

The Substances of Digital Media in Inventive Diligence: Milieu of Bangladesh

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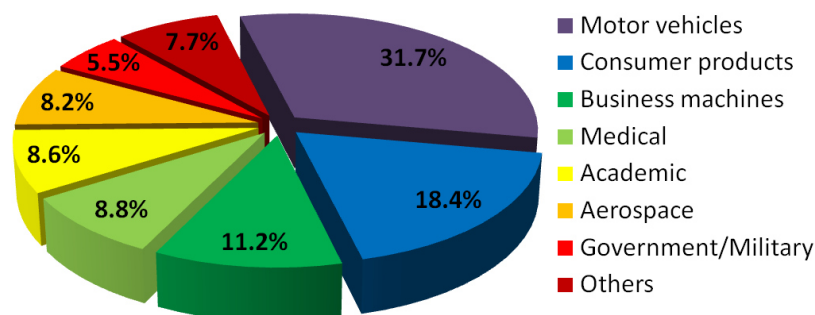
Abstract

The study scrutinizes the indispensable issues of digital media in the business arena of Bangladesh in term of potential panorama. Digital Bangladesh is a wonderful vision that is dreamt by the government and the literate class for the technological development of Bangladesh. The benefits of digital Bangladesh are many. It will make people think globally and connect them with the whole world economically, socially, politically, academically and even culturally. To make our country digital first of all, uninterrupted power supply has to be ensured and we have to develop computer network skill and ensure equitable access. Bangladesh is re-sounding with the target of achieving digital Bangladesh. From the last decade the creative industries in this country are vastly motivated by modern technology and also open new arena for creative people to live their life as a freelancer for the global village. Digital environment also change the socio-economical situation. Most of the citizen of this country is using cell phone and also internet which is connected them to the global prospect.

Key words: Digital Media, Diligences, Creative Industries, Digital Dimensions

1. Prologue

Digital media are any media that are prearranged in a machine-readable format. Digital media can be created, viewed, distributed, modified and preserved on computers. Now a day's Digital Media create or impact on lots of thing in surrounding us [1]. Socio-economical situation especially in creative sector is highly motivated by this media. Proper exercise of digital fluency such as profound information about software, updating for upcoming technology for creative industries are giving additional advantage for being a leader in this sector [2]. Working closely with partners from government and industry, the creative industries faculty has positioned itself as a leader in the development of creative industries in Bangladesh and aims to become an internationally-networked hub of creative enterprise.



Digital media are any media that are prearranged in a machine-readable format. Digital media can be created, viewed, distributed, modified and preserved on computers. Computer programs and software; digital imagery, digital video; web pages and websites, including social media; data and databases; digital audio, such as mp3 and e-books are examples of digital media. Digital media are frequently contrasted with print media, such as printed books, newspapers and magazines, and other traditional or analog media, such as pictures, film or audio tape [4]. Now a day's Digital Media create or impact on lots of thing in surrounding us. Socio-economical situation especially in creative sector is highly motivated by this media. Technology provides new possibilities for artists - in the creation of their works, as new outlets for their creativity, and as a means of promoting and distributing their work [1]. The creative industries are foster individual creativity, skill and talent and offer diverse and rewarding career opportunities. The lines between creative fields are increasingly blurred. Visual artists use interactive and moving images, performers use digital media in site-specific works, and collaborative teams create sophisticated productions that captivate our senses.

2. Clarity for Digital Media

- Any storage device that holds digital data. All data generated in a computer are digital. See media,

digital, magnetic disk, magnetic tape, optical disc and USB drive.

- Any type of information stored in the computer, including data, voice and video. See media, multimedia, digital media hub and digital media server.
- The news from a TV network, newspaper or magazine that is presented on a Web site or blog.
- Digital media also can be created, viewed, distributed, modified and preserved on computers. Computer programs and software; digital imagery, digital video; web pages and websites, including social media; data and databases; digital audio, such as mp3s; and e-books are examples of digital media.
- Digital media are frequently contrasted with print media, such as printed books, newspapers and magazines, and other traditional or analog media, such as pictures, film or audio tape.
- Combined with the Internet and personal computing, digital media has caused disruption in publishing, journalism, entertainment, education, commerce and politics. The ubiquity of digital media and its effects on society suggest that we are at the start of a new era in industrial history, called the Information Age, perhaps leading to a paperless society in which all media are produced and consumed on computers. Digital media has a significant, wide-ranging and complex impact on society and culture.

