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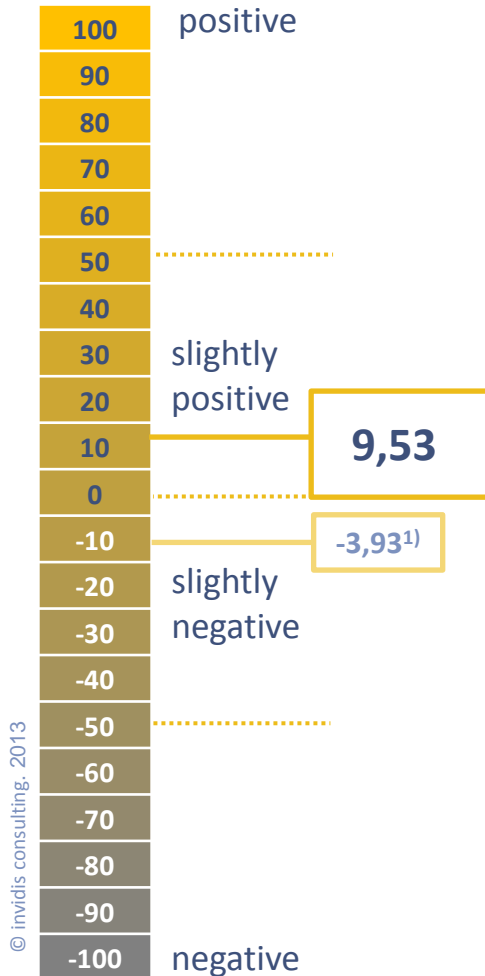
OVAB-cooperation partner Italy:



invidis
CONSULTING

OVAB Europe / AssoDS
Digital Signage Business Climate Index November/December 2013
Italy

20. November 2013



- The digital Signage Business Climate Index Italy has been polled for the second time in 2013. The Index is slightly positive, reflecting the current ambiguous business sentiment of the Digital Signage industry in Italy.
- The participating companies have high expectations that their business situation will become much better in the next six months.

Additional Questions

- Content creation is rated as the most important element of Digital Signage.
- Maintenance is rated as the most relevant barrier for Digital Signage solutions.

Survey facts

- Participants: n=21
- Region: Italy
- Time frame: 4. October – 8. October 2013

Fig. 1: DBCI Italia November/December 2013
 1) DBCI Italia September/October 2013

Question: How do you rate the current business situation for your products / services in the field of Digital Signage?

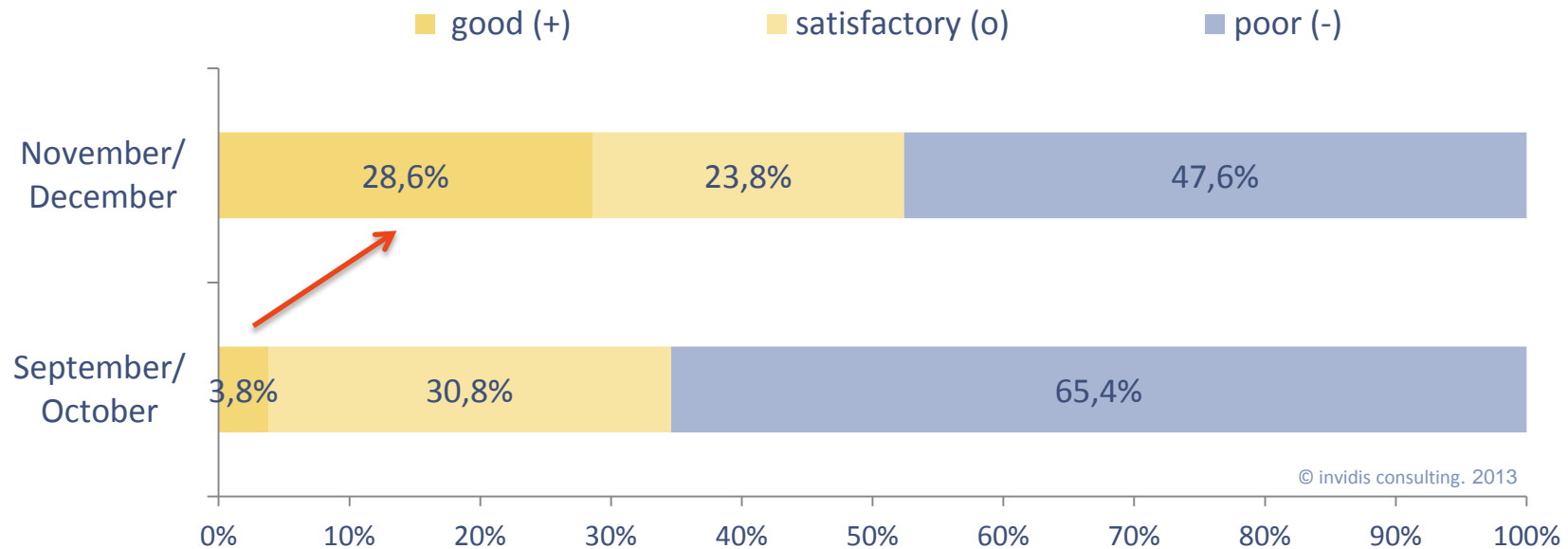


Fig. 2: DBCI Italia November/December 2013 "business situation", n=26

Question: What are your expectations for the next six months?

