

Editorial statement of Purpose

DDR, Digital Display for Retail, is the UK's only magazine entirely dedicated to digital display technology within the fast changing and innovative retail sector. It looks at the whole world of digital display, whether static and moving, from digitally printed graphics to digital screen media, exploring different perspectives, ideologies and cultural affects, as well as the business itself including marketing, advertising, sales & promotion, creative and production. DDR, launched in 2003, targets the businesses that deal with in-store marketing and are moving in the digital direction.

DDR, as the flagship of the industry, takes a stance on its industry, bringing its readers the latest in product, company and technology development. It comprises a mix of regular and targeted features every issue, covering the advanced technology world of digital media displays. Informative and up to date news issues include developments, issues and more general news announcements in This & That, with Movers & Shakers covering major moves by the industry, companies and people, leaving Cutting Edge to deliver the latest in technology advances and developments.

John Taylor is Editor of DDR a magazine. An experienced Editor and journalist with an extensive track record across many areas in trade and technical publishing, he has worked on DDR magazine since inception. His ambition is to continue establish DDR as the leading journal and flagship voice of the industry, bringing together the latest in technologies, products and developments for the benefit of this important, growing sector.

Regular Editorial Sections

At The Sharp End

A regular pictorial feature within DDR highlighting applications in DOOH, that have wowed passers-by

Technology In Action

An in-depth case study looking at the latest digital signage technology in action.

Insider View

Comment on the sector from leading international shopper strategy consultancy TNS Magasin

Verticals

DDR takes a close look at another vertical that has taken on the digital signage technology

Technology

An in-depth feature dissecting the latest technology from the main industry suppliers.

Q&A

Each issue we focus on industry leaders from a key area of the market. Giving readers a real insight into the thoughts of the industry.

Opinion

Opinions on the issues that really matter from senior industry figures.

Print View

Dedicated to digital print issues that benefit retail sector displays and a range of editorial in-depth features bring new technology development and applications as well as insights into how and what companies are developing and indeed using digital display technology in retail.

Back Page

Analysis of the industry issues from a leading industry leader.

Features List

	Technology	Interview	Verticals
Feb/Mar	Screens	Retailers	Transport
Apr/May	Content distribution	Agencies	Public Sector
Jun/Jul	Content creation	Integrators	Leisure & Hospitality
Aug/Sep	Interactivity	Screen Manufacturers	Finance/Corp/Commercial
Oct/Nov	Audience Metrics	Software Vendors	Education
Dec/Jan	Projection	Brands	Outdoor