

INSIDE E™



OUTSITE Brings You The History of OOH In 15 Amazing Milestones

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 **OUTSITE**

WE CREATE BRAND STORIES ON THE ROADS



LET'S CREATE YOURS
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Experts Talk
AUG 2023

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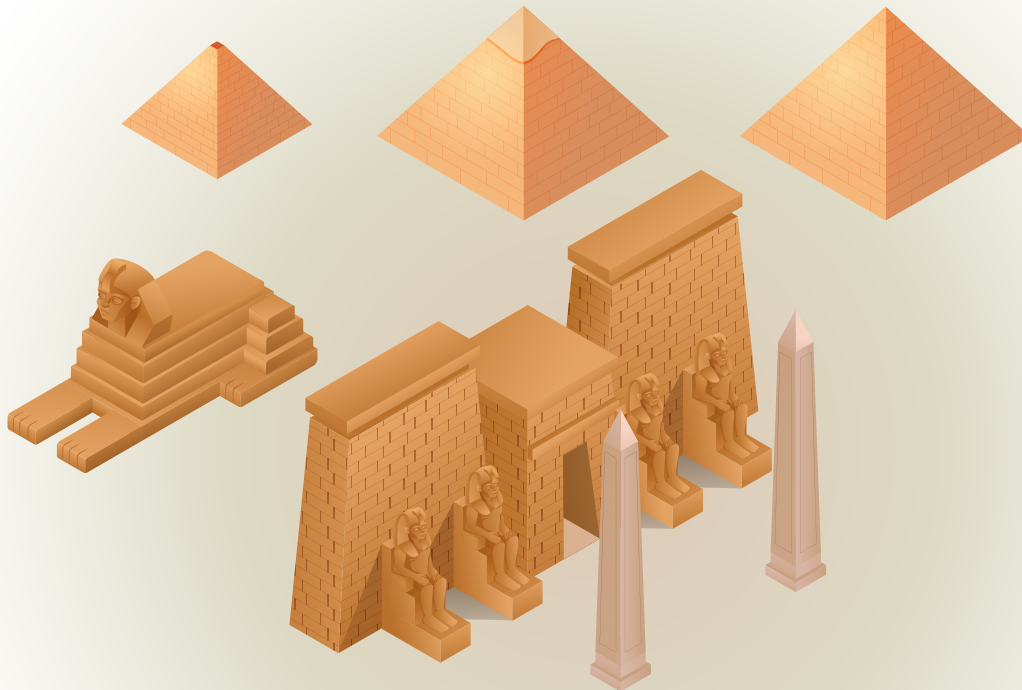
It is well known among marketers that OOH is the oldest advertising medium, but perhaps you don't know how old it actually is! From messages carved on stones thousands of years ago to the brightest LED billboard in NYC Times Square today, here are 15 milestones in the history of Outdoor Advertising that will amaze you...