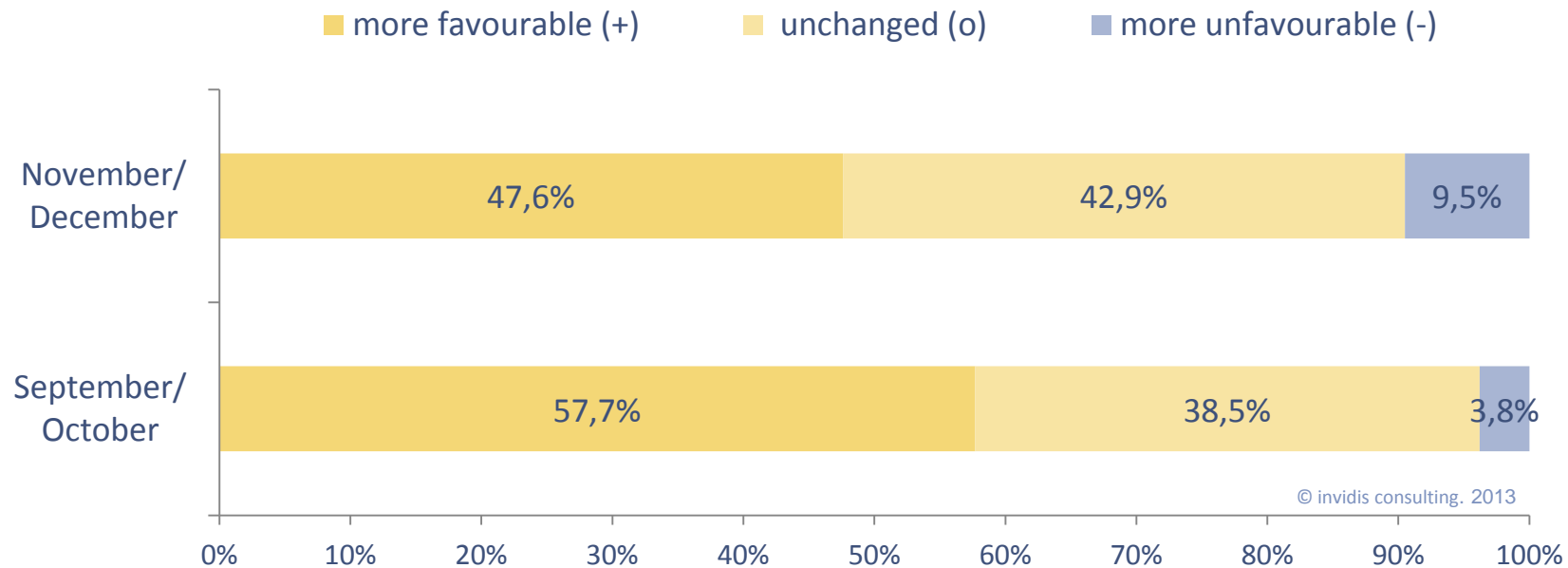


Fig. 3: DBCI Italia November/December 2013 "business expectations", n=26

Question: Can you rate what's the most important elements of a digital signage installation ?

