



Out-of-home Video  
Advertising Bureau  
Europe

OVAB-cooperation partner Italy:



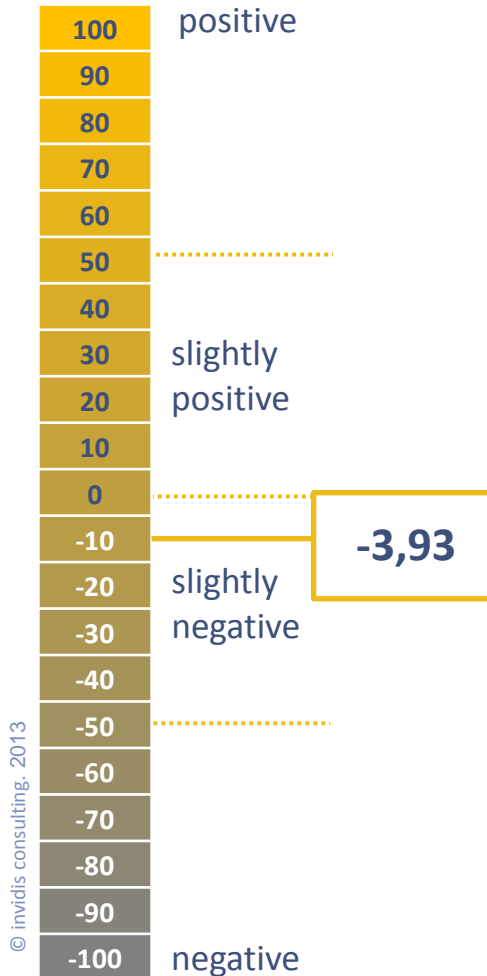
**invidis**  
CONSULTING

OVAB Europe / AssoDS

Digital Signage Business Climate Index September / October 2013

Italy

23. September 2013



- The digital Signage Business Index Italy has been polled for the first time since two years. The Index is slightly negative, reflecting the currently very poor business sentiment of the Digital Signage industry in Italy
- However, the participating companies have a very high expectation that in the next six months their business situation will become much better and the crisis can be overcome soon

### Additional Questions

- DooH is primarily used for product spots
- Weather and news are the most popular infotainment formats
- The Windows universe dominates DS operating systems
- Retail has the highest demand for DS in Italy

#### Survey facts

- Participants: n=26
- Region: Italy
- Time frame: 2013 26. August - 6. September

