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Checking it twice: a holiday DCO checklist for media owners

The most wonderful time of the year is also the busiest one for DOOH. Holiday campaigns demand creative flexibility, context-driven messaging, tighter timelines and last-minute adjustments. Can you keep up?

Use this quick checklist to identify key readiness gaps across your creative and operational capabilities before the season kicks into high gear.

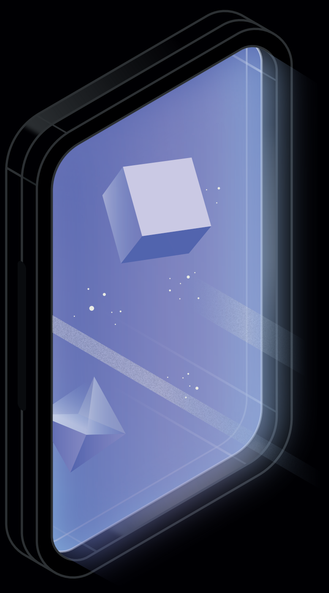
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01

Creative readiness

Are your creative workflows ready for last-minute changes?



- [ ] Set up separate approval paths: if every change requires the same review process, routine updates can delay the publication.

- Price updates
- Product substitutions
- Changes to DCO logic

- [ ] Define HTML5 responsive rules for each screen format, covering aspect ratios, safe zones and text boundaries. This makes it easier to scale creative adaptations across your network.

- [ ] Complement these guidelines with technical delivery requirements, including file formats and size limits, bitrate limits, minimum font sizes and fallback requirements.

02

Data & logic

Can you deliver campaigns that adapt to different contexts in real time?

- [ ] Sync external product catalogs, pricing and inventory through REST APIs or JSON/XML feeds, and set refresh intervals that keep data current without triggering API rate limits or feed timeouts.

- [ ] Combine data inputs through AND/OR conditions to automate creative selection. If multiple conditions match, set rule priorities to determine which creative takes precedence.

Use case	Data inputs	Condition	Action
Weather + stock	Weather API, stock feed	Temp > 25°C `AND` SKU-A stock > 0	Show cold beverage promo
Weather + traffic	Weather API, traffic data	Heavy snowfall `OR` gridlock traffic	Show e-commerce grid promo
Stock switch	Stock feed	SKU-A stock = 0 `AND` SKU-B stock > 0	Show SKU-B promo

- [ ] Build for worst-case data: define fallbacks for missing fields, text overflow and delayed feeds to keep creatives functional when data doesn't arrive as expected.

Scenario	Fallback content
Product price is unavailable.	“Visit us in-store for exclusive offers”



03

Seasonal scheduling

Can your schedule absorb urgent bookings without affecting existing commitments?



- [ ] Define campaign or advertiser priority levels to identify which placements can be preempted without affecting guaranteed commitments.

- [ ] Integrate with programmatic partners, making available inventory accessible to buyers in real time and creating additional opportunities to fill unsold screen time with last-minute campaigns.

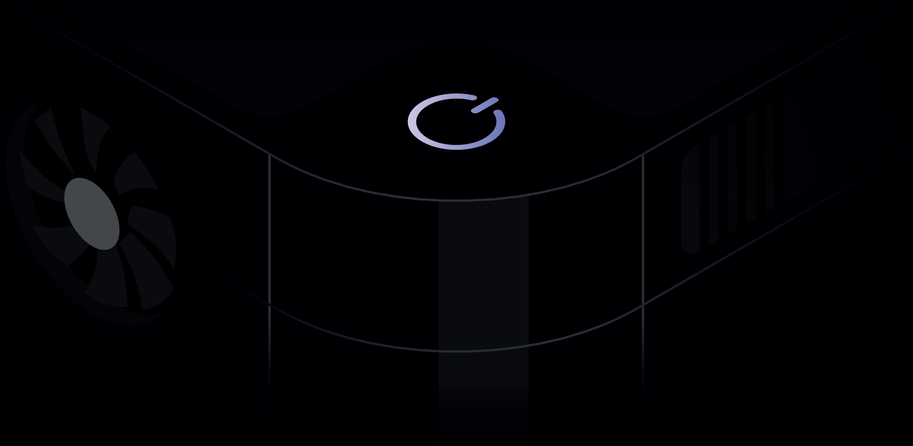


- [ ] During peak demand, configure maximum loop durations and active campaign limits per screen in your CMS to prevent loop expansion from reducing contracted play frequencies.

04

Network delivery

Is your network ready to support DCO throughout peak season?



- [ ] Audit your players' performance (CPU, RAM and GPU usage) and stress-test demanding HTML5 creatives to identify frame drops, excessive memory usage and rendering errors.
- [ ] Cache HTML5 resources, fonts and animation libraries locally to prevent playback issues caused by external CDNs or services requiring real-time requests.
- [ ] Define how players handle temporary API or data-feed interruptions: set maximum cache lifetimes for time-sensitive data such as prices and stock.
- [ ] Heavy DCO creatives can strain player hardware. Configure automated alerts to detect frozen screens and offline players before they affect critical sales windows.

