

Italy

January | February 2015

**DBCI**

The pulse of the Digital Signage  
and DooH industry

**OVAB** Digital Signage & DooH  
Business Climate Index

OVAB-cooperation partner Italy:

**AssoDS**  
Associazione operatori Digital Signage

  
**invidis**  
CONSULTING

invidis research  
2015 IT 100 en

# Volatile business sentiment of the Digital Signage market continues in 2015

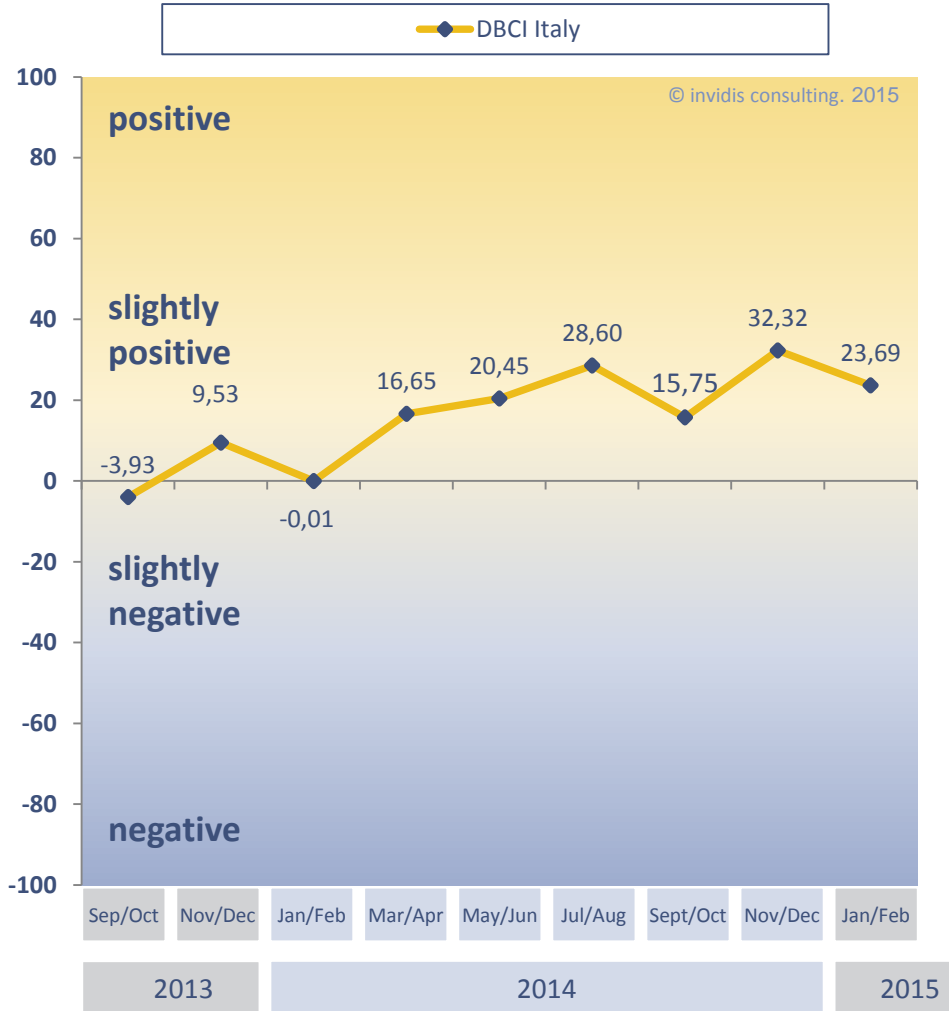


Fig. 1: DBCI Italy January | February 2015 „Index“, n=19

- The Digital Signage Business Climate Index (DBCI) in Italy has decreased since the last poll in November. The Index fell by 8,63 points to reach 23,69 base points
- The current business situation for the Digital Signage industry in Italy is rated as satisfactory or good by most market participants. However, after positive expectations in November the outlook for 2015 has become much more conservative in February
- Clearly the difficult economic situation had a slowdown effect on the market in 2014. Particularly investments for large scale projects were reduced, put on hold or completely cancelled. But more and more market participants have recognised signs of a slow recovery. Particularly with the introduction of cost effective and out of the box solutions for the small and medium business the industry will see growing revenues