Fig. 1: DBCI Italia 1-2013

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

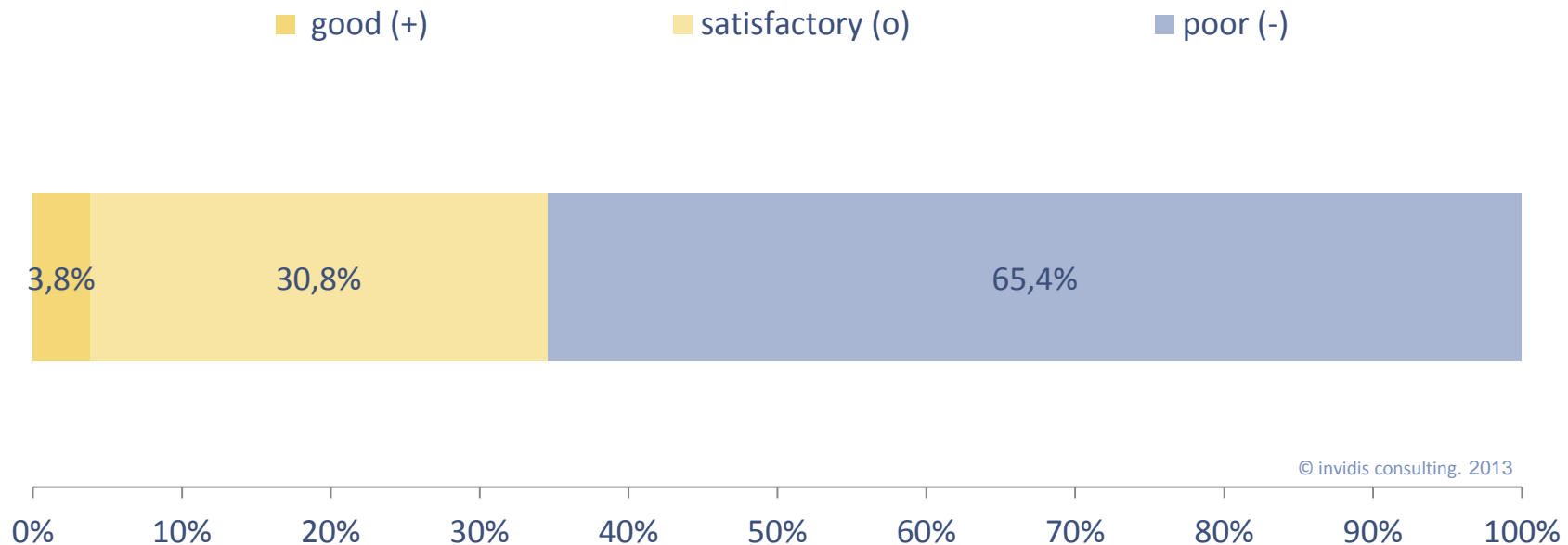


Fig. 1: DBCI Italia 1-2013 "business situation", n=26

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

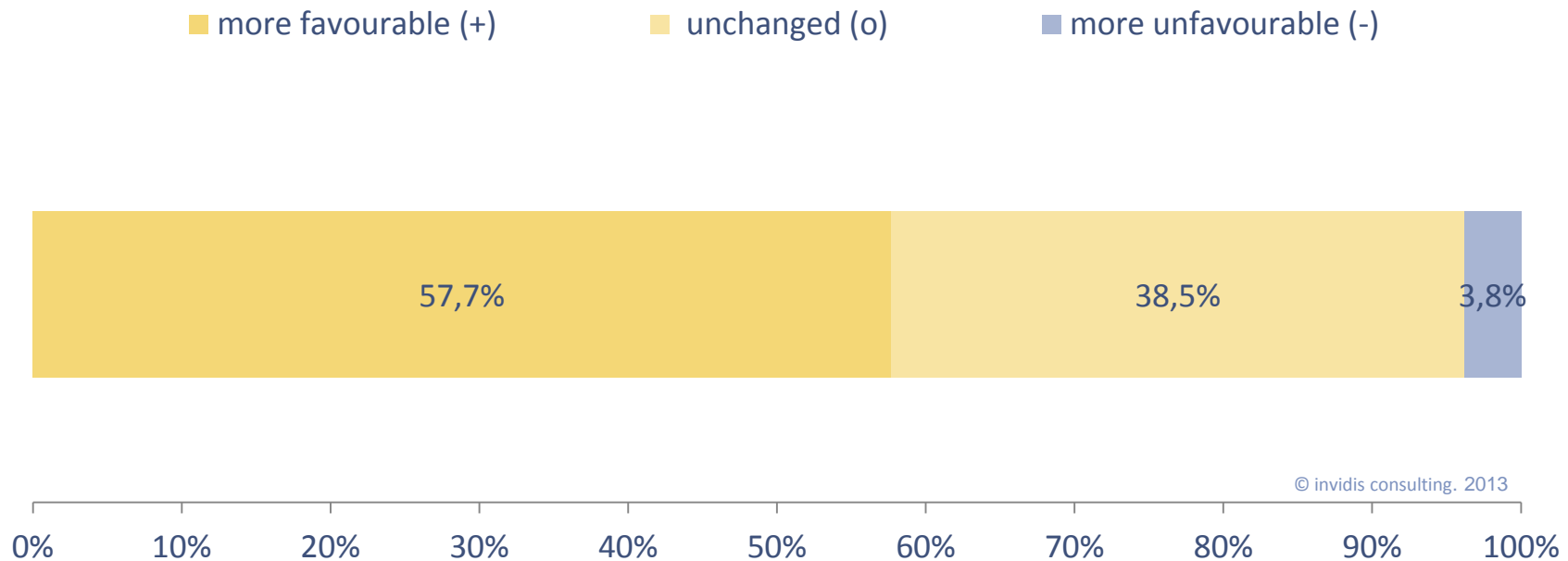


Fig. 2: DBCI Italia 1-2013 "business expectations", n=26

