



# Robust demand in the SMB sector for Digital Signage solutions

**Question:** How many projects did your company realize in the following categories in 2013?

- 75% of all DS projects in 2013 were smaller 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 with small and medium size businesses, a sector most Italian companies can be attributed to
- Only 7% Digital Signage networks consist out of more then 100 displays. These can primarily be found in the transport and public sector
- 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

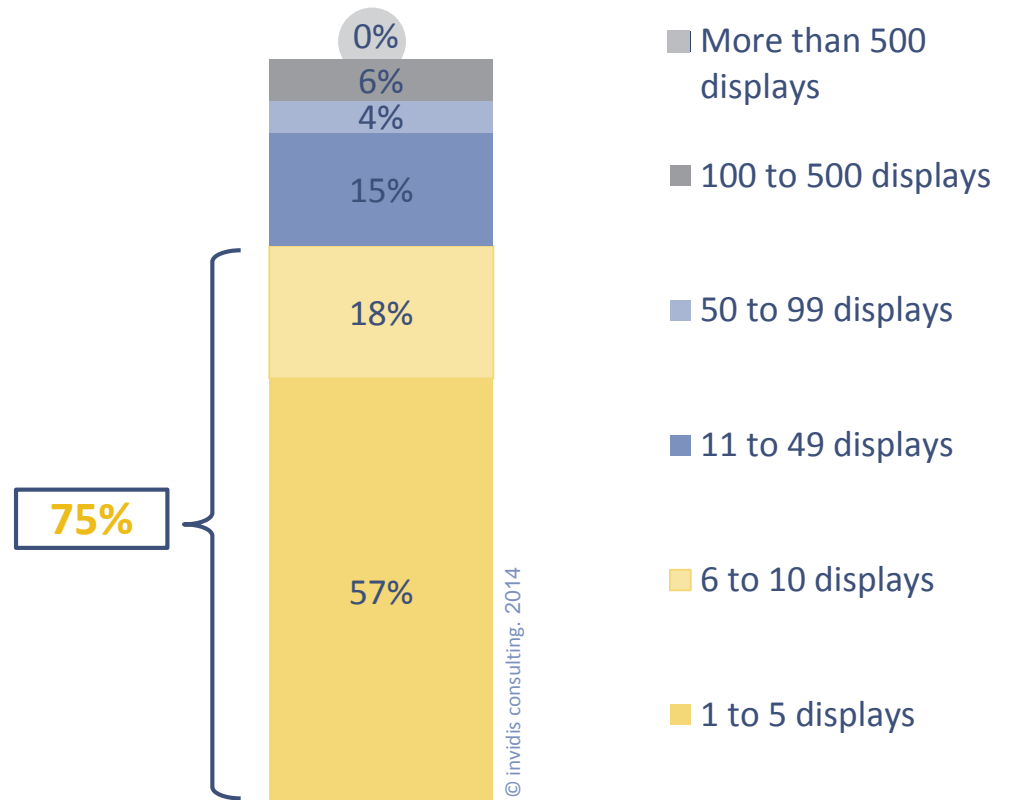


Fig. 4: DBCI Italia March/April 2014 "project sizes 2013", n=20