**Further research:**

- 50% of all companies in the Digital Signage market have hired new staff in 2014
- In 2015 retail (POS) will again give an important impulse to the market. “Smart” solutions and the keywords Omni-channel & mobile integration, interactivity and outdoor/high brightness will further stay in the focus

Survey facts

- Participants: n=19
- Region: Italy
- Time frame: 2015 calendar weeks 3-4



# Status Quo | Robust 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?

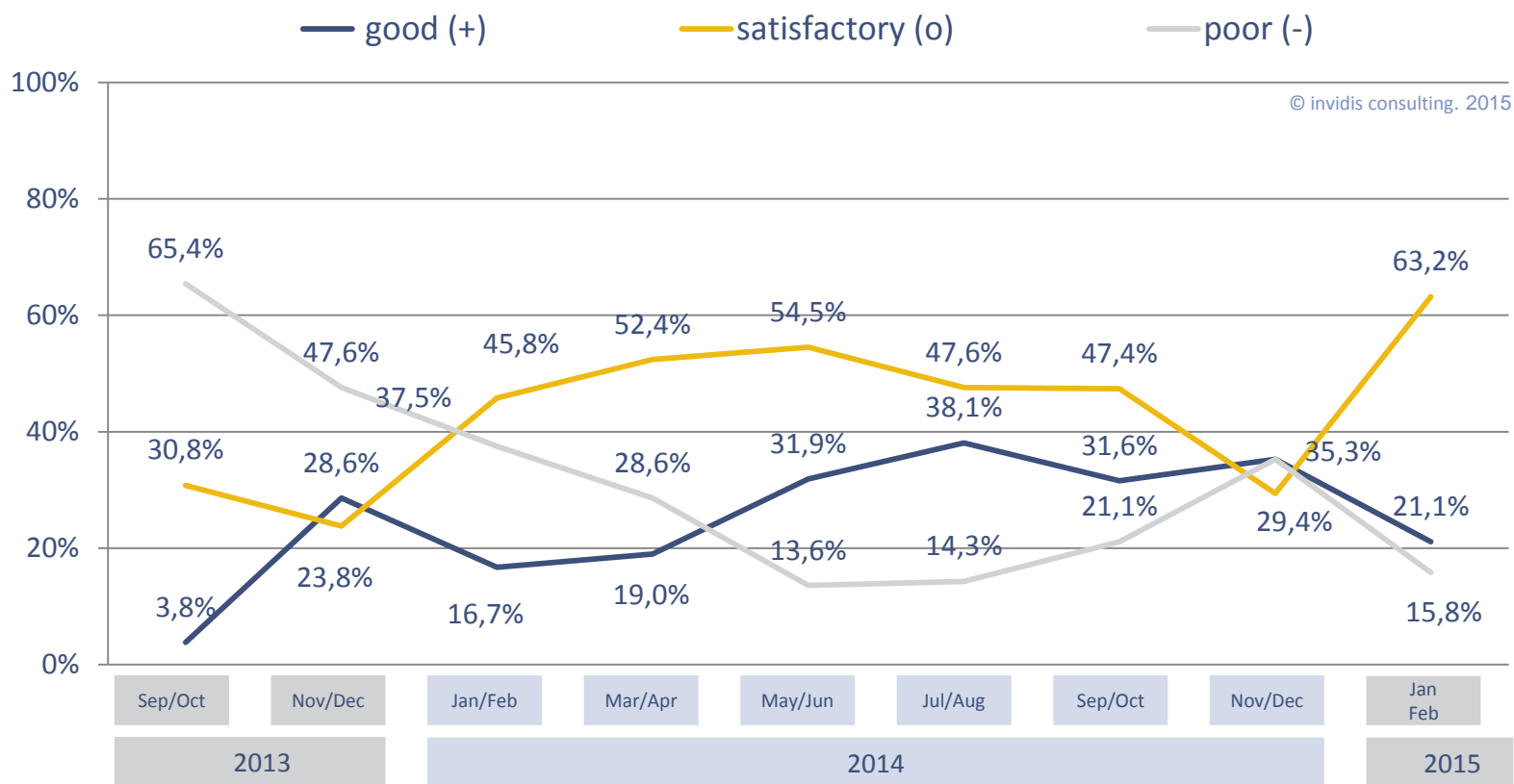


Fig. 2: DBCI Italia January | February 2015 "business situation", n=19

Expectations | Market back to a rather conservative outlook for 2015

