



## Content Services Questionnaire

Please fill out the questions below to the best of your ability. Provide as much detail as you feel is necessary to explain your positions, but don't go overboard – this questionnaire is only intended to serve as a starting point for a more complete discussion.

Date	
Network name	

### Network/Venue Details

Number of venues (pilot)	
Number of venues (deployment)	
Venue type (e.g. private label retail, restaurant, etc.)	
Approximate size of venue	
Number of screens in each venue	
Desired number of unique channels of content in each venue	
Average viewer trip duration (i.e. how long does the average viewer spend in the venue?)	

## Content Program (Loop) Details

<p>Desired content loop length (the length of the WHOLE loop, including ads, non-advertising content, etc.)</p> <p>Percentage of loop devoted to advertising</p> <p>How much content will change from week to week?</p> <p>How much content will change from month to month?</p> <p>Do you plan to use dayparting? If so, how many dayparts do you expect to use?</p> <p>Do you plan to show different content during different days of the week?</p>	
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## Content Details

How many unique pieces of advertising content will need to be created from scratch each month?	
How many unique pieces of advertising content will be provided to you in near-complete form each month?	
Do you have a target duration (in seconds) for each advertisement? If so, how did you arrive at it?	
How many unique pieces of non-advertising content will need to be created from scratch each month?	
How many unique pieces of non-advertising content will be provided to you in near-complete form each month?	
Do you have a target duration (in seconds) for each non-ad spot? If so, how did you arrive at it?	
Do you expect to run multiple “revisions” or “versions” of the same spot in the same loop or during the same month? (e.g. for split testing)	
About how long do you expect a typical piece of content to be used (e.g. will it change every month, will the same clip run for the life of your contract with the advertiser, etc.)	

**Service Details: Will you require assistance with any of the following content related services?**

<b>Content Strategy Consulting:</b> Develop content production plans that work towards the stated goals of the network. Work with content production agencies to design and test effective content assets	
<b>Content Production:</b> In-house and outsourced production of static graphics, dynamic templates, and animated and full motion video graphic assets	
<b>Content Management:</b> Ingest of content assets and assignment of assets to specific play lists and media players	