Netherlands
Belgium
Luxemburg

July | August 2014

DBCI

The pulse of the Digital Signage and DooH industry

OVAB Digital Signage & DooH Business Climate Index

invidis CONSULTING

invidis research
2014 NL 400

Positive business sentiment and good expectations

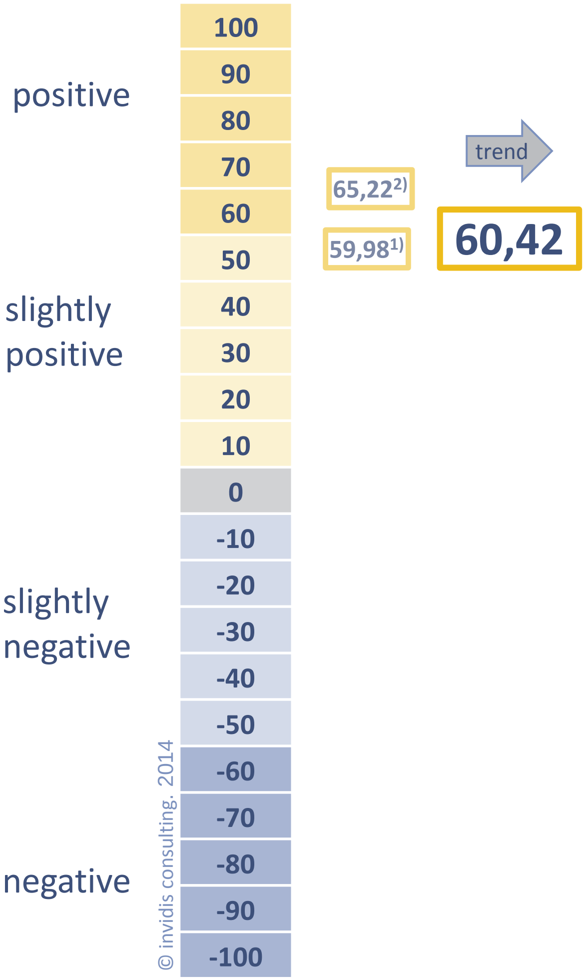


Fig. 1: DBCI Benelux July/August 2014, n=24

1) DBCI Benelux March/April 2014

2) DBCI Benelux May/June 2014

- The digital Signage Business Climate Index Benelux has been polled for the third time in 2014. The index has decreased by 4,80 base points to reach 60,42 base points, reflecting the current positive business sentiment of the Digital Signage industry in Benelux
- The industry shows an high satisfaction with the current business situation as over 95% of all participants answered with 'good' or 'satisfactory'
- The expectations for the next six months are very good as 66% of all polled companies see the future 'more favorable'
- The Digital Signage market in Benelux has been very stable on a positive level since the beginning of the year. The market participants are doing constantly good business
- However, most business comes from small and medium size projects. Big roll-outs with more than 100 displays are still very rare. The slow recovery of the general economy paired with declining consumer spendings have had a clear impact on the investments particularly of the blue chip companies. Hence the strategic budgets, on which most large scale Digital Signage projects are dependent, have suffered

