

Netherlands  
Belgium,  
Luxembourg  
March | April 2015

**DBCI**

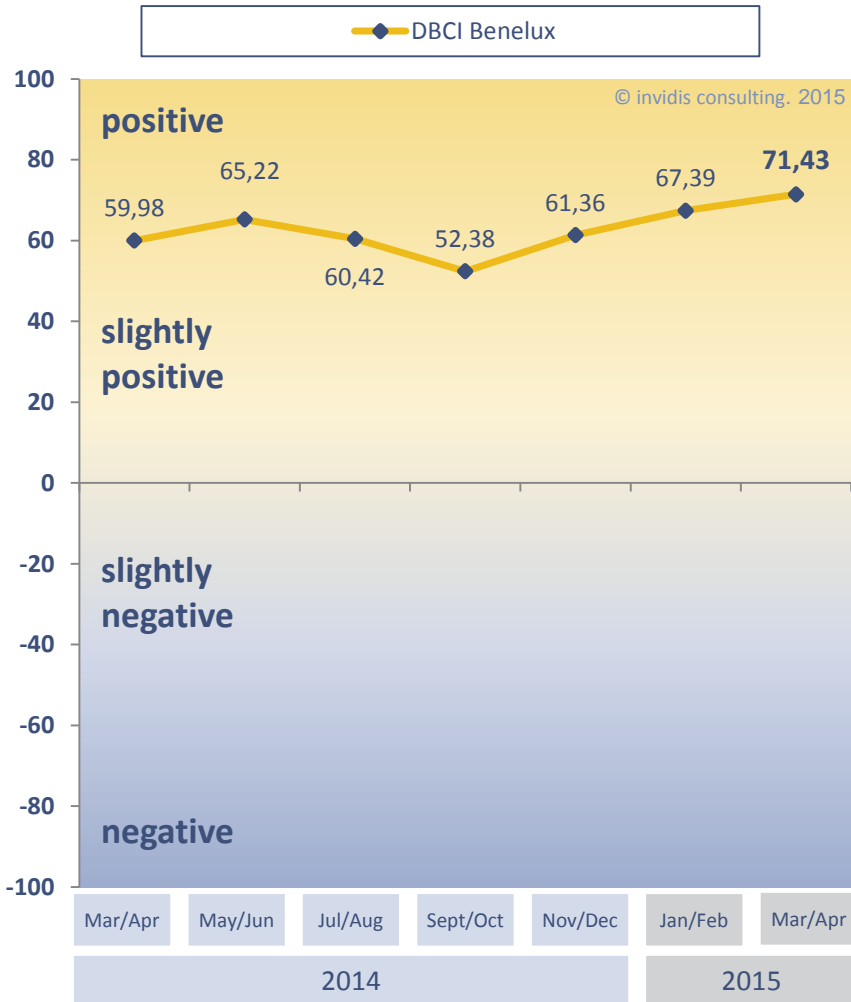
**OVAB** Digital Signage & DooH  
Business Climate Index

The pulse of the Digital Signage  
and DooH industry



invidis research  
2015 NL 200

## Digital Signage market continues the positive trend



- The Digital Signage Business Climate Index (DBCI) in Benelux has further increased since the last poll in January. The Index grew from 67,39 base points by 4,04 points to reach 71,43 base points.
- The current business situation has further increased since the last survey, with the outlook for the next six months continuously optimistic
- The Digital Signage market in Benelux can look back on a satisfying year 2014. Particularly the hardware providers could push the business with a growth of up to 25% in units

### Further research:

- The market participants have again underlined the high importance of the SMB market for Digital Signage, with three quarters of all revenues being generated in this sector
- The vertical markets of Retail, Corporate Communication and Banking were responsible for half of all Digital Signage revenues in 2014
- Clear growth in the DooH sector expected for the next 36 months. Particularly a combination of cross-media bundling and the development of new networks will drive the media to a market share of between 15% and 20% of Outdoor.

#### Survey facts

- Participants: n=21
- Region: Benelux
- Time frame: 2015 calendar weeks 10-11

Fig. 1: DBCI Benelux March/April 2015 „Index“, n=21

Further increasing 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?

