



Digital Signage Group

Standard Terminology

Term	Definition	Is NOT	Synonyms
Digital Signage	<u>Digital Signage</u> is a network of digital displays that are centrally managed and addressable for targeted information, entertainment, merchandising and advertising.	Television or Broadcasting	Dynamic Signage, Digital Signs, Electronic Signage, Digital Media Advertising Digital Signage Network In-store TV Network, Captive Audience Network, Narrowcasting Network, Out-of-home Media Network, Digital Media Network, Advertising Network
Content Distribution Server	Content Distribution Server is a computer, server, or device that stores the contents that are distributed to the player in the store.		Broadcast Server, Network Manager, Content Management Server
A/V Distribution System	Refers to the distribution of multimedia content from the player to the display device.	Content distribution from server to player	
Display Device	CRT, Flat Panel LCD, Plasma, Projector or other device that is the end-point of a digital signage system.		
Player	A <u>player</u> is used for distribution of A/V content to a display.		
Multi-Channel Player	A digital signage player that is capable of outputting multiple streams of unique content to multiple display devices.		Site Server, In-Store Server
Content	<u>Content</u> broadly describes the media, clips, text, video, and audio that is delivered to display devices by a digital signage system.		
Playlog	<u>Playlog</u> is a record of information created from the digital signage system reflecting the content played the system performance, and other data.		Billing Log, Performance Log, Audit Log
Playlist	Composed of a list of clips and their play order by time or other heuristics.		
Channel	The channel is a script that has been published in such a way that when its contents change, the updated material is forwarded to machines running the viewer that have subscribed to the channel.		Zone

This document has been created by the members of the POPAI Digital Signage Standards Committee to establish an industry accepted set of terms for communicating and describing the Digital Signage Industry. Members of the Digital Signage Standards Committee include: Matt Nelson (Avocent Corporation), Jeff Porter (Scala, Inc.), William Wu (DS-IQ), Dustin Speer (Vestcom), and Joe Finizio (POPAI).

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