Survey facts

- Participants: n=24
- Region: Benelux
- Time frame: 2014 calendar weeks 28 & 29

Consistent satisfaction with the current business situation

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

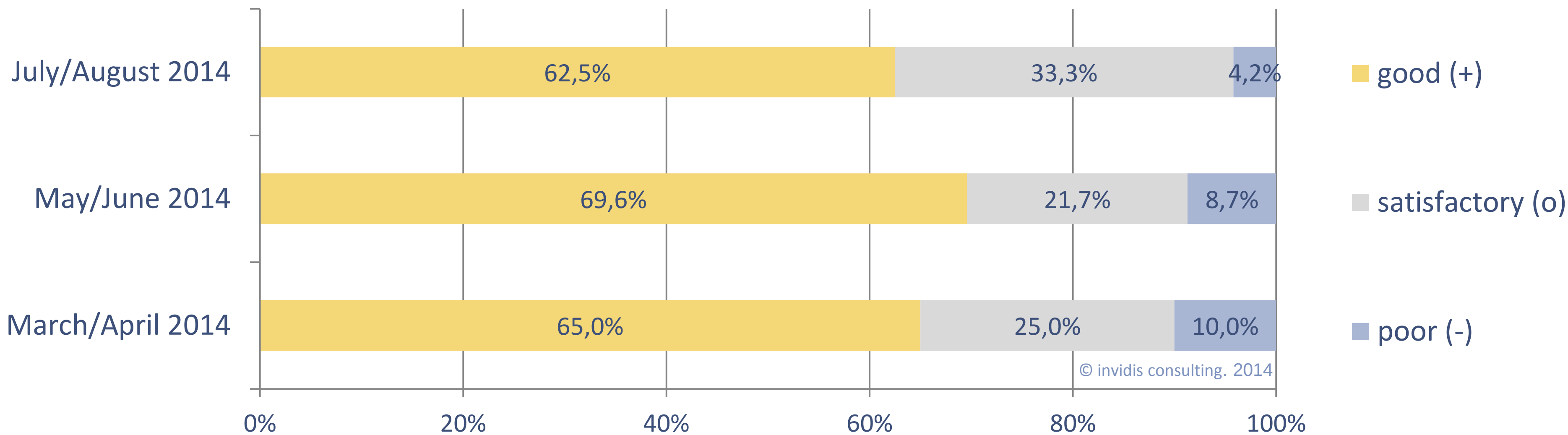