**Question:** Which advertising formats (spots) were primarily aired on your network in the last six months?

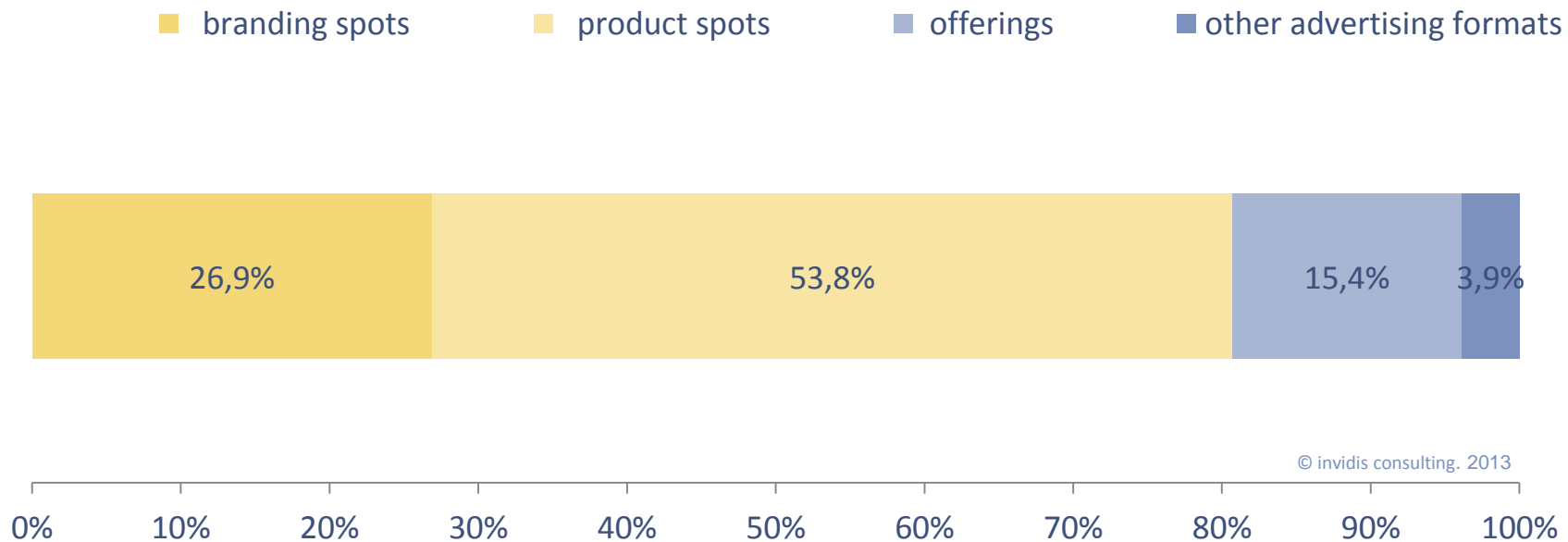


Fig. 3: DBCI Italia 1-2013 "advertisement spot", n=26

**Question:** Which infotainment formats registered the highest demand in the last six months?

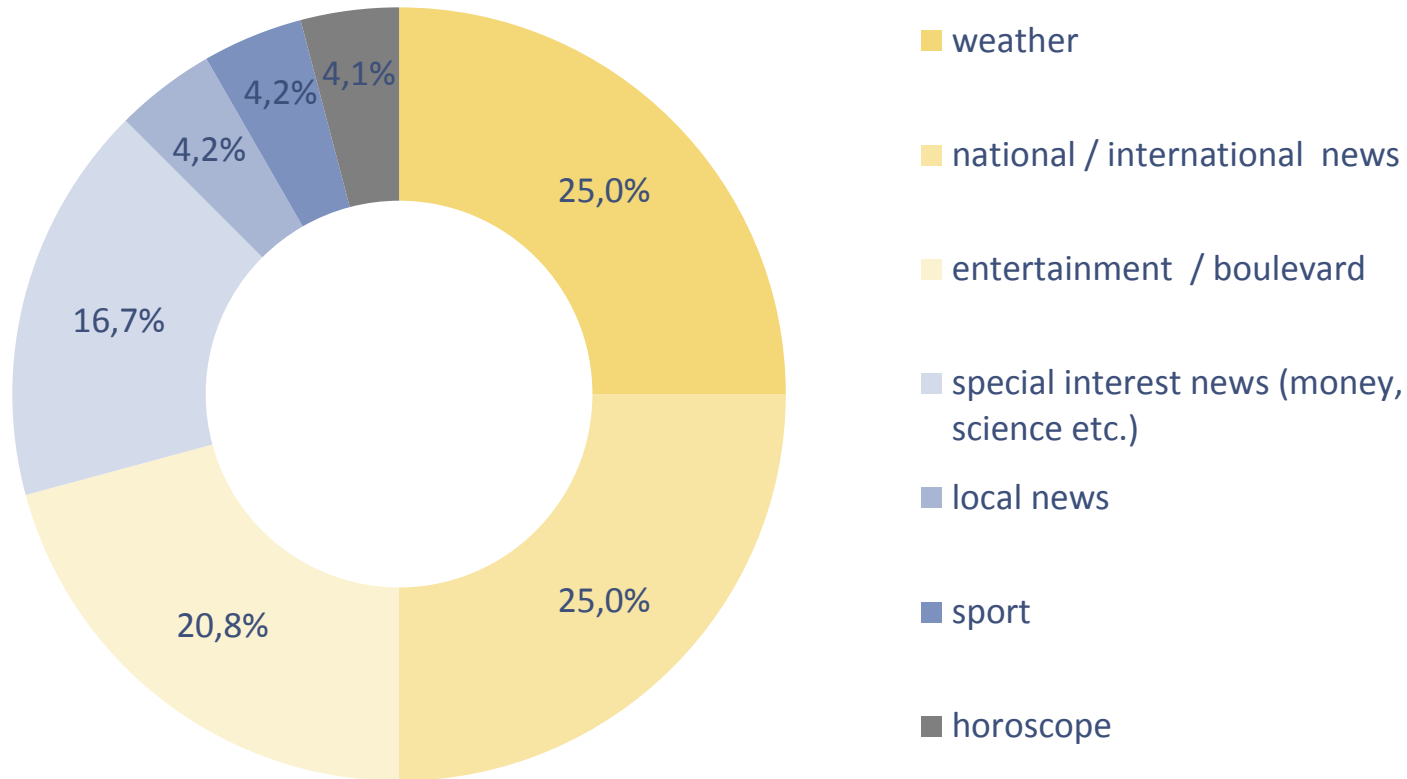


Fig. 4: DBCI Italia 1-2013 "infotainment format", n=26 © invidis consulting. 2013

