



Digital Signage | Small projects dominate the market

The first additional question DBCI May/June 2013 for Digital Signage products and service providers:

“Looking back on the projects of the last 12 months. Which average project size – measured in the number of installed displays – was implemented the most?”

- 66% of all polled companies implemented primarily small projects with 1 to 49 displays
- Small projects have a high margin and can be carried out successfully by most players in the market
- Only 10% of all polled companies have implemented primarily big projects with more than 100 displays over the course of the last 12 months
- Large projects generate high revenues, but discounts increase with the number of hardware used and tear into the margin. Moreover, only few market participants can sustainably carry out projects with over 100 displays

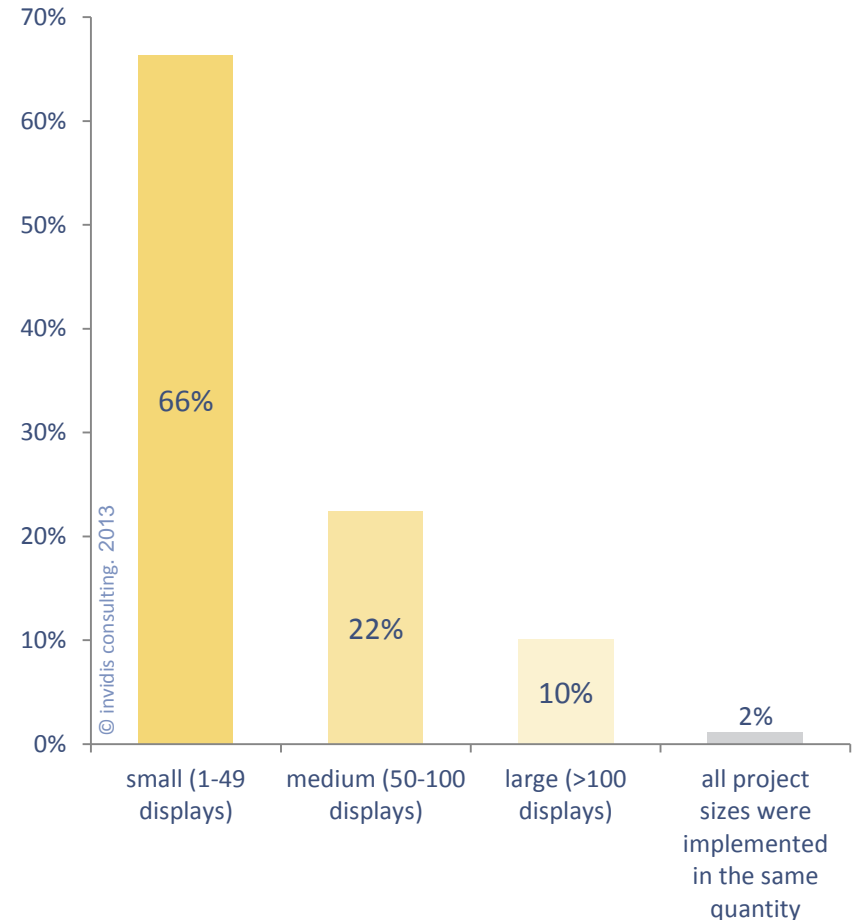


Fig. 16: Results of the first additional question of the DBCI May/June 2013 n=89: Small projects dominate the market