

A study on Recent Trends in Outdoor Advertising and its impact on Consumers of Guwahati city

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Abstract: In the current society, there is a trend of placing the static banners or digital one in the backdrop of an event or a program while playing it in a field or any outside area to increase the visibility of the advertisements. Even computer-based graphics are also used in the backdrop of high-profile events to generate advertisements while running musical shows, movie premiers or some sporting events in a field. It requires a lot of talents and expertise for the planning, executing, preparing, producing and placing the advertisements at various media. The area of this study is the outdoor advertising of Guwahati city of Assam State (India). Guwahati Municipal Corporation (GMC) is the urban local body and this corporation is responsible for governing, developing and managing the Guwahati City. Outdoor advertisements are found in the forms of billboards, hoardings, banners, posters, handbills, sandwich boards wall paintings, sky writing, wall writings, display boards, computerized boards, etc. with different sizes, shapes, colours, and materials. With this, outdoor advertisements always try to grab our attention in large, bright, colorful hoardings, and often provocative ways. It is unfortunate that sometimes the large, bright, colourful messages of hoardings, billboards, especially Digital Out of Home (DOOH) advertising devices may distract a car or passenger drivers' attention or even pedestrian's attention which prone to accidents. Therefore, road safety criteria should be strictly followed by the advertisers, advertising agencies as well as the common people who are outside their homes. This study will focus on overall scenario of outdoor advertising of Guwahati city.

Keywords: Advertising, Advertising agency, Guwahati, Guwahati Municipal Corporation, Outdoor advertising.

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I. INTRODUCTION

Advertising itself is a multifaceted discipline and its absence will lead to dull, colourless and less informative world. Everyone is surrounded by advertisements and no one can escape from it. Advertisements are produced for the purpose of persuading the audience to fulfill their needs and wants by creating a certain illusion. Advertising is one of the methods of communication. Communication is the exchange of information or messages through symbols, writings, speeches, signals, visuals, texts, attitudes, expressions, body languages, gestures, postures etc. The "communication" word is derived from the Latin word "*communis*" which means "*to share*". Various types of Communication can be seen and one of the important types of communication is 'Mass Communication'. Mass communication means communicating with the mass or large number of people. Television, radio, newspapers, magazines, internet etc. are considered as mass media. In advertising, advertisers use mass media for public announcements with a purpose to inform, to educate and to persuade the public (the mass) to buy a product, service or ideas. Advertising is a one of the most important and basic form /or tools of communication. 'Advertise' is a verb to the English word "Advertising" which is derived from the Latin word '*Advertere*' which means *to turn towards* and this indicates to get peoples' attention (Goddard, 1998). Therefore, '*Advertere*' word is made of two words - '*ad*' plus '*vertere*'. In 1948, the Definitions Committee of American Marketing Association developed what today is the most acceptable definition of advertising: "*Advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor.*" Advertising reaches to the people, connects to the people and motivates the people towards its final function "*action*" which means to buy or use the products or services. The main functions of advertising are not only to persuade the mass, but also to educate, entertain, and most importantly to aware the general people.

Print media, electronic media, internet or new media, outdoor advertising media etc. are various forms or medium of advertising. Advertisers try to persuade their target audiences through ad campaigns and always try to attract their audiences by catchy slogans, attractive images, font or text styles in the form of advertisements (newspapers, magazines, outdoor ads), commercials (television ads) and jingles (radio ads). Outdoor advertising is different from electronic (radio, television etc.), print (newspaper, magazines etc.), and

new media (internet and online media); because in all these forms of advertising people easily get in touch with the advertisements when they are accessed to these media, but in case of outdoor advertising, people are targeted when they are out of their homes as it is also known as Out Of Home (OOH) advertising.

II. IMPORTANCE OF THE STUDY

First of all, outdoor advertising is the local advertising; because it is regulated and controlled by the local Municipal Bodies of the concerned States. In Guwahati city, outdoor advertising is controlled and regulated by Guwahati Municipal Corporation under the Gauhati Municipal Act 1971. As like other electronic and print media advertising, outdoor media covers basically the local people or a community of a particular area where an outdoor advertising device or panel is situated. Earlier, billboard advertising was the most popular outdoor advertising, but gradually, with the advent of modern techniques, outdoor advertising has more ranges of options from static billboard to digital billboards with different components. So, it can easily attract as well as persuade a customer as compared to the other advertising media.