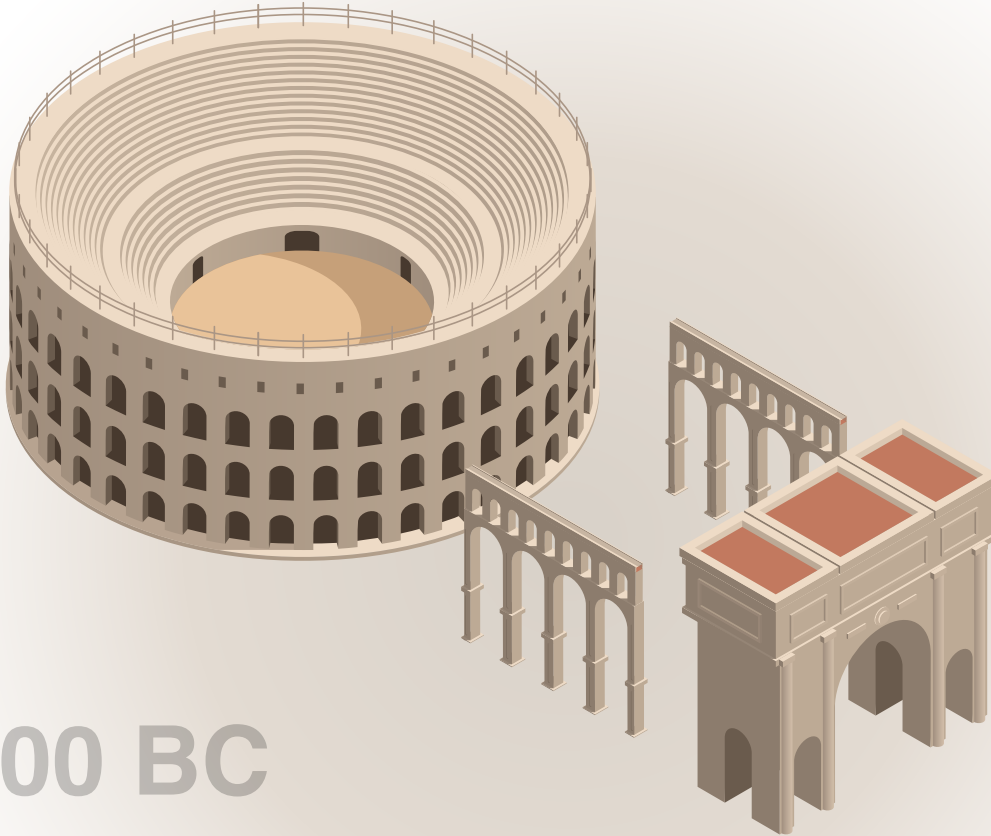


3000 BC

Egyptian Obelisks and Carved Stones

The oldest type of outdoor advertising is a 5,000-year-old tableau recently discovered in the ancient Egyptian city of Elkab. 50cm-tall hieroglyphic script was chiseled onto the stone, apparently to announce the power of the ruling family to travelers and passersby. Obelisks and carved stones were commonly placed at crossroads to inform travelers of territorial laws.





500 BC

Greek/Roman Painted Signs

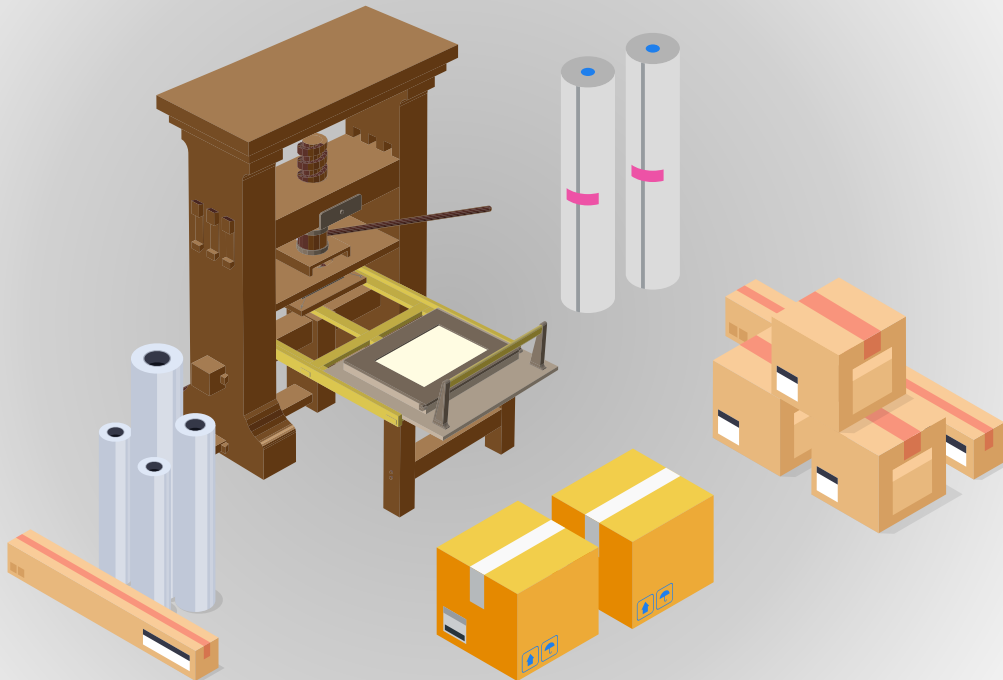
Likewise, outdoor signs were common practice in other ancient civilizations, like Greece and Rome, where sellers would paint or carve messages on the sides of buildings or large rocks near main roads.



