

— DIGITAL SIGNAGE

One campaign, every zone of the ship.

Campaigns are built once, assigned to onboard zones and played out on the screens in public areas. With delivery data available at any time.

Screens switched on, nobody directing them.

Content is loaded by hand, and updates are slow and piecemeal. Playlists and slideshows are static and cannot be differentiated. There is no central control over what is delivered or how it performs.

01

Frozen content

Outdated material on loop, updated only when someone boards the ship.

02

No difference by area

The same message at the bar, in the boarding queue and in the lounge.

03

No feedback

No data on what played, on which screens, and how many times.

— WHAT IT COSTS

Advertising space that stays unsold.

BUSINESS COST

- € Onboard ad inventory that nobody is able to sell
- 📺 Internal promotions that do not move onboard spend
- 📊 No reporting to put in front of an advertiser

TECHNICAL COST

- 👤 Content loaded by hand, screen by screen and ship by ship
- 📺 Screens switched off or frozen with nobody noticing
- 📊 No record of actual plays by area and by time of day

— WHAT IT IS

Create, assign, play, measure.

Digital Signage is the **content management system for the screens in public areas**: campaigns start in the ads server, are assigned to onboard zones and distributed to the screens with their delivery data attached.

- ✓ Different content for every zone of the ship
- ✓ Remote updates, with no need to board
- ✓ Campaign insights for every screen

THE FLOW, IN FOUR STEPS

01 Build the campaign
Creative, dates and frequency in the ads server

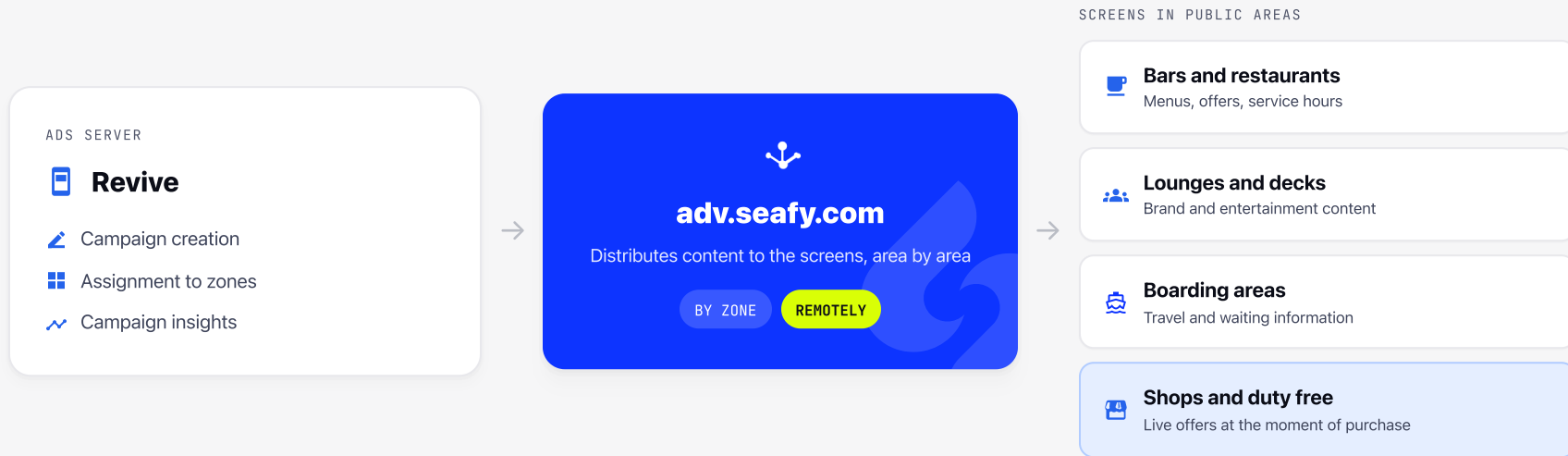
02 Assign it to zones
Bars, lounges, boarding, decks: every area is a zone

03 Play it on the screens
adv.mvc delivers the content area by area

04 Track the results
Plays, zones covered and screen status

— HOW IT WORKS

From the ads server to the screen.



— ZONES

Every area, its own message.

The ship is divided into zones and every zone has its own schedule. The same campaign can run in one zone, in a few, or across the whole fleet: the choice is made in the ads server, remotely, without touching the screens.

ACTIVE ZONES ON BOARD

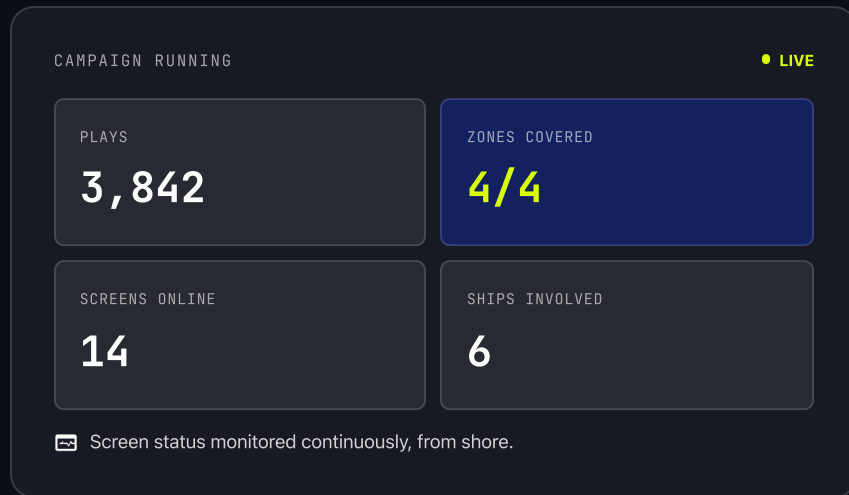
14 screens

Main bar	Bar menu and offers	4
Deck 7 lounge	Brand content	3
Boarding area	Travel information	5
Duty free	Shop offers	2

— MONITORING

Control over what plays

Actual plays, zones covered, trend over time and the status of every screen. A fault shows up before a passenger reports it, and the advertiser receives proof of delivery.



— TWO USES, ONE SYSTEM

Onboard communication and space to sell.



FOR THE COMPANY

The internal onboard channel

Promotions for onboard services, travel information and brand content, always current and tailored area by area.



FOR THE COMMERCIAL TEAM

Inventory to sell

Advertising space organised by zone and by frequency, with play reporting the advertiser can consult.

— VALUE FOR THE SHIPOWNER

What changes on board.



Screens that earn

Hardware already installed becomes sellable inventory.



Updates from shore

No onboard intervention to change a piece of content.



Relevant messages

Every area gets the content that suits the people passing through.



A fleet standard

Zones and schedules replicated on every ship.

The screens are there. The direction is not.

We map the zones and screens already on board, then campaigns are played and updated remotely, going on air where they are needed, with delivery data attached.

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