The size of the target audience of outdoor advertisements is always as vast as it tries to cover every people's needs and wants when they are outside of their homes. Even it follows its target audiences wherever they go through Vehicular advertising or Mobile advertising. Outdoor advertisements can deliver the message to its target audiences very easily because commuters can see the same outdoor advertisements in the morning, noon and even in night in a regular basis when they are outside. Therefore, outdoor advertising provides readily available brand messages and images with a repetitive mode to the wider audience.

In Assam, outdoor advertising as well as the advertising agencies are developing gradually as compared to the other states of India. Various local mass media are flourishing and seem to fulfilling the needs and wants of the target audiences of Guwahati City. In Guwahati city, local advertisers use outdoor advertising media to reach its target audiences very quickly in a cost effective manner. The Guwahati city is developing and with its increasing activities, it seems that there is a rapid increase of traffic in the city last few years. At the same time, number of commercial establishment, private agencies, schools, hospitals is increasing and they lead to increase in the advertisement displays such as Hoardings, Kiosks, Banners and Signage etc. in the roadside. But at the same time it may poses a serious threat to life and property, by distracting the attention of the passerby as well as the drivers.

III. OUTDOOR ADVERTISING AND GUWAHATI CITY:

The City:

Assam is one of the states in the North Eastern region of India. According to the Government of Assam Official Website (<https://assam.gov.in/> [retrieved on 5th March 2019]), the Geographical Area of Assam is 78438 sq. km, population is 31169272, Literacy Rate is 73.18% and the total number of Districts under Assam State is 33. Guwahati City is situated in the Assam State and is the largest city in its State itself, even in the North East India. This city is situated in the South Bank of Brahmaputra River. Guwahati is the one of the fastest developing cities of India. The Guwahati is the capital city of the northeastern state of Assam and it was formerly known as *Pragjyotishpur* (the City of Eastern Light).

The Guwahati city is the junction of three important roads namely National Highways (NH) 31, NH 37 and NH 40. The Guwahati city is split into two parts by the river and one is Guwahati and the other is North Guwahati. North Guwahati is almost a separate town. This study will cover only the Guwahati City. The Guwahati Municipal Corporation (GMC) is the local Government of the Guwahati City and GMC administers an area of 328 square kilometer (127 sq.m). The Total Population of Guwahati Metro is 962,334 (Urban Area).

The Current Status of Outdoor Advertising in the City:

According to the GMC Act 1971, the Guwahati Municipal Corporation is the sole authority for granting outdoor advertising rights and collecting advertisement taxes within the municipal area. So, Guwahati Municipal Corporation (GMC) collected the revenue for the outdoor advertisements in every financial year. In the last five years (from 2012 to 2017), the revenue collection was seemed to be fluctuating. In the year 2012-13, GMC collected revenue of Rs. 3,84,42189 from outdoor advertising in Guwahati city. But in the very next year 2013 - 14, the revenue amount was decreased and GMC collected only Rs.1,89,78265. But gradually, it seems that revenue was increased to Rs. 2,22,52546 in the year 2014 -15. From this period, the revenue collection of GMC through outdoor advertisement was increased chronologically in the year 2015 -16 and following the year 2016-17 by Rs.3,52,33349 and Rs. 4,49,37010 respectively. (Source: GMC/ Primary data)

In Guwahati, it is seemed that more than one thousand hoardings are available; but according to the GMC Survey 2017, there are only 839 hoardings are authorized. Besides, some advertising agencies put their hoardings/ billboards haphazardly without registering and even renewing with GMC. Therefore, GMC had blacklisted 78 advertising firms over non-payment of advertisement tax for the financial year 2018-19 and according to the GMC official, the total amount from these 78 advertising agencies payable to GMC is more

than Rs. 5.50 crores. Following an eviction campaign of illegal hoardings across different parts of the Guwahati city, on 27th February 2019, GMC had removed all the illegal, unauthorized hoardings and banners from various main roads of Guwahati and these firms/ agencies had been barred from carrying out any sort of advertisements within the city.