1450s

First Printed Posters

Fast forward to the 1450s, when German goldsmith Johannes Gutenberg invents movable type printing. Printed leaflets, called handbills, become very popular across Europe and are used mostly to advertise theater plays and town fairs – and because they were usually handed out to be hung on posts, today we call them “posters”.





1750s

Posted Signs on Roads

Parallel to city posters posted signs on the roads are used to advertise inns for travelers, though they're more informative than marketing-oriented.

1790s

Illustrated Posters

In 1796, German actor and playwright Alois Senefelder invents stone printing, soon to be known as “lithography”. Although originally meant to print maps and musical scores, it gave birth to the first major form of outdoor advertising: the illustrated poster. Thanks to this new printing technique, business owners can now create colorful advertisements for their storefronts to promote their products and services.





1830s

Large-format Posters

In the 1830s, Jared Bell creates the first large, colorful posters in America. Considered to be the precursor of the billboards as we know them today, the posters were 7 or 8 feet large and mostly advertised traveling circus shows.



1910s

Neon Signs

At the Paris Expo of 1910, French engineer George Claude unveils his red neon tube lamp. By 1912, Parisian boulevards are illuminated with the “liquid fire” neon signs of several local businesses and in 1913 Cinzano installs its brand name with 3.5ft neon letters on top of a building on the Haussmann Boulevard.





1920s

Cars and Rise of Billboards

With the boom of motor vehicles in the 1920's, mobility becomes a trend and advertising billboards start to proliferate on the roads. In the USA, the industry grows so big so fast that by the 1960s the American government is forced to pass a law to prevent OOH ads from blocking the scenery by the roadside.



1930s

Douglas Leigh's Electric Signs

Meanwhile in urban centers, lighted signs and billboards start to boom. In 1937, advertising genius Douglas Leigh introduces the first animated electric sign in New York Times Square, a set of 2,000 light bulbs that displayed a cavorting horse and ball-tossing cats. Despite the slowdown brought about by WWII, by 1948 Leigh had populated the facades of Times Square buildings with bright signs and billboards that were truly spectacular.





1960s

JC Decaux' Bus shelter

In 1964, JC Decaux installs the first bus shelter in Lyon, France. Monsieur Decaux travels around France lobbying local authorities to adopt this new concept of street furniture, suddenly creating a new advertising medium with massive reach.



1970s

Stonbley's Spectacolor

In the US, Leigh installs the first full color animated billboard on the front façade of the Times Tower in 1976: a 20 by 40 feet illuminated panel using George Stonbley's invention "Spectacolor". With more than 8,000 bulbs, the electronic CRT sign displayed text, graphics and video, and gave birth to the programmatic business model of digital advertising that we use today.





1980s

Media Buyers

In the 1980s, the industry sees the rise of media buyers, advertising professionals specialized in dealing between media owners and agencies, giving shape to the OOH market as we know it today.

1990s

LED Displays

By the end of the 1990s, LED display boards began to appear and slowly start to replace traditional billboard signs.





