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A pocket guide **to run a DOOH network**

This guide outlines five essential checklists that provide a clear operational path for media owners launching or scaling a DOOH network.

Need help bringing this to life?

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Infrastructure defines how reliable (and costly) a DOOH network will be to operate. Before moving into system setup, content or sales, **use the checklist below to validate each screen:**

Location	Validate real viewing angles, distance and day-to-night visibility conditions.
	Assess environmental exposure, including heat, dust, rain and vibration.
	Identify potential future obstructions in the surroundings.
Power	Confirm power reliability, surge protection and safe shutdown behavior.
	Define primary connectivity and a clear backup or contingency plan.
Reliability	Ensure structural stability, ventilation and proper heat dissipation.
	Confirm safe and practical access for on-site maintenance.
	Evaluate operational readiness, including intervention time, spare parts and support model.

— Campaigns
— Infrastructure

Player 02

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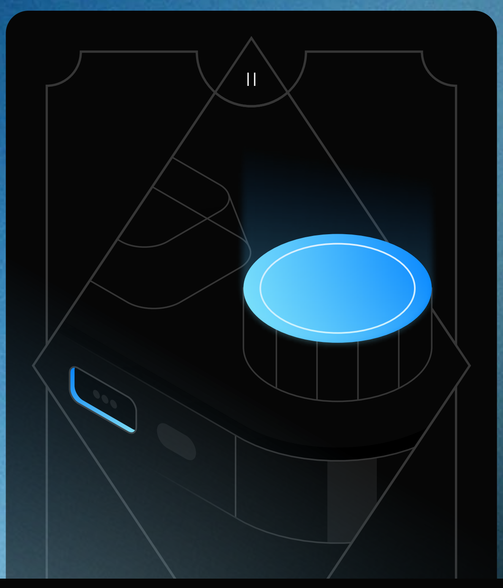

The Player is the operating system of your screen. Proprietary or pre-configured options may seem convenient at first, but often limit maintenance, visibility and future integrations. **Choose one built for scalability, with a baseline that includes:**

CPU	Intel i5 or Ryzen 5	**OS**	Windows 10 Pro
RAM	8 GB	**Cooling**	Active ventilation
SSD	256 GB	**Power**	Auto-restart after outages

Once selected, run the player for 1–2 days to confirm system stability. **Also, make sure these settings are in place:**

- Auto-login enabled
- Automatic updates disabled
- Time and date properly synced
- Scheduled restart enabled (max once per week)
- Desktop background set to black
- Clean desktop (no unnecessary apps or shortcuts)

— Infrastructure

— Player

CMS 03

— Operatio

— Campa

The Content Manger is the backbone of your DOOH business. It must offer flexible control over network operations, supporting different sales models as your commercial strategy evolves.

Core features

- Upload content remotely
- Schedule playback flexibly (by time, plays, slots or percentages)
- Online / offline screen status
- Access basic activity and monitoring logs
- Generate reports

Scaling features

- Programmatic integrations
- Dynamic content integrations
- Audience configuration and integrations

— Player

— CMS

Operations 04

— Campaig

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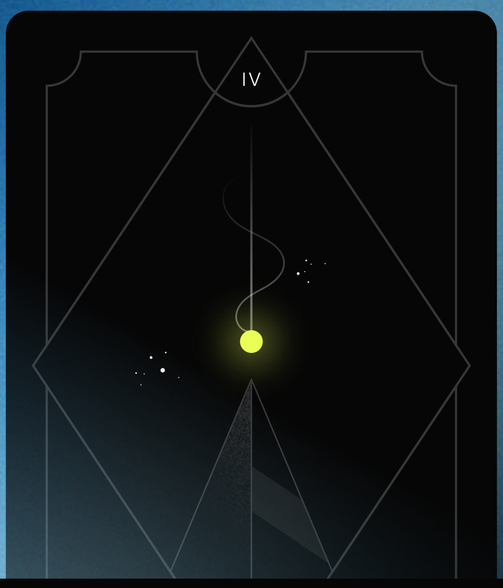

Operations is where profitability is protected. Clear processes reduce downtime, optimize energy use and keep screens performing as expected.

Daily operations

Use a checklist to confirm:

- The screen is on
- The player time is correct
- Arts are playing as expected

Apply power on / off schedules based on audience presence

Use time-based brightness rules

Maintenance

Install cameras to monitor screens remotely

Set alerts for offine screens or playback failures.

Perform remote diagnostics and restarts when needed

Keep an up-to-date technical log per screen to speed up troubleshooting

— CMS

— Operations

Campaigns 05

— Infrastructure

— Player

At this point, your network is ready to be sold! Define how it is presented to advertisers to make campaigns easy to deliver. **Keep it simple and clear, including:**

Screen information	Reference image of the screen
	Map location
	Key nearby landmarks (metro stations, malls, schools, etc.)
	Physical size (meters) and orientation (vertical / horizontal)
	Audience data (optional)
Creative specifications	Duration: 6, 8 or 10 secs (aligned with local standards)
	Exact resolution (in pixels)
	Formats: MP4 / JPG / PNG
	Maximum file size

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