In Guwahati city, various forms of outdoor advertising are practiced by the advertisers to get the attention of the target audience. According to the GMC Survey 2017, approximately 1000 kiosks are placed at various locations of Guwahati city. Apart from this 910 numbers of Glow sign boards, 64 numbers of Traffic Booths, 27 numbers of Unipoles, 51 numbers of Lollypops, 10 numbers of Footbridge advertising device panels are available in Guwahati City. There are 31 authorized bus shelters are used for advertising device along with another 44 number bus shelters are on the processing through tendering. Traffic booth and Traffic signals are also playing a great role as the outdoor advertising device. There are total 118 numbers of ad agencies are actively associated with the outdoor advertising in Guwahati city.

According to the ministry of Urban Development Government of India, in Kamrup district of Assam nearly 10322 cars were registered in 2006-07 year, and this amount has almost doubled to 19096 cars in the year 2011-12. Besides, 45% share of road length in Guwahati is used for car parking which is 15th highest in India. So, one of the main reason for traffic congestion in Guwahati is the increasing number of cars and the car parking on streets. The permission criteria from the GMC (Guwahati Municipal Corporation) for display of advertising devices are intended to ensure that high level of safety for road users is maintained and traffic efficiency is ensured. According to the Outdoor Advertising Guideline 2017, an advertising device may be considered a traffic hazard if it interferes with road safety or traffic efficiency, if it interferes with the visibility of a traffic control device including traffic light sign, distracts a driver at a critical time while making a decision at an intersection, obscures a driver's view of a road hazard at corners or bends in the road, imitates a traffic control device is a dangerous obstruction to road or other infrastructure traffic, pedestrians, cyclists or other road users. Again, if an ad device is placed in an area where there are several devices and the cumulative effect of those devices may be potentially hazardous and if the devices are situated at locations where the demands on drivers' concentration due to road conditions are high such as at major intersections are merging and diverging lanes may be considered as the traffic hazard. The traffic hazard potential of an advertising device varies depending on its size, location, luminance and background. Government of Assam Policy 2017 has categorized outdoor advertising devices into five types. The 'Category 1' type of device includes large format advertisements, mainly fixed on billboards/ unipoles and bridge and flyover panels. The 'Category 2' outdoor advertising device includes those advertisements which mounted on public amenities like public toilets, garbage collection points etc. The 'Category 3' type of device includes fleets and transport related infrastructure and the 'Category 4' devices refers to advertisement devices for self-advertising in commercial areas. The 'Category 5' devices include all such device/ medium of outdoor advertisement which excludes the list of devices mentioned in the category 1 to 4 as mentioned above.

IV. RESEARCH METHODOLOGY

The area or universe of this study is the outdoor advertising of Guwahati city and advertising agencies of Guwahati city. The Guwahati city is split into two parts by the river and one is Guwahati and the other is North Guwahati. North Guwahati is almost a separate town. But this study will cover only the Guwahati city area, not the North Guwahati area. The Guwahati Municipal Corporation (GMC) is the local Government of the Guwahati City and GMC administers an area of 328 square kilometer (127 sq.m.). The Total Population of Guwahati Metro is 962,334 (Urban Area). The outdoor advertising of Guwahati city is also regulated and controlled by the GMC (Guwahati Municipal Corporation).

A survey was done among the general consumers of Guwahati City to know the impact of the outdoor advertisement and the consumer effectiveness towards the outdoor advertisements in Guwahati City through questionnaire method. Two methods of data collection have been used in this study, i.e. **Primary Data** and the **Secondary Data**.

i) **Primary Data:** For primary data collection, the first hand data has been collected by the researcher through the following methods:

- Interview,
- Observation,
- Questionnaire and
- Survey.

As the area of the study is outdoor advertising and the location is limited to the Guwahati city only, so the maximum primary data have been collected by field survey from the GMC (Gauhati Municipal Corporation), a government local body of Assam State.

ii) **Secondary Data:** For secondary data collection, books, journals, newspapers, magazines were studied to collect relevant data and information related to outdoor advertising. As we know Internet is considered as the Ocean of Knowledge, so, here in this study, the articles, papers (presented in different conferences), news, theses, books etc. which are available in the internet and various websites were picked up for this research study.

