

ABSTRACT

Digital billboards are digital tools or means used to provide information to the public about the existence of information , whether in the form of goods , services or ` notice . Digital billboards currently widespread use in big cities . Besides being more interesting views , a digital billboard content richer than conventional billboards , so many eyes will be on display advertising glance . Another plus , the digital billboards can be used to put some ads interchangeably . So, we need a system to supervise or monitor the ads that are played on digital billboards , advertising that content providers will not worry playback issue ads .

This research aims to develop an application that can monitor the digital billboards using the webcam . This application aims to create a sense of security and trust between content providers advertising billboard with service providers , due to the monitoring application providers and content providers can keep an eye on the digital billboard advertising content playback attached . The research method used is a literature study and field study . Literature method includes collecting material from text books relating to image processing and image matching . While the field study methods include the use of a webcam on a website as a billboard monitors .

Results to be achieved which help content owners and service providers advertising digital billboard for advertising monitoring played on digital billboards , rotated on schedule and according to the contract with the service provider or pemillik digital billboards . As well as the content owner can determine the amount of its ad plays through the website or through msgateway monitoring and service providers receive daily reports on the results of monitoring of website monitoring and msgateway .

Keyword

monitoring , webcam , image processing, matching image