



Content | A host of creative players stimulate the market

Who is producing Digital Signage Content? The most important categories with examples

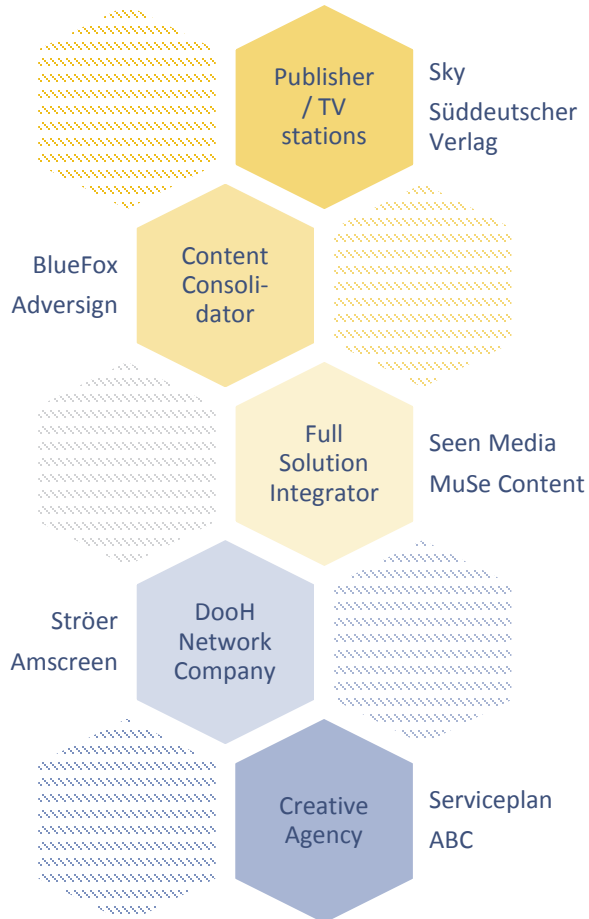


Fig. 12: DBCI July/August 2013 "content producers"

Percent of content from own production by DooH companies compared with foreign content

37% of all polled companies produce more than half of their content by themselves

80% of all DooH companies broadcast content partly produced in-house

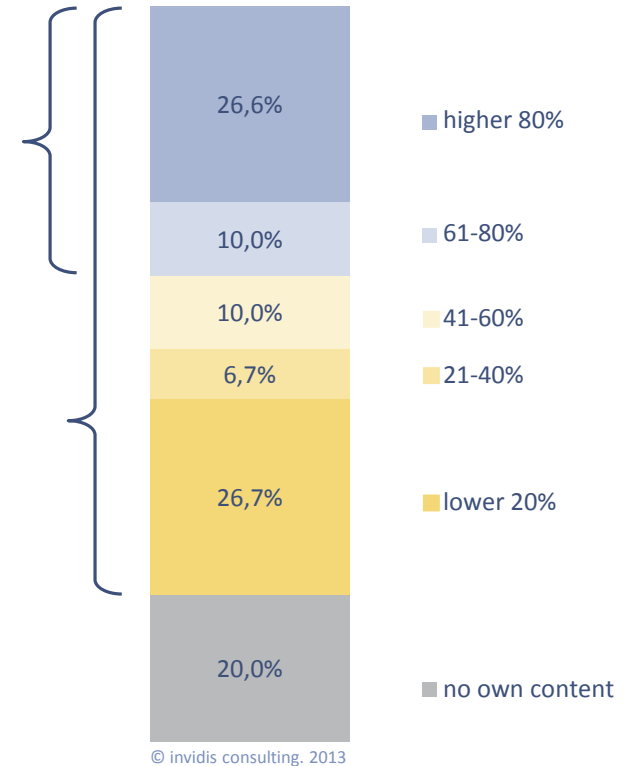


Fig. 13: DBCI July/August 2013 "DooH content", n=30

Demand for formats and technologies in 2012

Video formats
(MPG, WMV, etc.)
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Digital Signage is a **dynamic media**.
Technical potential is being widely used

Static image
(JPEG, GIF, etc.)