2000s

Omnipresent Digitalization

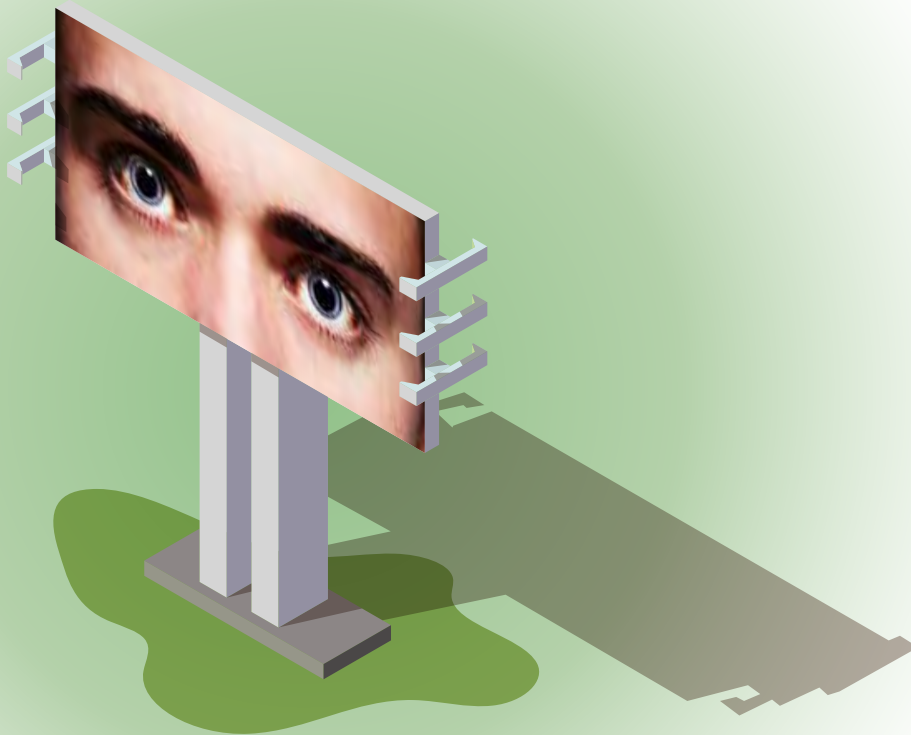
In the first decade of the 2000s, fast-developing digital technology becomes the standard across all industries, and the Outdoor advertising splits into two markets: one that keeps selling traditional OOH in all its formats and sizes, and a new market that is opening up to sell digital billboards and large-format screens – DOOH, or Digital Out of Home.



2010s

Hyper-realistic Graphics and UHD

The 2010s have witnessed amazing advances thanks to digitalization: location intelligence, interactive screens, mobile sensor technology, hyper-realistic graphics, naked-eye 3D, and ultra-high-definition ad displays.





Outdoor advertising has proven to be the most resilient and creative of all marketing channels throughout millennia and stood still, nowadays D/OOH amazes people everywhere with the latest naked-eye 3D, another spectacular technique. Stay tuned to our Experts Talk section to learn more about this amazing medium and be the first to witness the next milestone!