**Question:** Which operating system was primarily implemented in Digital Signage projects in 2012?

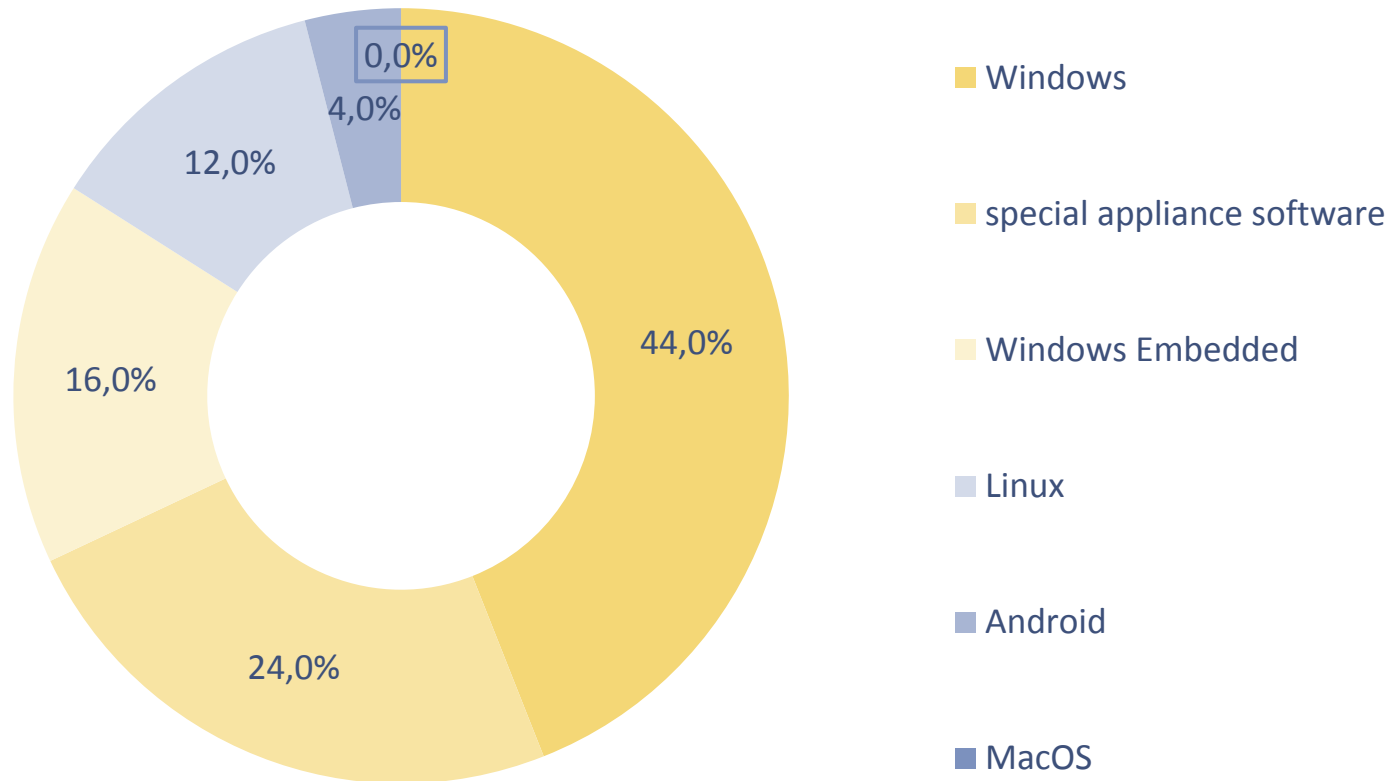


Fig. 5: DBCI Italia 1-2013 "Operating system", n=26 © invidis consulting. 2013

**Question:** Which vertical market will experience a high demand for Digital Signage installations and systems in the next 12 months?