3. Creative Industries Disclosures

The creative industries refer to a range of economic activities which are concerned with the generation or exploitation of knowledge and information. They may variously also be referred to as the cultural industries or the creative economy. Various commentators have provided varying suggestions on what activities to include in the concept of "creative industries" and the name itself has become a contested issue - with significant differences and overlap between the terms "creative industries", "cultural industries" and "creative economy. Lash and Urry suggest that each of the creative industries has an "irreducible core" concerned with "the exchange of finance for rights in intellectual property", (Lash & Urry 1994, p. 117). This echoes the UK Government Department for Culture, Media and Sport (DCMS) definition which describes the creative industries as: "those industries which have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation through the generation and exploitation of intellectual property" (DCMS 2001, p. 04)

As of 2006 the DCMS definition recognizes twelve creative sectors & those are:

- Advertising, music and the visual and performing arts
- Architecture, radio and publishing
- Arts and antique markets
- Crafts, television, film, video and photography
- Design & communication design
- Designer fashion, software, computer games and electronic publishing

Industry	Old Method	Time Saving
Industrial design	Clay models	96%
Education	Outsourced machining	87%
Aerospace	2D laser cutting	75%
Automotive	Aluminum tooling	67%
Aerospace	Injection molding and CNC tooling	43%

4. Collision and Breakdown of the Study

In recent years, digital media have opened several new avenues of information transfer, communication, and entertainment. These changes have made a major impact on people's lives and changed the how they do things in a fundamental way. As is true with all innovations, some people have been enthusiastic about these changes and have become extensive users of the new media; while others have been cautious and use them when necessary and appropriate.

4.1 The Digital Revolution

In the years since the invention of the first digital computers, computing power and storage capacity have increased exponentially. Personal computers and smart phones put the ability to access, modify, store and share digital media in the hands of billions of people. Many electronic devices, from digital cameras to drones have the ability to create, transmit and view digital media. Combined with the World Wide Web and the Internet, digital media has transformed 21st century society in a way that is frequently compared to the cultural, economic and

social impact of the printing press. The idea that we are moving toward a fully digital, "paperless" society is accompanied by the fear that we may soon or currently be facing a digital dark age, in which older media are no longer accessible on modern devices or using modern methods of scholarship.

4.2 Social Impacts of Digital Media

The rapid uptake of digital technologies hugely impacts on how we communicate, relate, learn, work, and spend our leisure time. Digital media literacy is the ability to access, understand and participate or create content using digital media. This ability is becoming integral to effective participation in the digital economy and Australian society. Those who do not adapt may fall victim to the 'digital divide' and be excluded. The 'digital revolution' has positive and negative effects, which are both explored in this timely book.

4.3 Disruption in Industry

Compared with print media, the mass media, and other analog technologies, digital media are easy to copy, store, share and modify. This quality of digital media has led to significant changes in many industries, especially journalism, publishing, education, entertainment, and the music business. The overall impact of these changes is so far-reaching that it is difficult to quantify. For example, in movie-making, the transition from analog film cameras to digital cameras is nearly complete.

4.4 Individual as Content Originator

Digital media has also allowed individuals to be much more active in content creation. Anyone with access to computers and the Internet can participate in social media and contribute their own writing, art, videos, photography and commentary to the Internet, as well as conduct business online. Many media production tools that were once only available to a few are now free and easy to use. The cost of devices that can access the internet is dropping steadily, and now personal ownership of multiple digital devices is becoming standard.