V. ANALYSIS AND FINDINGS

The Trait Theory implies that consumers are different in nature and their personalities too. Some consumers are explorers when it comes to trying new products, styles, and tastes or flavours. Some consumers are conformists and only go by past experience. Hence, researchers have to understand the various personality elements or traits. One of such trait is Social character in Human Personality. It may be ‘interconnectedness’ or ‘other connectedness’. The ‘interconnectedness’ type of consumers depends on their own inner values to evaluate new products and is likely to be innovators in purchase decisions. The ‘other connectedness’ type of consumers tend to look to others for direction what is right for them. The interconnectedness types of consumers are likely to respond those messages or information of advertisements which give them a feeling of value and benefit for their own selves. Cognitive personality researchers have classified the consumers into ‘visualizers’ and ‘verbalizers’. The ‘visualizers’ type of consumers prefer visual information and products which stress the visual; while the ‘verbalizers’ types of consumers prefer written or verbal information and products. (JethwaneyJaishri, et al. 2012). While passing through an outdoor advertising panel, it doesn’t mean that an outside moving individual is exposed to the advertisements, as these panels are come with different sizes and shapes with different visuals and texts. So, some panel will be completely visible by the moving people and some will be partially visible or obscure due to different angle of viewpoints like buildings, street signs or other obstructions. Therefore, the visibility of the panel will depend on the size of the panel, how it is sited and the length of the message it will take time of the individual to read or view it while passing through the panel.

A survey was done among the general consumers of Guwahati City to know the impact of the outdoor advertisement and the consumer effectiveness towards the outdoor advertisements in Guwahati City. Consumers from various localities preferably North, East, West and South areas under Guwahati City are covered to know the impact of the outdoor advertising or out of home (OOH) media in Guwahati city. The consumers (respondents) are randomly chosen for the survey and are more than 18 years of age including pedestrians, passerby, commuters, drivers, etc. An analysis on outdoor advertising in Guwahati city by consumer’s perspective view is as follows:

Area of Survey: Guwahati city

Survey year: 2017-18

Total no. of Respondents (Sample Size) = 200

Areas or locations chosen for the survey: G.S. Road, Ganeshguri, Panjabari, Zoo Narengi Road, Noonmati, R.G.B. Road, G.N.B. Road, Panbazar, A.T. Road, Bhralumukh, Maligaon, Adabari, Jalukbari, National Highway -37, Sixmile to cover the North, East, South and West zone of Guwahati City.

Respondents belong to: General consumer, pedestrians, passerby, commuters, drivers, passengers, layman etc.

Age Group of respondents: 18 plus age.

Table 1.1: Gender distribution of Respondents

Gender	No. of Respondent
Male	100
Female	100
Total no. of Respondent	200

Table 1.1 shows the Gender distribution of the respondents. 100 numbers of male and 100 numbers of female respondents are chosen for this survey from the various localities of Guwahati city to get the non-biased and balanced result. As the consumers or audiences of outdoor advertising are moving audiences, so they are the sample are taken when respondents are traveling out of their homes.

I: Attraction of customers towards a hoarding:

Table 1.2: Distribution of factors effect the consumers’ attention

Factors	No. of Respondents	Percentage
Product	38	19%
Celebrity	48	24%
Shape or size of hoarding	74	37%
Color and style of text	18	9%
Message or information	22	11%

Total	200	100
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Findings

The above Table 1.2 shows that 37% of the respondents give an attention towards a hoarding because of its size and shape. 24% respondents attract towards an advertising panel for the picture or image of Celebrity. Again, product is an important factor for 19% respondents who look at the hoarding or any outdoor advertising panel. 11% respondents give an attention for the message or information and 9% respondents are attracted by an advertising panel because of message or information it transmitted.

Analysis:

Every individual has a preferred level of stimulation, known as optimum stimulus level or OSL (Raju, 1980). Optimal stimulus level (OSL) deals with an individual’s general response to the surrounding objects that contain some levels of sensory arousal. When the actual stimulus level is lower than an individual’s OSL, he or she is likely to be bored; if the actual stimulus level notably exceeds the OSL, he or she is overwhelmed. In extreme situation, he or she may fall asleep out of boredom or panic due to overexcitement (Mowen, 1998).

Size and shape of any kind of outdoor advertising panel easily attracts the consumers. Large and huge size of hoarding or other out of home advertisement can be visualized very quickly. Images of celebrities, great personalities make the general consumers excited to give an eye on the advertisement. In fact product factor is also important which can be seen in the survey. Some consumers are so curious about the product and services that they only search for new products for their usage. Sometimes, advertisers give a little bit of information about a product by using one word or very little word in the outdoor advertising panel to make curious and grab the attention of the audiences. Messages, color and style of Text/ Font may also effects in the minds of the customer to perceive the information as a whole.