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

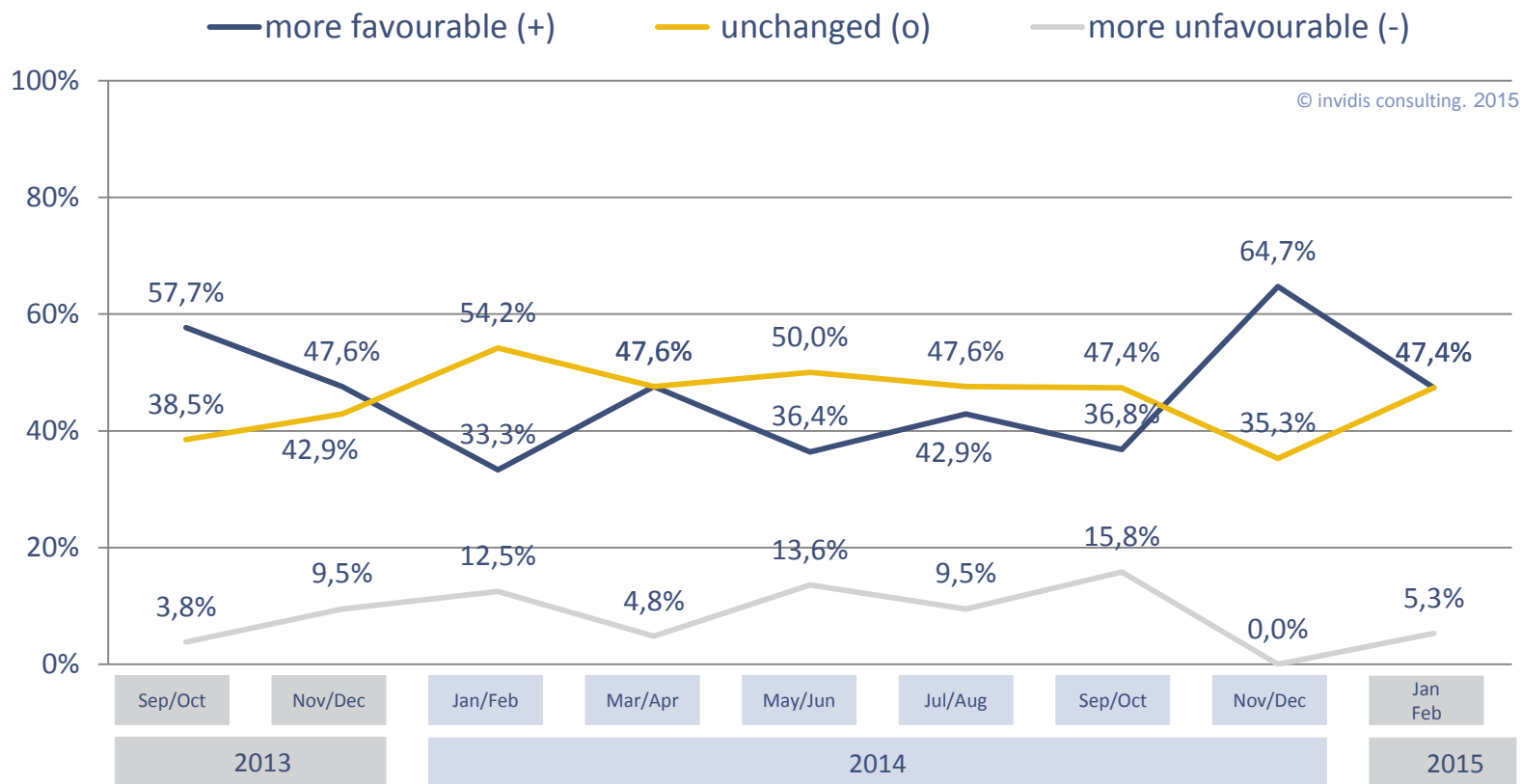


Fig. 3: DBCI Italia January | February 2015 "business expectations", n=19



## Hirings 2014 | Digital Signage industry created new jobs in 2014

- **50%** of all companies in the Digital Signage Market have hired new staff in the last year
- In the year 2014 between **30 to 50 new jobs** were created in the Digital Signage market in Italy
- As a whole there is a demand for qualified personnel. Particularly, the increasing expansion in vertical markets leads to a demand for more professionals from different industry branches by Digital Signage companies

### Company growth in new jobs created 2014

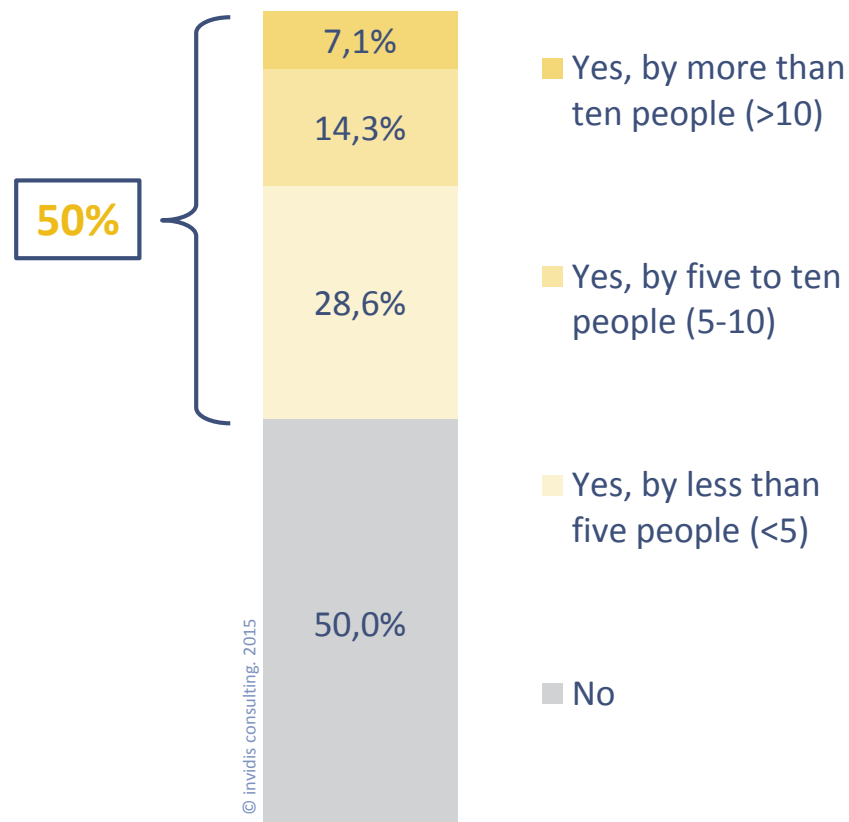


Fig. 4: DBCI Italy January/February 2015 "Hirings 2014", n=14



## DBCI | Roadmap 2015 & Contact

2015	
January	
February	
March	← Mar./Apr.   2015/04/13
April	
May	← May/Jun.   2015/06/08
June	
July	← Jul./Aug.   2015/08/10
August	
September	← Sept./Oct.   2015/10/05
October	
November	← Nov./Dec.   2015/12/07
December	

- The next survey will take place in calendar week 11-12 of 2015
- The next planned publication date will be the 13<sup>th</sup> of April 2015
- 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 2015. For further information please contact Daniel Russell

### Contact

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