4.5 The E-Sign Act and the Paperless Society

Since the dawn of the Computer Age, technology enthusiasts and environmentalists have heralded the coming of a "paperless society". During this period, paper consumption has skyrocketed. The Electronic Signatures in Global and National Commerce Act (the "E-Sign Act") has been hailed as a catalyst for the much-awaited "paperless society", and indeed over time, it will move us in that direction. The E-Sign Act went into effect in two phases on October 1, 2000 (for e-signatures) and March 1, 2001 (for e-records). It provides that a signature or record cannot be denied legal force because it exists solely in electronic form. For real estate transactions, the E-Sign Act will not likely have an immediate impact, but over time it promises to change the way real estate does business.

4.6 Traditional and Electronic Methods of Signing

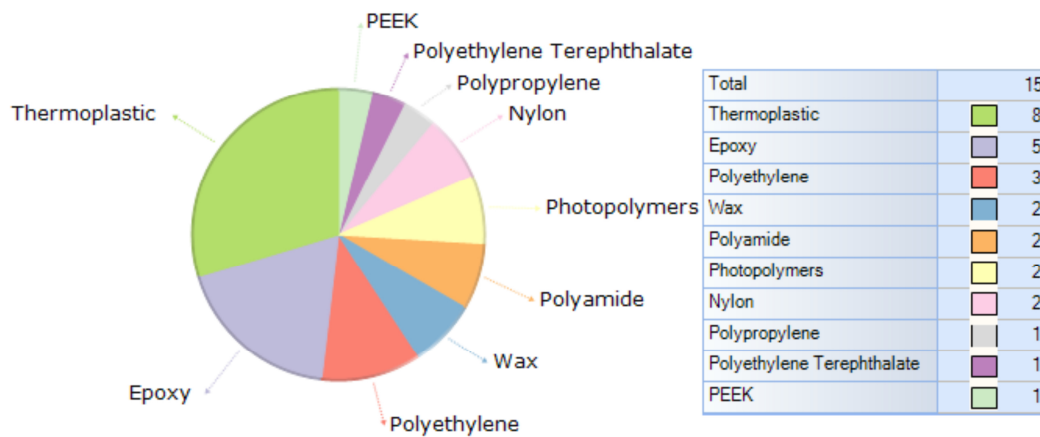
Even before the E-Sign Act, American law took a liberal stance on signatures. According to Black's Law Dictionary, a signature is the act of putting one's name at the end of an instrument to attest to its validity." Black's further explains that a signature "may be written by hand, printed, stamped, engraved, photographed, or cut from one instrument and attached." American case law removed the requirement that a signature set forth the party's name, notably in upholding the validity of an "X" on the signature line. As a consequence, challenges to the validity of a document's execution have rarely relied on the position that the identifying mark on the signature line was not technically a "signature".

4.7 Broadcasting on Television

A digital image isn't inherently better than an analog image, and in some cases it can be worse. An HDTV picture doesn't have to be digital either; Japanese HDTV is broadcast over an analog signal. There has to be another reason why the United States is choosing to go through the pain of switching from analog to digital. In fact, there are several good reasons to go digital, including: how much data it can transmit, how consistent the data stays over distance, and what type of data the signal can carry. For the same amount of bandwidth, you can stuff a lot more information into a digital signal than an analog signal. An advantage digital has over analog is that analog signals can't be compressed as well as a digital signal can. To transmit an image on analog television, every pixel is included in the signal. A standard NTSC screen includes 525 lines of 720 pixels, for a total of 378,000 pixels per frame. That's a lot, but it fits into the 6MHz bandwidth of a television channel. Japanese HDTV takes 20 MHz of bandwidth to send pictures with over 675,000 pixels. That's over two times as much signal to send a high definition picture and higher quality sound, but no other data.

5. Digital Printing Technology

Since the computer revolution changed the way we live and work I am sure that most of us are aware of its effects, but many people realize how computers are revolutionizing the printing industry. This revolution is called Digital Printing. In the 1400's when Gutenberg developed the first printing press it was slow and expensive to print anything. Even then people were clamoring for a way to quickly and inexpensively produce short-run printed material. The ability to print four-color short-run material was next to impossible to do before the merging of old technology, the printing press, and new technology, computers. This marriage created a new and exciting area of printing, Digital Printing Technology.



