

   Robust demand in the SMB sector for Digital Signage solutions

Question: How many projects did your company roll out in the following categories in 2013?

- 60% of all DS projects in 2013 were small installations with up to ten displays
- Small projects have a high margin and can be carried out successfully by most players in the market
- Falling hardware prices created a high demand for easy-to-use Digital Signage solutions in the SMB sector
- Only 7% Digital Signage networks consist out of more than 100 displays
- 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

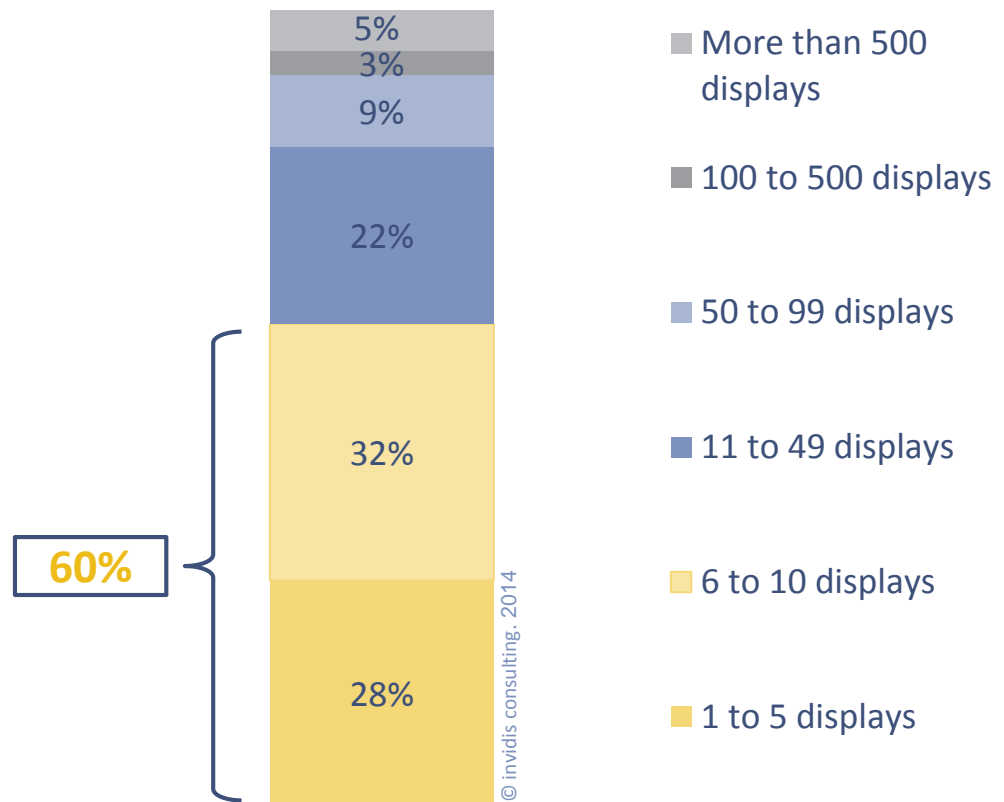


Fig. 4: DBCI Benelux March/April 2014 "project sizes 2013", n=13