MANCHESTER
CITY COUNCIL

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Planning Application.

The digital wayfinding is an innovative, intelligent and smart addition to the public realm that will enhance the city for visitors, commuters and residents.

The digital touchscreens will provide an interactive network for Manchester and a world-first for any city, enhancing Manchester's sense of digital place - objective eight of the Digital Strategy (see March 2012 Executive Report http://www.manchester.gov.uk/meetings/meeting/1517/executive).

In total phase 1 includes 30 ultra-modern screens, 3 per totem located in 10 sites across the city centre areas where there is high footfall. The network is a partnership between Manchester City Council and an outdoor advertising agency MediaCo and will be cost neutral to the Council. The Council has invested in the infrastructure, so in essence owns the totems that are in the public realm and the advertising partner is responsible for commercialising two sides of the totem to generate revenue that ultimately pays off this investment. So on two sides will be outdoor commercial advertising along side a breaking news scroll and daily relevant information such as date, time, weather/temperature. Manchester City Council has access to every fifth advert on these two commercial sides and so is able to promote its own key messages from events to foster caring to the passing traffic estimated to be 4.6m per week.

These interactive screens are also intelligent tools on our streets and do more than just carry advertising. The third side will be powered by the Council's Content Management System and will be a very smart tool for residents and visitors alike supporting 'find my nearest' requests, an information on 'how to get to…' destination / mapping service, nearest and relevant 'real time transport' information and up to the minute 'what's on guides' for the city as well as represent the city's personality and be an opportunity for our city dwellers to interact/ engage and communicate at the touch of a screen using these tools. This additional real-time information and interactive engagement will provide an unrivalled enhanced visitor experience for the people in our city centre.

The content will be programmed or automatically react to the audience who's looking at it supporting commuters and locals during peak rush hours and more visitor content at weekend / day and evenings. The audience measurement can be used to change content based on footfall and will help drive intelligence on demographics during the day and week. This audience measurement via facial recognition will also give the Council much richer data about who is on our streets and provide better evidential base on footfall and demographics which can be used for evaluation after events, used to entice inward investment and will help shape policy such as revised transport solutions,

pedestrianisation strategies etc. This data will also be open to our developer community to use to create apps and support this growing economic sector.

City Co, Marketing Manchester, Visit Manchester and TfGM have all been engaged to work on the content so that this asset is fully exploited and provides the relevant information people need 24:7 whilst on the go. And the Manchester Evening News has been asked to be the initial media partner for the scrolling news ticker tape.

The Digital totems network are hyper smart and provide another example of Manchester's ambition to become one of the world's leading digital cities.



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