5.1 Actions of Digital Printing

Digital Printing takes a different approach assembling each image from a complex set numbers and mathematical formulas. These images are captured from a matrix of dots, generally called pixels, this process is called digitizing. The digitized image is then used to digitally control deposition of ink, toner or exposure to electromagnetic energy, such as light, to reproduce images. The mathematical formulas also allow for algorithms to compress the data.

5.2 The Recompenses of Digital Printing

Digital printing technologies give the designer more options of substrates to print on due to its non-contact printing. This eliminates the distortion of images that occurs in analogue process, like screen printing. It also requires less harsh methods of holding the substrate in the press, thereby giving more options of substrates. This means that substrates such as fabrics, very thin paper, and even ceramics can be safely printed on offering the customer more choices in designing.

5.3 Visual Communication

Visual communication is communication through a visual aid and is described as the conveyance of ideas and information in forms that can be read or looked upon. Visual communication in part or whole relies on vision, and is primarily presented or expressed with two dimensional images, it includes: signs, typography, drawing, design, illustration, Industrial Design, Advertising, Animation color and electronic resources. It also explores the idea that a visual message [2] accompanying text has a greater power to inform, educate, or persuade a person or audience.

5.4 Graphic Design

Graphic design is the methodology of visual communication, and problem-solving through the use of type, space and image. The field is considered a subset of visual communication and communication design, but sometimes the term "graphic design" is used interchangeably with these due to overlapping skills involved. Graphic designers use various methods to create and combine words, symbols, and images to create a visual representation of ideas and messages. A graphic designer may use a combination of typography, visual and page layout techniques to produce a final result. Graphic design often refers to both the process (designing) by which the communication is created and the products (designs) which are generated.

5.5 Graphical Software

In computer graphics, graphics software or image editing software is a program or collection of programs that enable a person to manipulate visual images on a computer. Computer graphics can be classified into two distinct categories: raster graphics and vector graphics. Computer graphics can be classified into two distinct categories:

- Raster Graphics
- Vector Graphics

Graphic software is a form of application software for the use of editing, creating, manipulating and viewing graphic files. These programs allow viewing and alteration of photographs and creation of animated or digital media.

5.6 Raster

A bitmap, a single-bit raster-correspond bit-for-bit with an image displayed on a screen, generally in the same format used for storage in the display's video memory, or maybe as a device-independent bitmap. A raster is technically characterized by the width and height of the image in pixels and by the number of bits per pixel (a color depth, which determines the number of colors it can represent). The printing and prepress industries know raster graphics as connotes (from "continuous tones").

5.7 Vector

Vector graphics is the use of geometrical primitives such as points, lines, curves, and shapes or polygons—all of which are based on mathematical expressions—to represent images in computer graphics. Vector graphics are based on vectors (also called paths), which lead through locations called control points or nodes. Each of these points has a definite position on the x and y axes of the work plane and determines the direction of the path; further, each path may be assigned a stroke color, shape, thickness, and fill.

6. Digital Promotion and Advertising

In Latin, *ad vertere* means "to turn toward". The purpose of advertising may also be to reassure employees or shareholders that a company is viable or successful [5]. Advertising messages are usually paid for by sponsors and viewed via various old media; including mass media such as newspaper, magazines, television advertisement, radio advertisement, outdoor advertising or direct mail; or new media such as blogs, websites or text messages. Virtually any medium can be used for advertising. Commercial advertisers often seek to generate increased consumption of their products or services through "branding", which involves associating a product name or image with certain qualities in the minds of consumers. Non-commercial advertisers who spend money to advertise items other than a consumer product or service include political parties, interest groups, religious organizations and governmental agencies. Nonprofit organizations may rely on free modes of persuasion, such as a public service announcement (PSA).