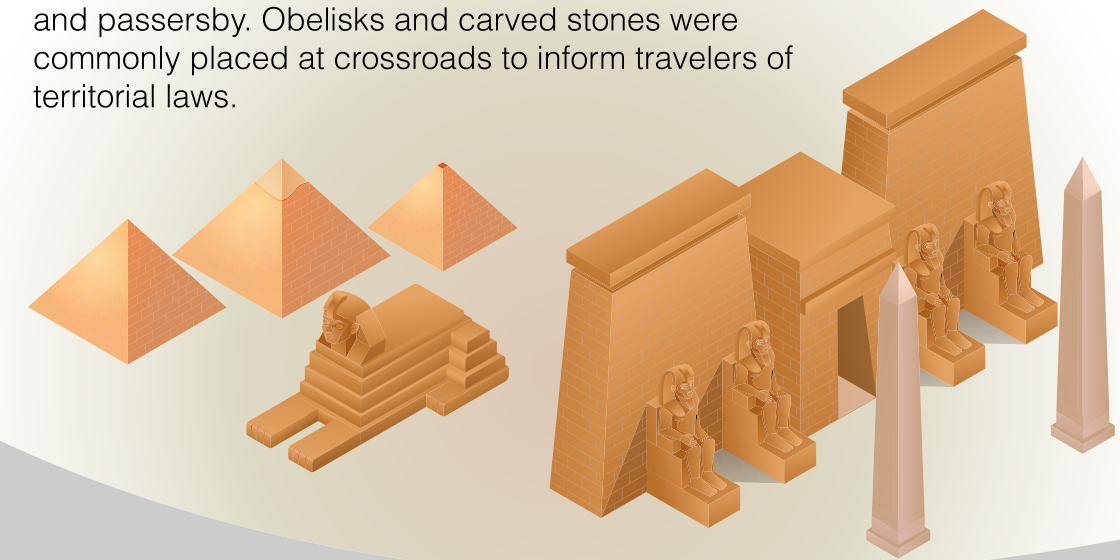
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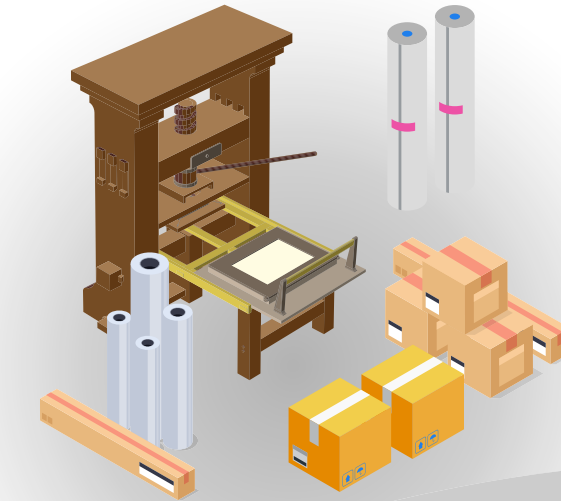
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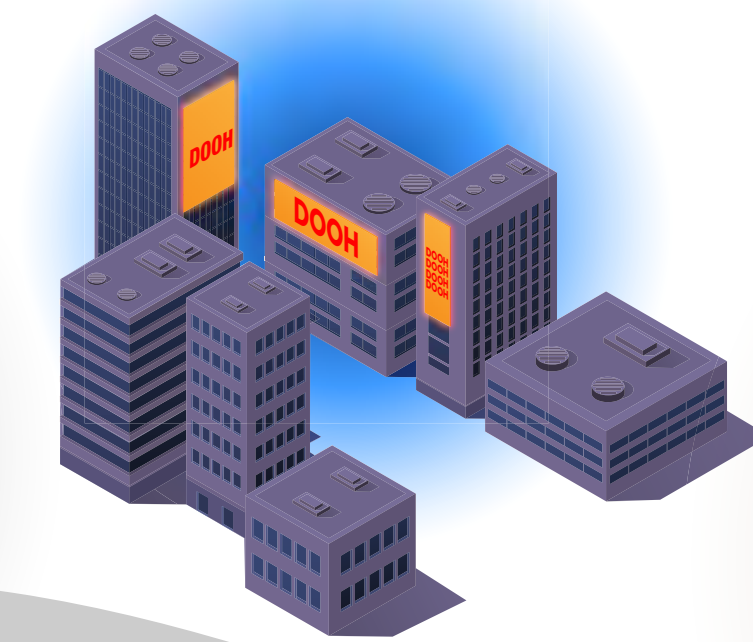
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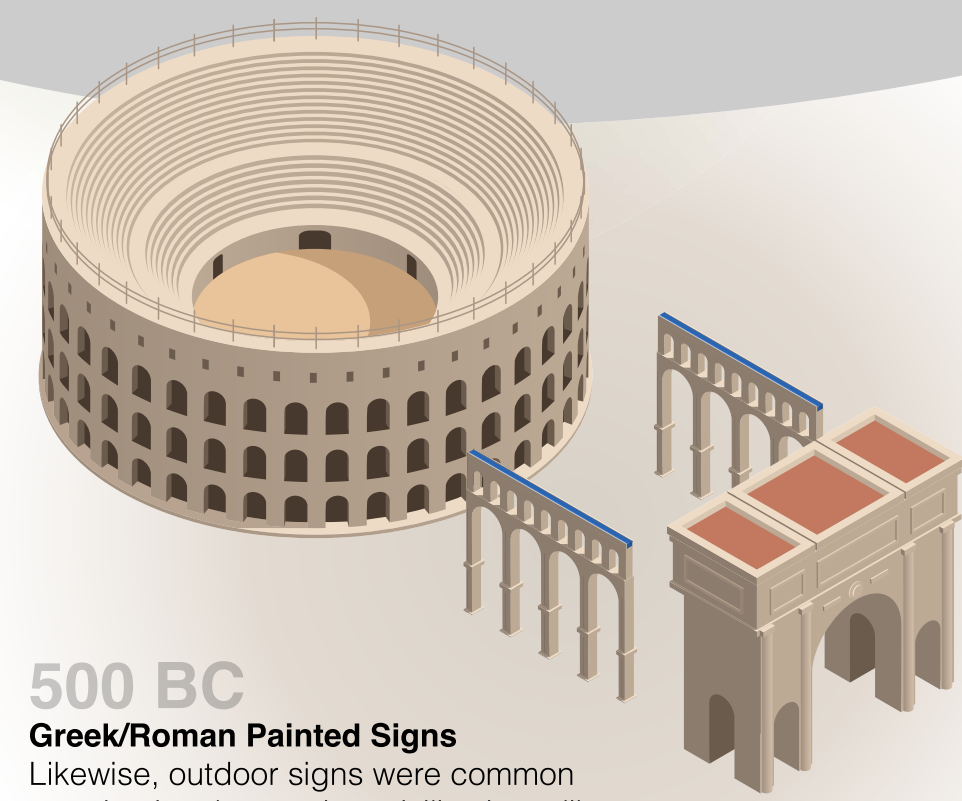
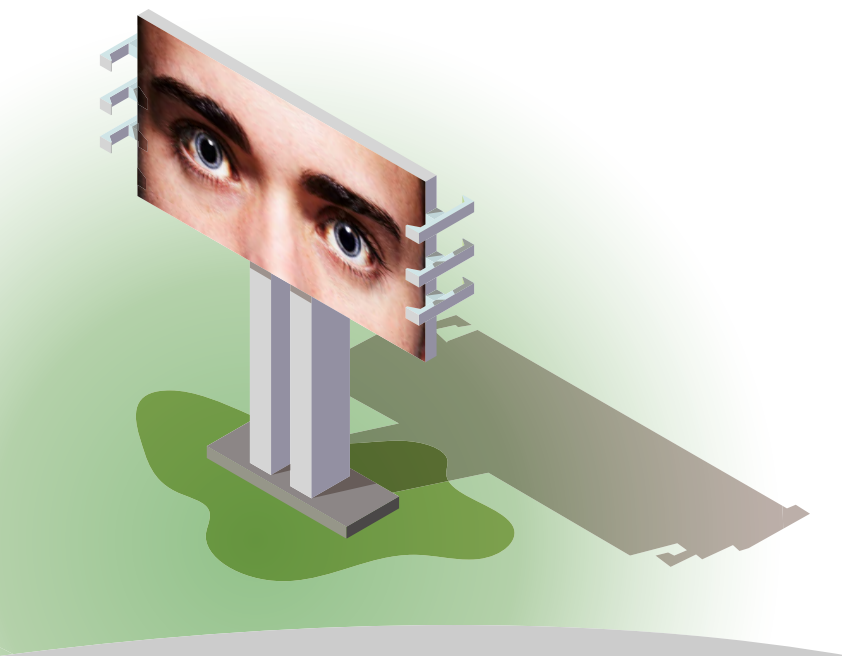
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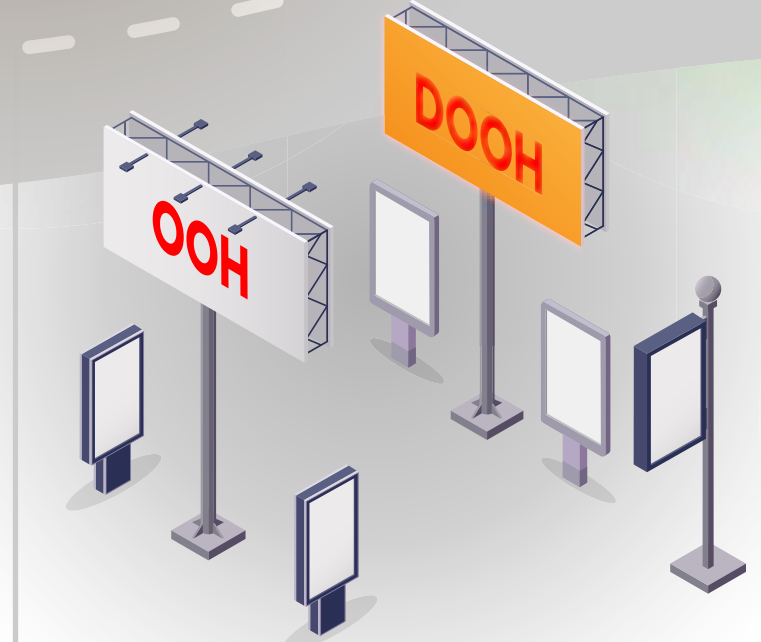
