BLINKSIGNS

Enterprise Screen Governance Blueprint

1. Screen Risk Classification Framework

Purpose: Standardize how screens are evaluated based on exposure, impact, and regulatory requirements.

Risk Scoring Matrix

Classification Dimension	Score 0	Score 1	Score 2
Audience Exposure	Internal Only	Semi-Public	Fully Public / External
Harm Impact	Operational Disruption	Brand / Reputation	Legal / Safety / Regulatory
Regulatory Burden	None	Internal Policy	Legally Mandated

2. Governance KPI Dashboard

Purpose: Measure governance effectiveness and operational control.

KPI	Target Benchmark
Approval SLA Adherence	≥95% per track per month
Shadow Publishing Incidents	Zero tolerance (Critical/Regulated)
Override Revert Success	100% auto-revert success
Risk Classification Coverage	100% before go-live
Time-to-Remove Noncompliant Content	Critical <1h, High <4h, Low <24h
Proof-of-Play Audit Response Time	<24 hours

3. Approval Workflow Blueprint

Purpose: Define how content is reviewed and published based on risk level.

Workflow Steps

1. Classify all screens using the 3-dimension scoring framework

2. Define content types per screen class

3. Map content types to approval tracks (Auto, Single-Step, Parallel)

4. Define conditional routing rules

5. Set SLA targets per track

6. Implement routing enforcement in CMS

7. Pilot regionally before full rollout

8. Measure SLA adherence and shadow publishing frequency

4. Governance RACI Matrix

Purpose: Define ownership and accountability across teams.

Function	Corporate	Regional	Location
Brand Standards	R	C	I
Campaign Publishing	A	R	C
Operational Updates	I	C	R
Emergency Override	A	R	C
Compliance Audit	A	C	I

Legend: A = Accountable │ R = Responsible │ C = Consulted │ I = Informed

5. Governance Maturity Scorecard

Purpose: Assess governance capability and identify gaps.

Scoring Questions (0–2 each)

- Are all users authenticated via SSO?
- Are roles derived from directory groups?
- Are all screens classified by risk?
- Do you track governance KPIs monthly?
- Can you generate proof-of-play within 24 hours?

Score Interpretation

Score Range	Maturity Level
0 – 6	Ad Hoc / Reactive
7 – 12	Defined
13 – 18	Governed
19 – 20	Optimized

Need Help?

BlinkSigns helps enterprises design, implement, and scale governance frameworks for digital signage networks, from risk classification to workflow automation and compliance controls.

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