Types of advertising

Press Advertising

- Billboard, Bus advertising, Neon signage
- Digital Billboard, Digital Signage
- Flyer (Pamphlet), Inflatable Movie Screen, Point of Sale Display
- Skywriting, Street Furniture, Transit Media

6.1 Small Screen Advertising

In 2014, a study conducted over 7 years found that the television commercial is still the most effective mass-market advertising format. The study's findings stated that for every £1 invested in TV advertising, it returned £1.79. This is reflected by the high prices television networks charge for commercial airtime during popular events. Virtual advertisements may be inserted into regular programming through computer graphics.

6.2 Infomercials

An infomercial is a long-format television commercial, typically five minutes or longer. The word "infomercial" is a portmanteau of the words "information" and "commercial". The main objective in an infomercial is to create an impulse purchase, so that the target sees the presentation and then immediately buys the product through the advertised toll-free telephone number or website.

6.3 Radio Advertising

Radio advertisements are broadcast as radio waves to the air from a transmitter to an antenna and a thus to a receiving device. Airtime is purchased from a station or network in exchange for airing the commercials. While radio has the limitation of being restricted to sound, proponents of radio advertising often cite this as an advantage. Radio is an expanding medium that can be found on air, and also online.

6.4 Online Advertising

Online advertising is a form of promotion that uses the Internet and World Wide Web for the expressed purpose of delivering marketing messages to attract customers. Online ads are delivered by an ad server. Examples of online advertising include contextual ads that appear on search engine results pages, banner ads, in pay per click text ads, rich media ads, Social network advertising, online classified advertising, advertising networks and e-mail marketing, including e-mail spam.

6.5 Domain Name Advertising

Domain name advertising is most commonly done through pay per click search engines; however, advertisers often lease space directly on domain names that generically describe their products. They will type a keyword into the address bar such as "geraniums" and add ".com" to the end of it. Sometimes they will do the same with ".org" or a country-code Top Level Domain (TLD such as ".co.uk" for the United Kingdom or ".ca" for Canada). When Internet users type in a generic keyword and add .com or another top-level domain (TLD) ending, it produces a targeted sales lead. Domain name advertising was originally developed by Oingo (later known as Applied Semantics), one of Google's early acquisitions [6].

6.6 Product Placements

Covert advertising is when a product or brand is embedded in entertainment and media. For example, in a film, the main character can use an item or other of a definite brand, as in the movie *Minority Report*, where Tom Cruise's character John Anderton owns a phone with the Nokia logo clearly written in the top corner, or his watch engraved with the Bulgari logo. Another example of advertising in film is in *I, Robot*, where main character played by Will Smith mentions his Converse shoes several times, calling them "classics", because the

film is set far in the future [5]. I, Robot and Spaceballs also showcase futuristic cars with the Audi and Mercedes-Benz logos clearly displayed on the front of the vehicles. Cadillac chose to advertise in the movie.

7. Budding Digital Technology

Competition from online media, as well as the need for greater efficiencies in media buying prompted companies to offer billboard inventory aggregation services Interactive services are becoming increasingly more common with the move to digital outdoor advertising, such as allowing the public to connect, share and interact through their mobile devices in particular through WiFi connections.

7.1 Ascend in New Media

With the Internet came many new advertising opportunities rise up such as Popup, Flash, banner, Po-ponder, averaging, and email advertisements are now commonplace. Particularly since the rise of "entertaining" advertising, some people may like an advertisement enough to wish to watch it later or show a friend. In general, the advertising community has not yet made this easy, although some have used the Internet to widely distribute their ads to anyone willing to see or hear them. In the last three-quarters of 2009 mobile and internet advertising grew by 18% and 9% respectively. Older media advertising saw declines: -10.1% (TV), -11.7% (radio), -14.8% (magazines) and -18.7% (newspapers).

7.2 Niche Marketing

Another significant trend regarding future of advertising is the growing importance of the niche market using niche or targeted ads. Also brought about by the Internet and the theory of The Long Tail, advertisers will have an increasing ability to reach specific audiences. In the past, the most efficient way to deliver a message was to blanket the largest mass market audience possible. However, usage tracking, customer profiles and the growing popularity of niche content brought about by everything from blogs to social networking sites, provide advertisers with audiences that are smaller but much better defined, leading to ads that are more relevant to viewers and more effective for companies' marketing products. Among others, Comcast Spotlight is one such advertiser employing this method in their video on demand menus.