Fig. 2: DBCI Benelux July/August 2014"business situation", n=24

Positive outlook for the rest of the year

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

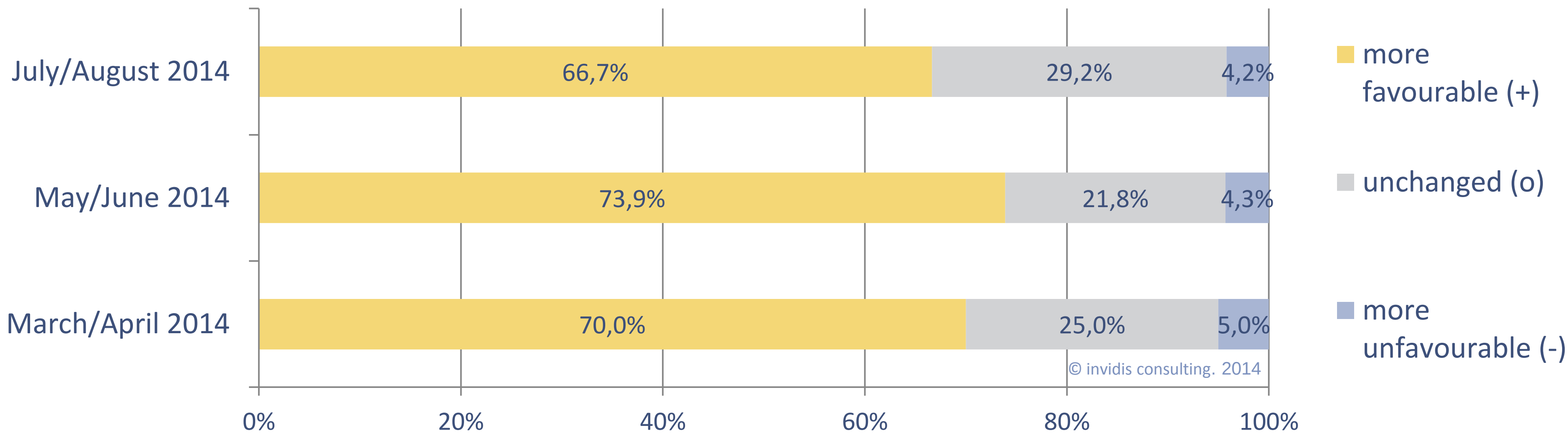
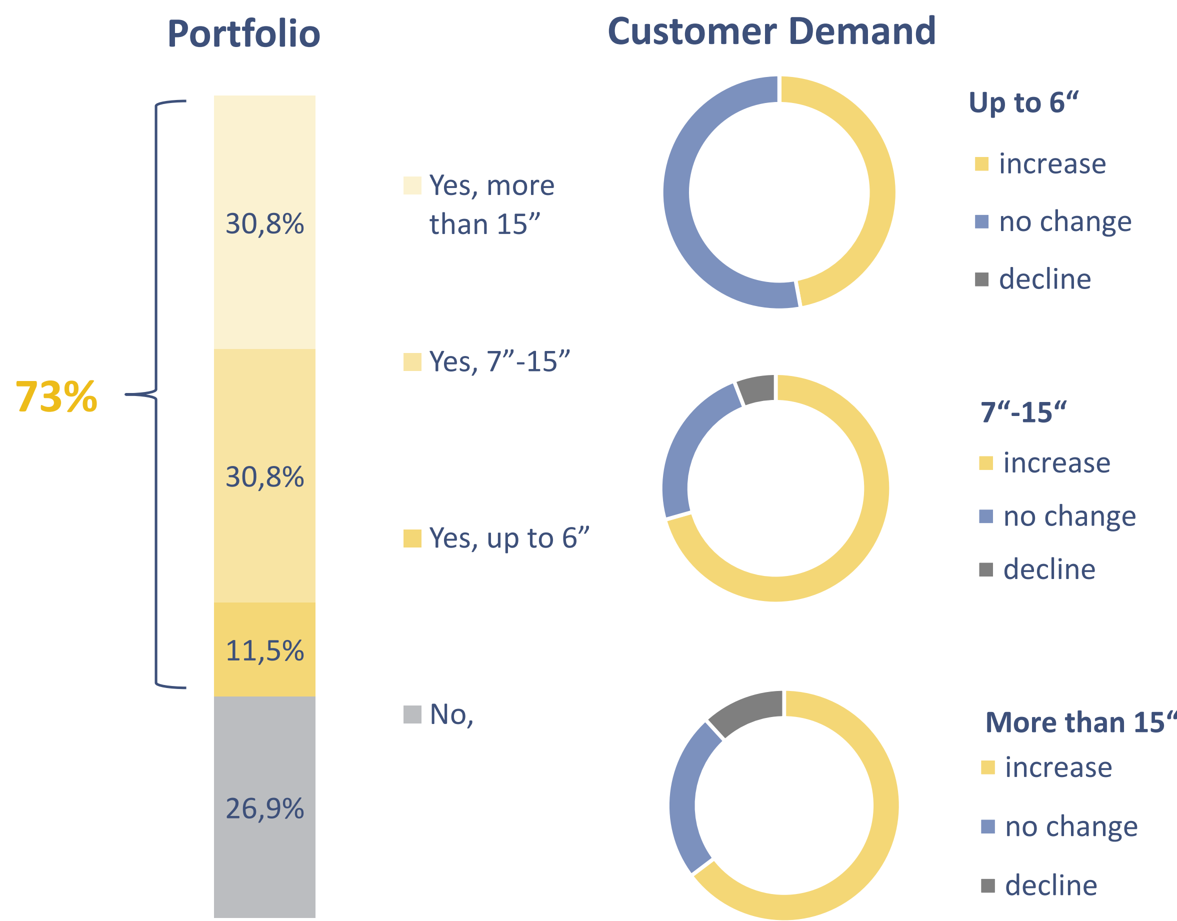