Flash

HTML 5

Flash is slowly loosing significance
HTML 5 still has a low market penetration

Demand for infotainment formats in 2012

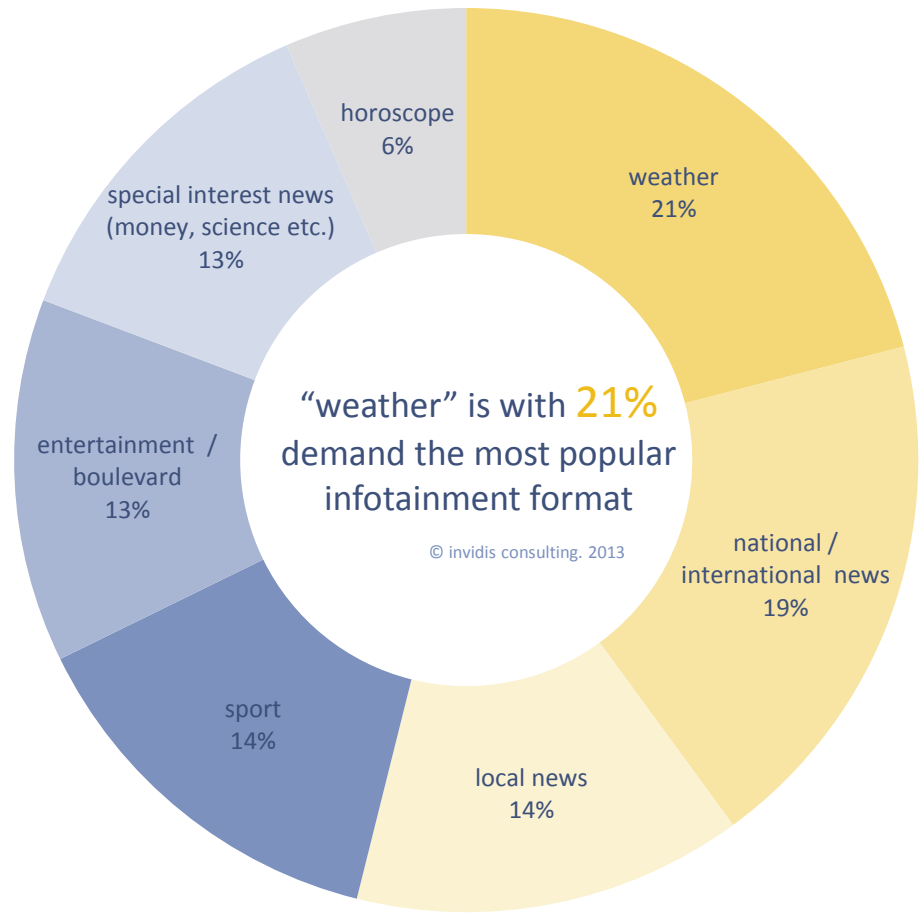


Fig. 14: DBCI July/August 2013 “formats and technologies”, n=45

Fig. 15: DBCI July/August 2013 “infotainment formats”, n=40



Content | Strong demand for 1080p and individual templates

Requirements for display resolution in 2012



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Full-HD is de facto standard

85% of the demand concentrates on 1080p

Fig. 16: DBCI July/August 2013 "display resolution"; n=46

Demand for individually designed templates in 2012



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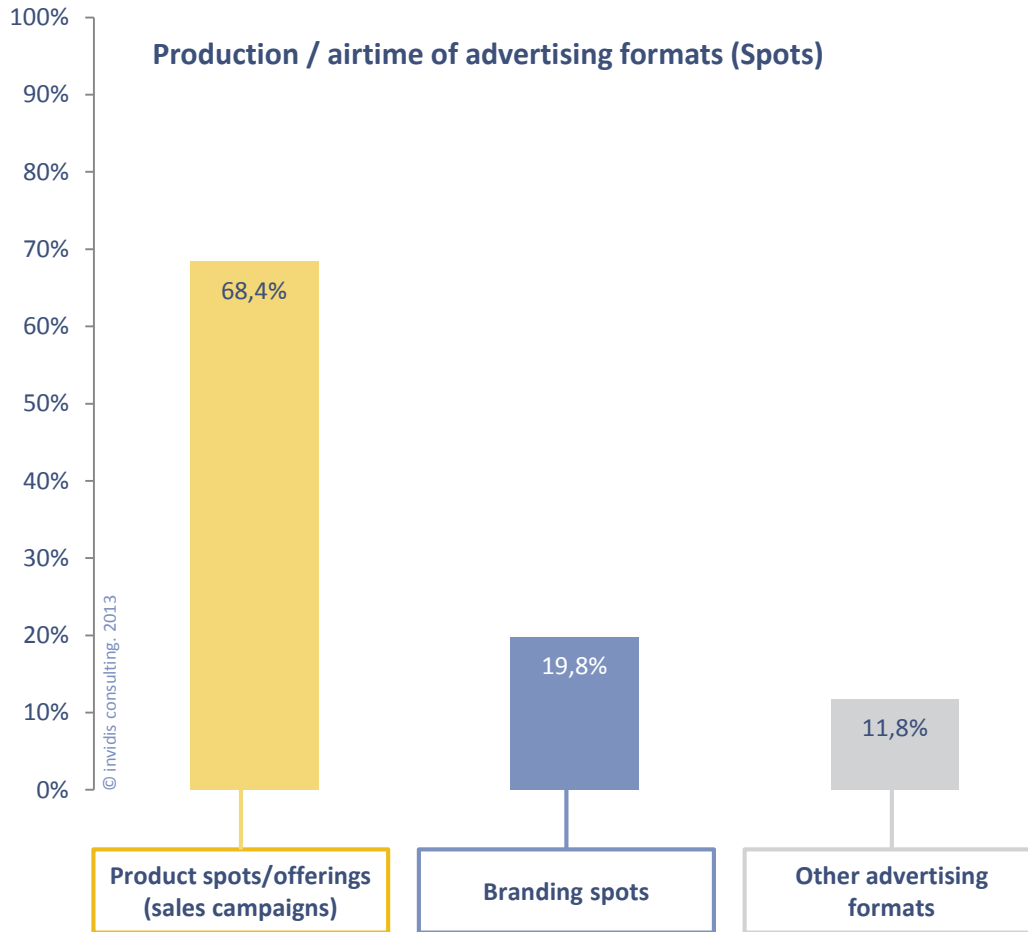
The customer expects CI-conformity from the Digital Signage media channel