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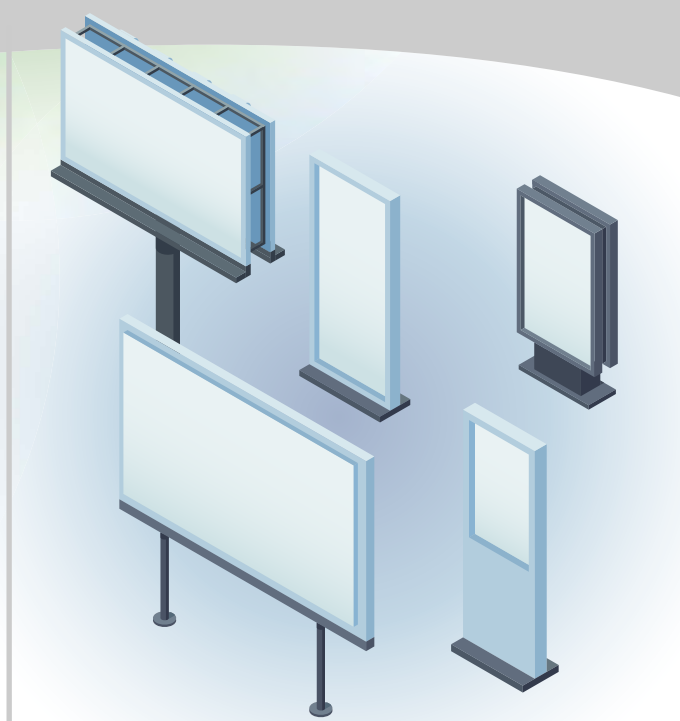
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MENA'S OOH VOICE

INSITE OOH Media Platform
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We are the first online magazine platform that covers all the news, and updates of the OOH (Out-of-Home) Media, also known as Outdoor advertising, in **Egypt**, and the **United Arab Emirates**. We review campaigns everyday, as we write market insights every month, and experts talk articles. Tens of thousands of readers from different professional backgrounds are following us to get on top of their markets.

#StayTuned to know what's happening in the OOH scenery in the **MENA**, read about your competitors' outdoor actions and strategies and learn the latest tips and tricks to create your best Out-Of-Home campaign, moreover, strategy.

Made with passion to OOH media!

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