2: Processing time to perceive information

Table 1.3: Processing time of consumers to perceive information

Time	No. of Respondents	Percentage (n=192)
3 Seconds	32	16.6%
5 Seconds	78	40.6%
10 Seconds	58	30.2%
More than 10 Seconds	24	12.5%
Non Respondent	8	4.1%

Total Respondent Consumers = 192 (n = 192)

Non Responding Agencies = 8

Grand Total = 200

Findings

The above Table 1.3 shows that 39% of the respondents can read an outdoor advertising message within 5 seconds. 29 % respondents answer that it takes 10 seconds to get the information advertised for. 16% respondent replies that they can perceive an outdoor advertisement in 3 seconds. 12% respondents take more than 10 seconds in reading or visualizing the full information of an outdoor advertisement.

Analysis:

The shorter exposure time, the less attention is likely to be paid to a discrepant message (i.e. incongruity) (Houston et al., 1987). The outdoor advertising messages are short informative and very attractive as compared to other advertising mass media like radio and television, so people can quickly understand the message. Secondly, the audiences or the consumers of outdoor advertising are not static, so they have to look the advertisements when they are travelling or driving or walking. Therefore, keeping this criteria in mind, advertisers also try to use short but large in size text with persuasive image to grab the attention of the target audience.

3: Usage of Celebrity/ Great Personality in OOH (Out of Home) advertising:

Table 1.4: Usage of Celebrity/ Great Personality in OOH media

Reply	No. of Respondent	Percentage (n = 196)
Yes	192	97.9%
No	4	2%
Non Respondent	4	2%

Total Respondent Consumers = 196 (n = 196)
 Non Responding Agencies = 4
 Grand Total = 200

Findings

The above Table 1.4 shows that 96% of the respondents believe that usage of Celebrity image or Great Personality’s image attracts a huge number of customers in the out of home world. Only 2% respondents deny it and 2% consumers ignore the question.

Analysis:

Celebrities as well as the Great personalities of the world are one of the most important factors for both the social as well as commercial advertisements. Often general people tend to idolize the celebrities and try to copy their favourite celebrities. Advertisers take advantage of this tendency and try to popularize their brands by persuading the consumers.

4: Audience response towards outdoor advertisements:

Table 1.5: Responds of consumers regarding the “Action” process

‘Action’ Process	No. of Respondents	Percentage (n= 194)
Yes	108	55.6%
No	86	44.3%
Non- Respondent	6	3%

Findings

The above Table 1.4 shows that 55.6% of the respondents give positive feedback towards the effectiveness of the outdoor advertisements on the consumers. After seeing the advertisements on various outdoor media, 55.6% audiences buy or use the products or services. But not the huge difference, 44.3% respondents replied that they only read or view the advertisement, but they don’t buy or use the product after seeing the outdoor advertisements. Most of the respondents of this category replied that they review the product very carefully and do small research about the products and services and after the satisfactory results of the research, they use or buy the products and services. In the above Table 1.5, it seems that 3% respondents did not reply to this question.

Analysis

The communication process is seems to be complete or successful if there is a feedback or response from the receiver to the sender of the message. In an advertisement also, it will also be successful, if consumer go for the most important process of the advertising i.e. “action” process. Action in advertising occurs when a consumer or potential consumer actually buys a product or uses a service. In advertising ‘action’ is considered as great response from the audience and ‘action’ declares that the advertisers are successful in terms of advertising campaigns. Consumers go for ‘Action’ process when they are in need of a product. Few consumers do not quickly buy a product or use a service, they would review the product and seek suggestions from the users and if they get after satisfactory result they buy the product. ‘Sale’ advertisements with short time duration have the most quick ‘Action’ process as during this period consumers buy the same product at discounted rate.

Freudian and Neo- Freudian theories are based on the psychoanalytic theory which was founded and pioneered by Sigmund Freud with revolutionary method in his times regarding the analysis of personality complexities through rigorous observation. Freud’s theory assumed that the child enters the world with instinctive needs, which he/ she cannot gratify apart from others. According to Freud, continuous frustration of needs serves as a stimulus for more subtle means of instinct gratification. This theory introduces social influences through the constraints that society exerts on human tendencies. (Hall 1954)

5: Distraction of drivers while viewing a hoarding:

Table 1.6: Consumers respondents on “Digital outdoor advertisements creates distraction to a driver”

Digital Hoarding distracts a driver	No. of Respondents	Percentage
No. of “Yes”	153	76%
No. of “No”	42	21%
Non- Respondent	5	3%
Total	200	100

Table 1.6: (i) Drivers Responds regarding self-distraction

(This question was limited to only drivers; so, total number of 76 drivers responded to this answers)

Drivers' response on self-distraction by hoardings	No. of Respondents	Percentage (n = 76)
No. of "Yes"	47	61.8%
No. of "No"	29	38.1%
Total	76 *	100

*As this question was limited to only the drivers, therefore, out of 200 consumers 76 respondents were drivers who had responded to this question. Here, n= 76.