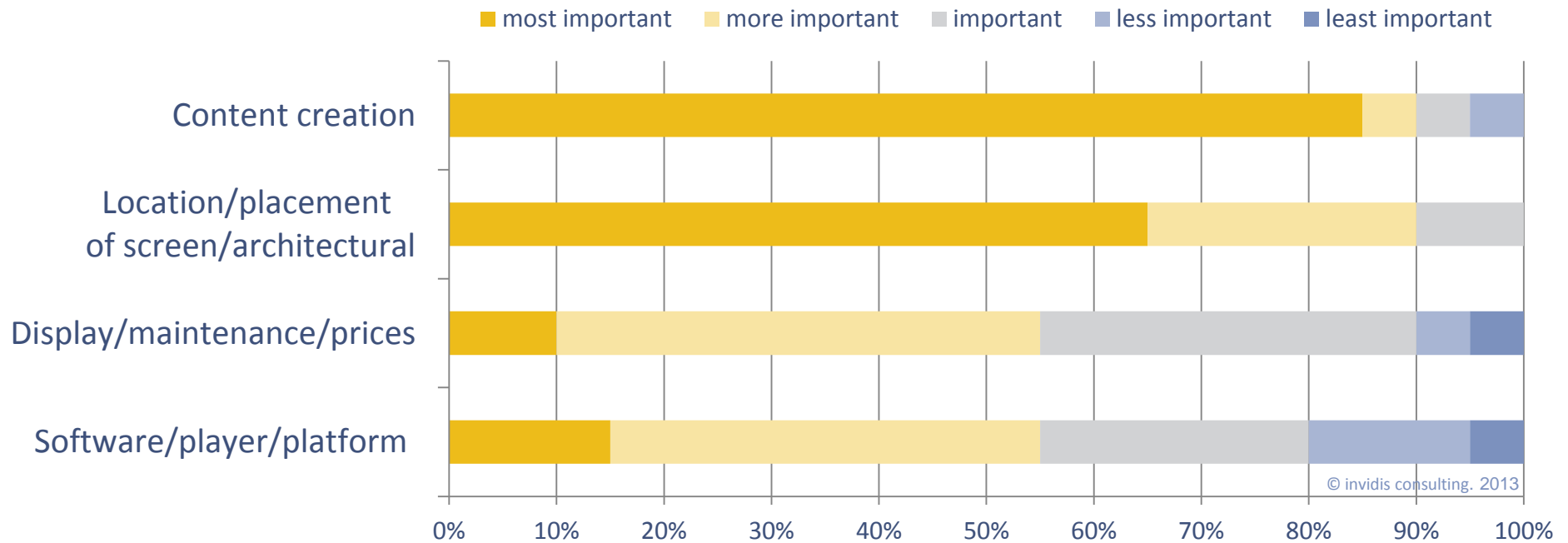


Fig. 4: DBCI Italia November/December 2013 "DS elements", n=21

Question: Who/What is the biggest barrier in the adoption of a Digital Signage solution for your customers?

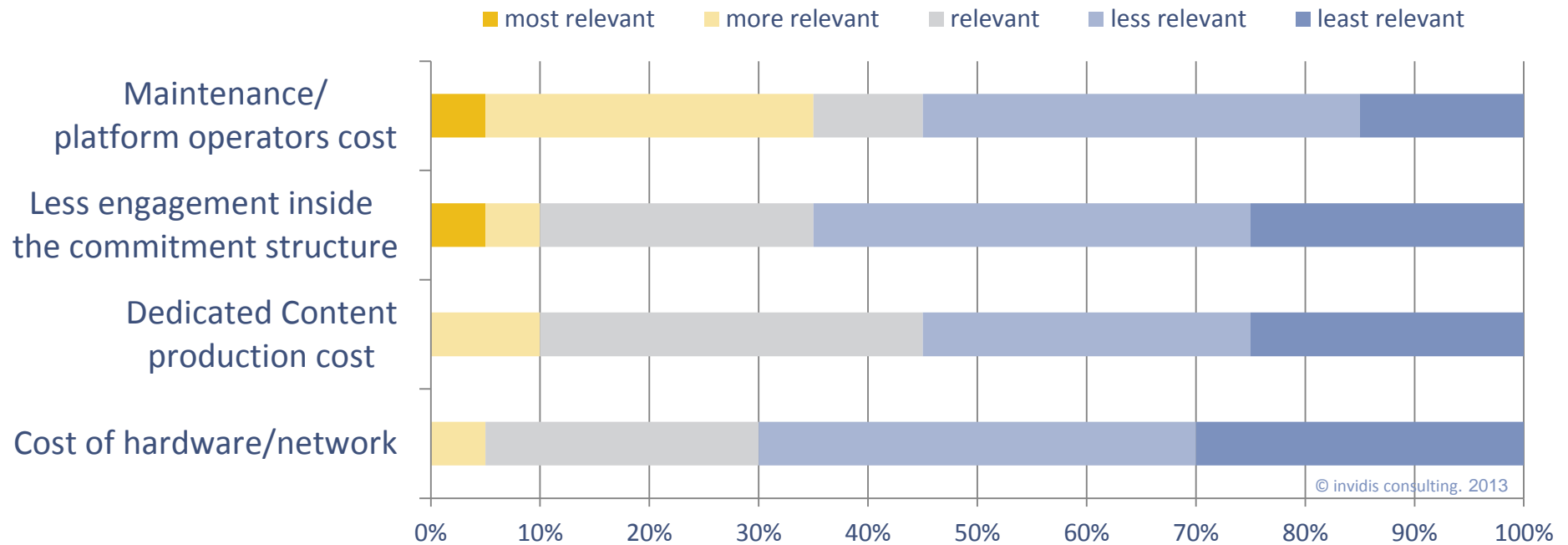


Fig. 5: DBCI Italia November/December 2013 "DS barrier", n=21

2014	
January	Jan./Feb. 03.02.
February	
March	Mar./Apr. 31.03.
April	
May	May/Jun. 26.05.
June	
July	Jul./Aug. 28.07.
August	
September	Sep./Oct. 18.09.
October	
November	Nov./Dec. 24.11.
December	

- The next survey will take place in calendar weeks 3-4 of 2014.
- The next planned publication date will be the 3rd February 2014.
- The DBCI is polled by invidis consulting and published in cooperation with OVAB Europe.
- If you are not yet part of the DBCI survey please contact us for further information.
- The DBCI will be extended to other markets in 2014. For further information please contact Daniel Russell.

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