7.3 Global Advertising

Advertising has gone through five major stages of development: domestic, export, international, multi-national, and global. For global advertisers, there are four, potentially competing, business objectives that must be balanced when developing worldwide advertising: building a brand while speaking with one voice, developing economies of scale in the creative process, maximizing local effectiveness of ads, and increasing [8] the company's speed of implementation. Born from the evolutionary stages of global marketing are the three primary and fundamentally different approaches.

8. Out-of-Home Advertising (OOH)

Out of home advertising is advertising that reaches the consumer while they are outside the home. Out of home advertising is focused on marketing to consumers when they are "on the go" in public places, in transit, waiting (such as in a medical office), and/or in specific commercial locations (such as in a retail venue). OOH advertising formats fall into four main categories: billboards, street furniture, transit, and alternative.

8.1 Regulations OOH Advertising

- Billboards are regulated by all levels of government. The regulatory framework, created by the federal Highway Beautification Act (HBA), calls for billboards to be located in commercial and industrial areas. Billboard permits are issued by state and local authorities.
- Most states have taken steps to regulate digital (electronic) billboards, which feature static images that change (typically) every six or eight seconds. In 2007, the Federal Highway Administration (FHWA) issued Guidance to the states regarding regulation of digital billboards.
- Regulations governing digital billboards prohibit animation and scrolling. Digital billboards are equipped with light sensors to adjust billboard lighting to surrounding light conditions to avoid glare, per the industry code.

8.2 Press Advertising

Press advertising describes advertising in a printed medium such as a newspaper, magazine, or trade journal. This encompasses everything from media with a very broad readership base, such as a major national newspaper or magazine, to more narrowly targeted media such as local newspapers and trade journals on very specialized topics.

8.3 Non Digital Billboard Advertising

Billboards are large structures located in public places which display advertisements to passing pedestrians and motorists. Most often, they are located on main roads with a large amount of passing motor and pedestrian traffic; however, they can be placed in any location with large amounts of viewers, such as on mass transit vehicles and in stations, in shopping malls or office buildings, and in stadiums.

8.4 Mobile Billboard Advertising

Mobile billboards are generally vehicle mounted billboards or digital screens. These can be on dedicated vehicles built solely for carrying advertisements along routes preselected by clients, they can also be specially equipped cargo trucks or, in some cases, large banners strewn from planes.

8.5 In-Store Advertising (IS)

In-store advertising is any advertisement placed in a retail store. It includes placement of a product in visible locations in a store, such as at eye level, at the ends of aisles and near checkout counters (aka POP – point of purchase display), eye-catching displays promoting a specific product, and advertisements in such places as shopping carts and in-store video displays.

8.6 Coffee Cup Advertising

Coffee cup advertising is any advertisement placed upon a coffee cup that is distributed out of an office, café, or drive-through coffee shop. This form of advertising was first popularized in Australia, and has begun growing in popularity in the United States, India, and parts of the Middle East.

8.7 Street Advertising

This type of advertising first came to prominence in the UK by Street Advertising Services to create outdoor advertising on street furniture and pavements. Working with products such as Reverse Graffiti, air dancers and 3D pavement advertising, for getting brand messages out into public spaces.

8.8 Sheltered Outdoor Advertising

This type of advertising combines outdoor with indoor advertisement by placing large mobile, structures (tents) in public places on temporary bases. The large outer advertising space aims to exert a strong pull on the observer; the product is promoted indoors, where the creative decor can intensify the impression.

Celebrity branding

8.9 Customer-Generated Advertising

This involves getting customers to generate advertising through blogs, websites, wikis and forums, for some kind of payment.

8.10 Bulletin

Bulletin billboards are usually located in highly visible, heavy traffic areas such as expressways, primary arteries, and major intersections. With extended periods of high visibility, billboard advertisements provide advertisers with significant impact on commuters. This is the largest standard out of home advertising format, usually measuring at 11 x 48 in overall size.