64% of all polled content providers have registered a high demand for individual templates

Fig. 17: DBCI July/August 2013 "individual templates"; n=46



Content | Sales campaigns specifically book Digital-out-of-Home



Digital-out-of-Home is an important media for **sales campaigns**

Current campaigns and offers can be updated daily

68% of all advertising formats produced and aired for Digital-out-of-Home networks are **product spots** and **offerings**

Abb. 18: DBCI July/August 2013 "advertising spots", n=76



Content | High demand for landscape formats and dynamic content

Demand for display formats 2012

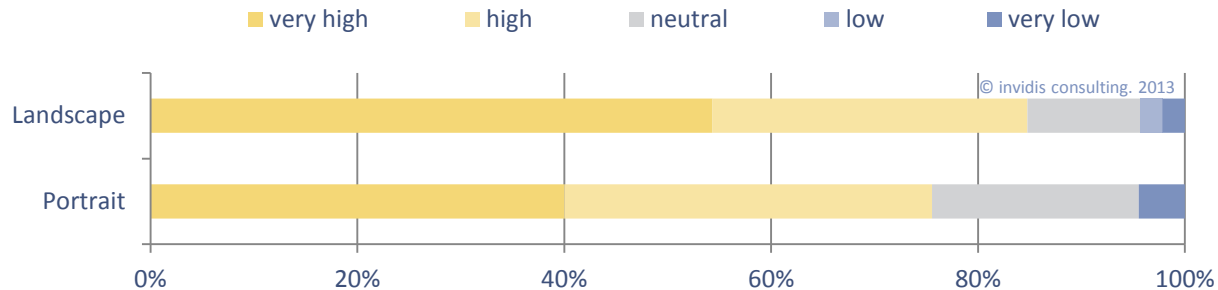


Fig. 19: DBCI July/August 2013 "display forma" n=46

The main share of all Digital Signage installations is orientated in the **landscape format**

Demand for content formats 2012

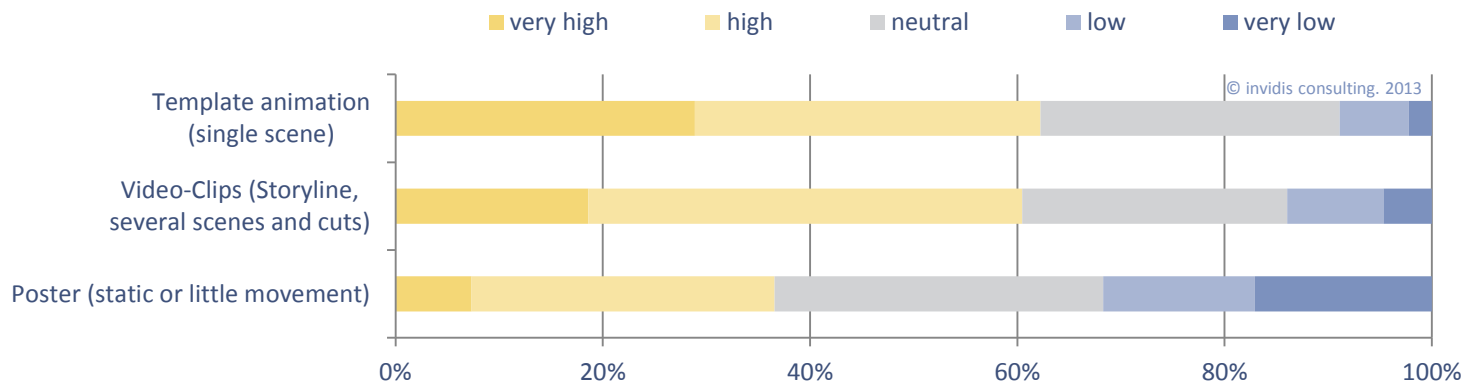


Fig. 20: DBCI July/August 2013 "dynamic content", n=46

Movement generates attention

The demand for **dynamic content** is considerably higher than for static content.