Fig. 3: DBCI Benelux July/August 2014"business expectations", n=24

Further research | High demand for Small Signage

- **73%** of all polled companies have already installed displays with sizes smaller than 32“ in Digital Signage solutions. Particularly the ‚tablet‘ sizes between 7“ and 15“ and the ‘office display’ sizes bigger 15” are widely in use
- The market participants also predict a strong increase in customer demand for Small Signage within the next 12 months. For the sizes bigger than 15“. almost **65%** see a rising demand with this number growing to **70%** concerning the sizes 7“-15“.
- Only for displays smaller 7“ the demand is predicted to be lower. The reason here is certainly the small number of use cases for these display sizes.



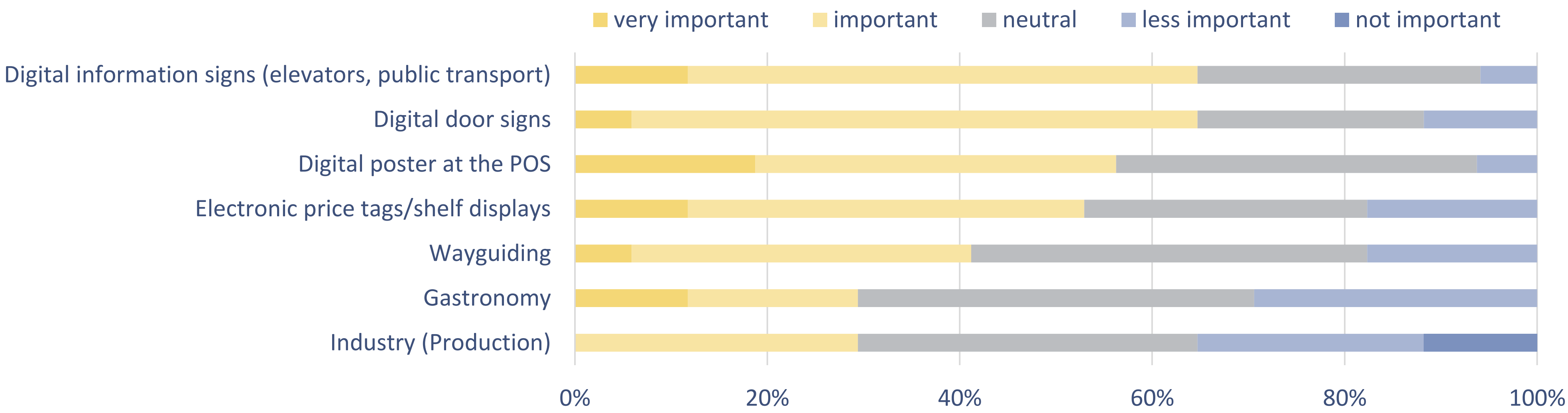
Question: *„Did you sell or install small professional Displays (smaller 32“) in Digital Signage installations?“*

Question: *„How do you think will the customer demand for displays smaller 32“ in Digital Signage related projects evolve over the next 12 months?“*

Fig. 4: DBCI July | August 2014 „Portfolio & Demand – Small Signage“ n=17

Further research | High potential for Small Signage as digital signs and at the POS

- Approx. **65%** of all polled companies see the highest potential for Small Signage (professional displays smaller 32“) in digital information signs for example in elevators or public transport and also in the special use case digital door signs.
- Modern business and office culture has created a high pressure on the use and allocation of expensive meeting rooms. Here the digitalization of operations and management has a significant effect on the TCO of the office facilities, making the installation of Digital Signage very attractive for companies
- Also between **50%** and **55%** of the market participants see a high potential in the retail sector at the POS. Here electronic price tags as well as e-posters mounted on the shelves or integrated in the shop furniture will have a big share of the revenues generated



Question: *„Where do you see the most important use cases for displays smaller 32“?“*

Fig. 5: DBCI July | August 2014 „Use cases for Small Signage“, n=16

Further research | Creativity is still a demanding challenge in DooH

Concerning the creative process in DooH

75% market participants see a **high or very high** challenge in the primary **conception phase** (adjustment to the media)

Between **50% to 60%** of the polled companies see **high** challenges in:

- The consideration of the different **viewing situations** (e.g. passage-/waitingsituation)
- The **available Budgets**
- The different **media** and **picture formats**

58% provide no or only irregularly **workshops** to educate the customers on the different possibilities in the creative process of a DooH campaign

- The creative process in DooH campaigns has to manage many difficult challenges. Particularly the primary conception phase, where one adapts campaigns from other media formats to perfectly fit the DooH characteristics, is seen as a very high hurdle.
- The market participants may not rate them so high, but they still see big challenges for DooH campaigns in the consideration of the diverse viewing situations respectively dwell times of the different networks. The storyline for spots in a passage situation have to be much more condensed and pronounced than in a waiting situation. Moreover, the restricted budgets in the below-the-line media have a noticeable impact for the creative freedom
- In spite of these results only few of the companies currently involved in the DooH market in Russia offer a sufficient number of workshops to familiarize their customers with the distinct characteristics of the media

Question 1: *„Please rate how high the challenges in the creative process of a Digital-out-of-Home campaign are“ n=10*
Question 2: *„Are you currently providing regular workshops for customers, to educate them on the different possibilities in the creative process of a Digital-out-of-Home campaign?“ n=10*

Roadmap 2014 & Contact

2014	
January	
February	
March	
April	
Mai	
June	
July	
August	
September	Sep./Oct. | 18.09.
October	
November	Nov./Dec. | 24.11.
December	

- The next survey will take place in calendar weeks 35 & 36 of 2014.
- The next planned publication date will be the 18th September 2014.
- 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 2014. For further information please contact Daniel Russell.

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Save the Date!

17. - 18. September 2014

OVAB Out-of-home Video Advertising Bureau Europe

digital signage 8th MUNICH CONFERENCE

17 – 18 September 2014

Kempinski Hotel Airport Munich