9. Derivation of Advertising

The origins of advertising lie thousands of years in the past. The earliest forms of advertising were mostly used for religious purposes. That is, advertising was in the form of propaganda. To spread the teachings of Budha, the emperor Ashoka of Kalinga set up rock and pillar edicts all over the Indian Territory between 563 and 232 B.C. broadly speaking the history of advertising might be divided into six periods or stages as follows:

- Pre-printing period, prior to the Fifteenth century
- Early printing period from the Fifteenth century to about 1840
- Period of expansion, from 1840 to 1900
- Period of consolidation from 1900 to 1925
- Period of scientific development, from 1925 to 1945
- Period of business and social integration from 1945 to the present

10. Digital Advertising for OOH (DOOH)

Digital out of home (DOOH) refers to dynamic media distributed across placed-based networks in venues including, but not limited to: cafes, bars, restaurants, health clubs, colleges, arenas, gas stations, convenience stores, barber shops, and public spaces. DOOH networks typically feature independently addressable screens, kiosks, jukeboxes and/or jumbotrons. DOOH media benefits location owners and advertisers alike in being able to engage customers and/or audiences and extend the reach and effectiveness of marketing messages. It is also referred to as Digital Signage.

10.1 Billboard

A billboard is a large outdoor advertising structure, typically found in high-traffic areas such as alongside busy roads. Billboards present large advertisements to passing pedestrians and drivers. Typically showing large, ostensibly witty slogans, and distinctive visuals, billboards are highly visible in the top designated market areas. Bulletins are the largest standard-size billboards.

10.2 Advertising Style

Some billboard designs spill outside the actual space given to them by the billboard, with parts of figures hanging off the billboard edges or jutting out of the billboard in three dimensions. An example in the United States around the turn of the 21st century were the Chick-fil-A billboards (a chicken sandwich fast food chain),

which had three-dimensional cow figures in the act of painting the billboards with misspelled anti-beef slogans such as "frendz don't let frendz eat beef." George Stobely created the famous Time.

10.3 Square Billboards

The first "scented billboard," an outdoor sign emitting the odors of black pepper and charcoal to suggest a grilled steak, was erected on NC 150 near Mooresville, North Carolina by the Bloom grocery chain. The sign depicted a giant cube of beef being pierced by a large fork that extended to the ground. The scents were emitted between 7–10 a.m. and 4– to 7 pm from 28 May 2010 through 18 June 2010.

10.4 Digital Billboard

A digital billboard is a billboard that displays digital images that are changed by a computer every few seconds. Digital billboards are primarily used for advertising, but they can also serve public service purposes. The introduction of digital billboard advertising has gradually but steadily replaced the use of traditional billboards due to a number of reasons.

10.5 Comparison between Traditional Billboard and Digital Billboard

- Multi display cannot get attention to communicate with the target customer
- Digital Billboard can get attention to the target pupil by single display with multi layout message
- Non Digital Billboards are display single message at a time
- Digital Billboards are display multi message at a time. It save time and money
- Identifying themes in the findings from analysis
- Different areas can be identified in the analyses of digital media of the advertisement arena for creative industries which have been systematically explored through moderator analysis.

11. End Notes

The range of impact identified in these studies suggests that it is not whether technology is used (or not) which makes the difference, but how well the technology is used to support marketers. This alignment of technology and learning is important. There is no doubt that technology engages and motivates creative people to find out different way to convey message from the marketers. However this benefit is only an advantage for learning if the activity is effectively aligned with what is to be learned. Here I am trying to give some example in the below which are the symbol for new idea to display message to the target customers:

12. Recommendations

- As the development of power sector, the communication media would be digitalized version like digital billboard, digital signage, and digital shop signage, digital stand banner in street or in the market.
- As the development of esthetic sense, the planner of communication sector tries to introduce or increase modern technique to display multi message by single display board.
- The development of the power sector in the country and Digital Bangladesh slogan are creating new dimension in the advertising sector.

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