentre-led.html</a>	Daily Footfall (250,000) - Adintime H Zentre External LED page: Nathan Road daily traffic proxy.
		<a href="https://adintime.hk/en/blog/2025-ooh-cost-for-hong-kong-smes-an-ultimate-guide-n175">https://adintime.hk/en/blog/2025-ooh-cost-for-hong-kong-smes-an-ultimate-guide-n175</a>	Daily Cost (\$1,000) - Adintime HK SME cost guide; midpoint for a single Nathan Road digital face.
5	Seoul - K-POP Square Media Wall	<a href="https://vividcity.com/screens/seoul-k-pop-square/">https://vividcity.com/screens/seoul-k-pop-square/</a>	Daily Footfall (125,000) - Vivid City: K-POP Square Media Wall L-shaped curved canvas audience.
		<a href="https://medium.com/@advertisingagencysovereignad/kpop-square-digital-led-billboard-booking-and-rates-75f96ee0e9db">https://medium.com/@advertisingagencysovereignad/kpop-square-digital-led-billboard-booking-and-rates-75f96ee0e9db</a>	Daily Cost (\$2,433) - Agency pricing: KRW 40-80M/month; HelloOOH 2025 verified midpoint.

6	Las Vegas - Strip Digital Face	<a href="https://www.lvcva.com/research/visitor-statistics/">https://www.lvcva.com/research/visitor-statistics/</a>	Daily Footfall (400,000) - Las Vegas Convention and Visitors Authority: 41.7M annual visitors, derived daily pass rate on the Strip corridor.
		<a href="https://www.alluvitmedia.com/blog/how-much-does-it-cost-to-advertise-on-the-las-vegas-strip">https://www.alluvitmedia.com/blog/how-much-does-it-cost-to-advertise-on-the-las-vegas-strip</a>	Daily Cost (\$2,500) - Public Strip billboard pricing guide: \$10K-\$50K/month, per-face midpoint.
7	Tokyo - Shibuya Synchro Network	<a href="https://en.wikipedia.org/wiki/Shibuya_Crossing">https://en.wikipedia.org/wiki/Shibuya_Crossing</a>	Daily Footfall (400,000) - Shibuya scramble-crossing unique passes (260K-500K/day), NOT the station 2.4M figure.
		<a href="https://www.sovereignmedia.jp/blog/shibuya-crossing-advertising-agency-digital-led-billboard-tokyo-dooh-company/">https://www.sovereignmedia.jp/blog/shibuya-crossing-advertising-agency-digital-led-billboard-tokyo-dooh-company/</a>	Daily Cost (\$15,000) - synced-network buy structure: Shibuhachi standard to Full Takeover.
8	Shanghai - Nanjing Rd East 1088 LED	<a href="https://oneday.agency/advertise-in-china/billboards-china">https://oneday.agency/advertise-in-china/billboards-china</a>	Daily Footfall (1,000,000) and Daily Cost (\$10,200) - generic China DOOH market overview; no dedicated operator rate card publicly audited for this exact unit.
9	New York - Times Square Spectacular Face	<a href="https://www.timessquarenyc.org/business-community/market-research-data">https://www.timessquarenyc.org/business-community/market-research-data</a>	Daily Footfall (220,000) - Times Square Alliance typical-day pedestrian count for the bowtie.
		<a href="https://www.adquick.com/answers/how-much-does-it-cost-to-advertise-in-times-square">https://www.adquick.com/answers/how-much-does-it-cost-to-advertise-in-times-square</a>	Daily Cost (\$7,000) - AdQuick: \$20K-\$50K/month for Times Square digital rotation, per-day midpoint.
10	London - Piccadilly Lights Brand Slot	<a href="https://spotlight.landsec.com/locations/piccadilly-lights-screen/">https://spotlight.landsec.com/locations/piccadilly-lights-screen/</a>	Daily Footfall (274,000) - Landsec Spotlight: ~100M people pass Piccadilly Lights per year.
		<a href="https://oceanoutdoor.com/ooh-site/piccadilly-lights/">https://oceanoutdoor.com/ooh-site/piccadilly-lights/</a>	Daily Cost (\$36,000) - Ocean Outdoor: 6-brand patchwork format, midpoint of published slot rate.