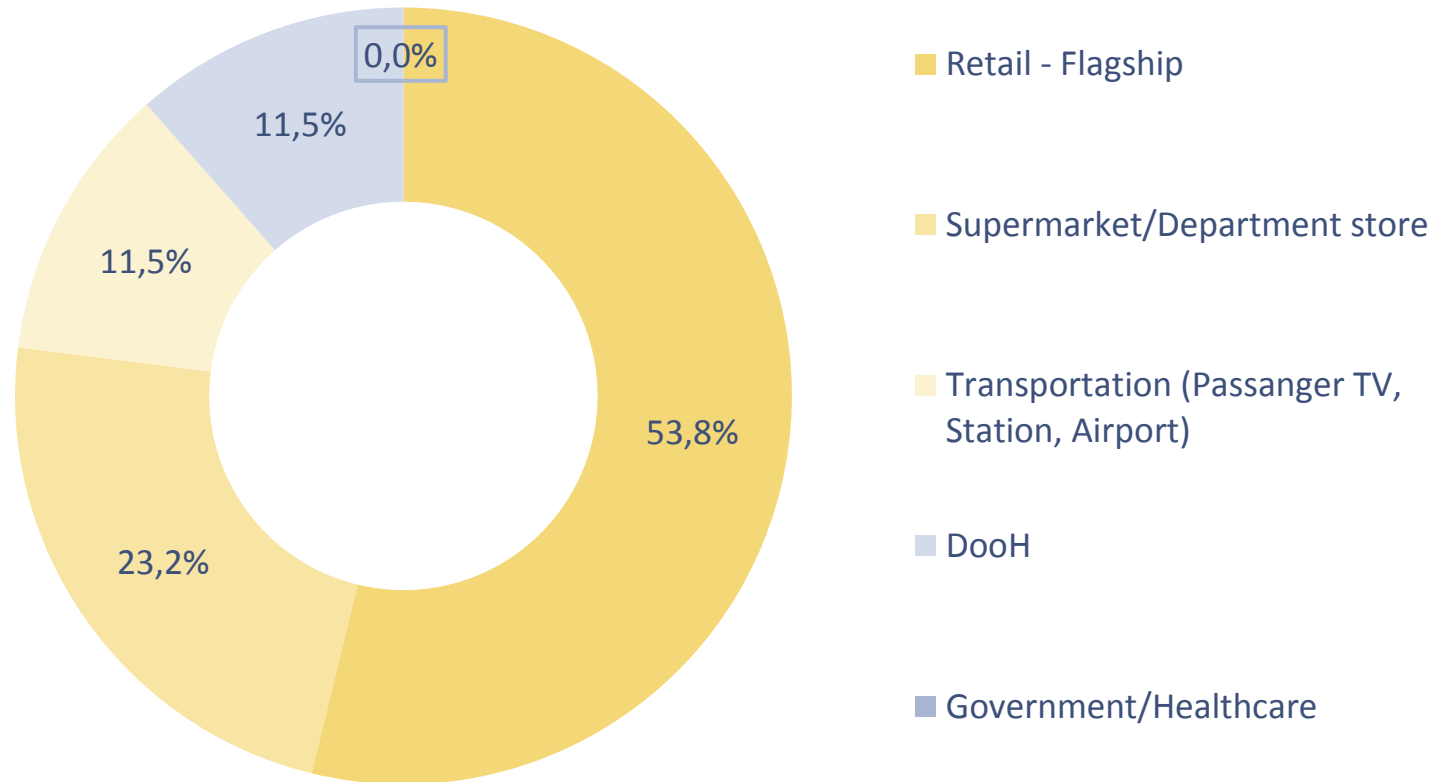


Fig. 6: DBCI Italia 1-2013 "demand in vertical markets", n=26 © invidis consulting. 2013



<b>2013</b>
January
February
March
April
Mai
Jun
July
August
September
Oktober
November
December

← **Nov./Dec. 2013 | 18.11.**

- The next survey will take place in calendar week 44 to 45 of 2013
- The next planned publication date will be the 18<sup>th</sup> of November 2013
- 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 2013. For further information please contact Daniel Russell

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