Findings

The above Table 1.6 (i) shows that 38% of the respondents are not disturbed by any outdoor hoarding or digital outdoor hoarding. According to them they drive carefully and focus only on driving by following traffic rules. But 62% of respondents replied that actually they are distracted by a large size and attractive hoardings, especially the digital outdoor advertising display panels. According to the drivers, when they drive within the Guwahati city area, they are less distracted in the busy and congested area due to traffic jam and they get time to take a view on the hoarding; but when they drive in the national highway area (NH-37), most of the time they are distracted by the large size hoardings.

6: Placements of Outdoor Hoardings and the beautification

Erections and placements of outdoor advertising panels should not be installed haphazardly, otherwise it may create noise or clutter to the receiver. One of the structural elements of communication is the 'noise' and noise can be anything which creates hindrance to receive the message or information clearly. In general, noise is very much present in marketing communication, which is considered a form of communication. It is due to factors related to the receiver including psychological barriers in one hand and on the other hand, the factors related to the context during the communication taking place including cultural, physical, competitive factors.

Table 1.7: Consumers' responds on 'Placements of outdoor advertisements reduce the natural beauty of the city':

Placement of hoardings reduce beauty of the city	No. of Respondents	Percentage (n = 188)
No. of "Yes"	43	22.8%
No. of "No"	145	77.1%
Non- Respondent	12	6.3%

Total Respondent Consumers = 188

Non Responding Consumers = 12

Grand Total = 200

Findings

The above Table 1.7 shows that 21% respondents believe that availability of outdoor advertising devices are reducing the beauty of the city. During the survey, these respondents disclosed clearly that haphazardly placed and erected outdoor ad device panels lowering the city's beauty. According to them, for placing the advertising devices into walls or on a rooftop of buildings may create 'noise' to visualize the information clearly. For erection of ad panels, trees have been cut down for clear visualization which is another threat to the environments. Respondents clearly mentioned that the advertising panels should be placed in a systematic manner with a minimum gap with each device by following Govt. rules. They also mentioned that Govt. should monitor the outdoor advertising process and take some strict actions against the unauthorized advertising devices. In Guwahati city, the length of billboards as well as unipole is 6 meter and width is 3 meter. The maximum height for billboards and unipole in Railways is 8 meter to 14 meter; but this height of billboards and unipole is not permitted in GMC area. The minimum Ground Clearance for billboard and unipole is 2.5 meter which is demarcated by GDD (Guwahati Development Department). (Source: GMC/2018)

On the other hand, 73% of respondents believe that city is looking visually beautiful only because of attractive and colourful hoardings. According to these respondents, outdoor hoardings especially the digital outdoor hoardings are making the city beautiful at night also. 6% respondents did not reply to this question.

VI. CONCLUSION

As like television, radio or newspaper advertisements outdoor advertising can't be muted or turned off. Customers cannot avoid it at all as it is always there and the large sized picture and images of outdoor advertisements always affect the brains of customers subconsciously by leaving ideas and memories in their minds without realizing it. Advertisers as well as advertising agencies are doing various testing and experiments with the latest technology and services in the world of outdoor advertising. Even in the world of Outdoor advertising media also, advertising panels and devices are also stepping ahead towards digitization. And all the facilities that we have in our mobile phones, laptops or computers are now available in the Billboards too. Recently in 2016, Google has begun the testing a method of premium billboard ads using 'DoubleClick' advertising technology which will pull in historical and real time data signals regarding audience, weather, travel information, sports events and scores etc. The advertiser has to decide the best time for the audience to run the appropriate billboard on right time. In Guwahati city, the development of outdoor advertising is upgrading gradually towards a step ahead. Two new air conditioned (AC) Bus Shelters have been installed in November 2018 at Boa Service area and Panbazar area of Guwahati city.

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