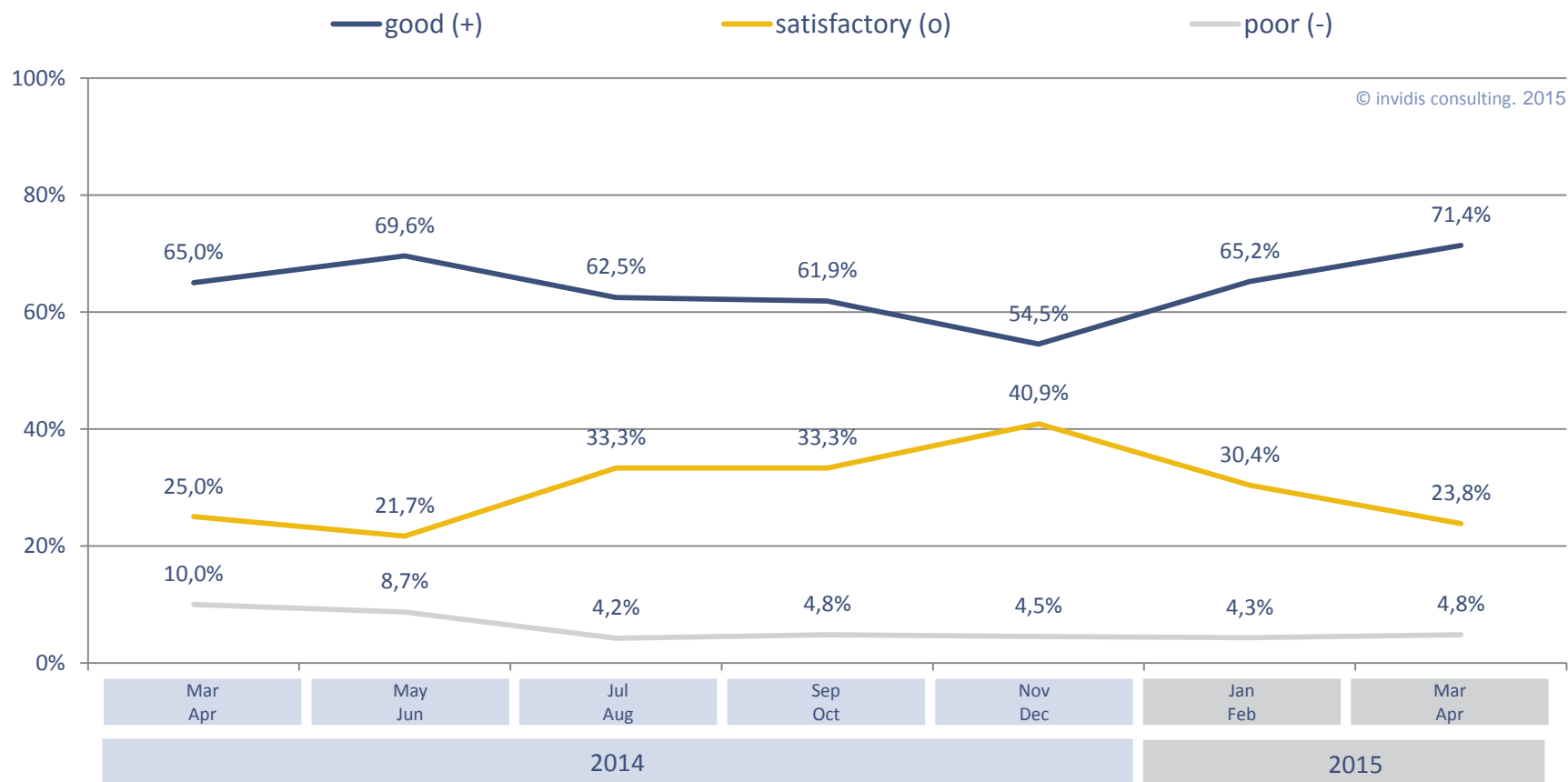


Fig. 2: DBCI Benelux March/April 2015 "business situation", n=21



# Consistent optimistic outlook for the second and third quarter of 2015

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

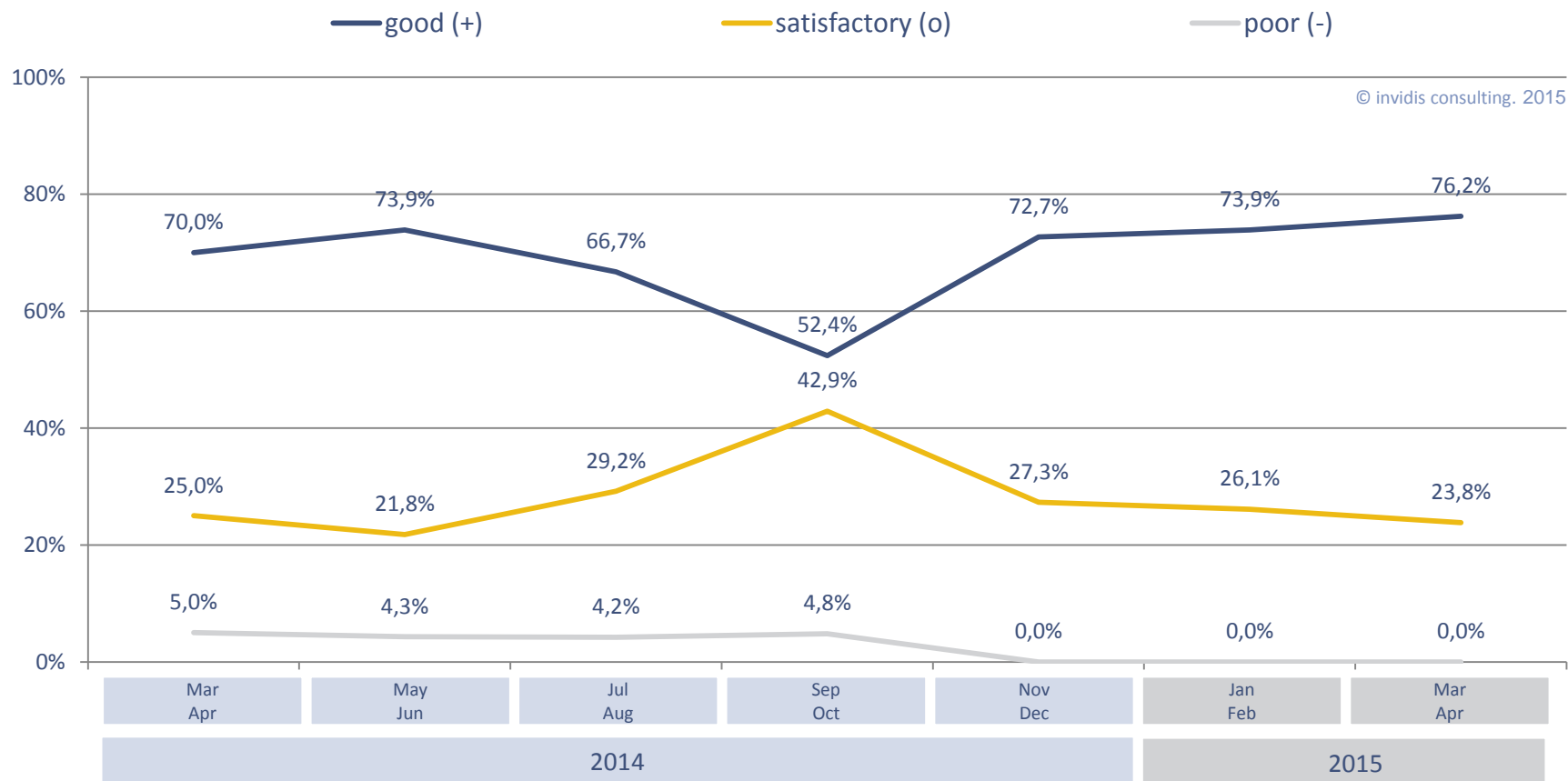


Fig. 3: DBCI Benelux March/April 2015 "business expectations", n=21

 Further research | The SMB sector still drives Digital Signage revenues

**Question:** How many projects did your company roll out in the following categories in 2014?

- 85% of all DS projects in 2014 were small and medium installations with up to 50 displays
- Smaller projects have a higher 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 8% Digital Signage networks rolled out in 2014 were larger 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.

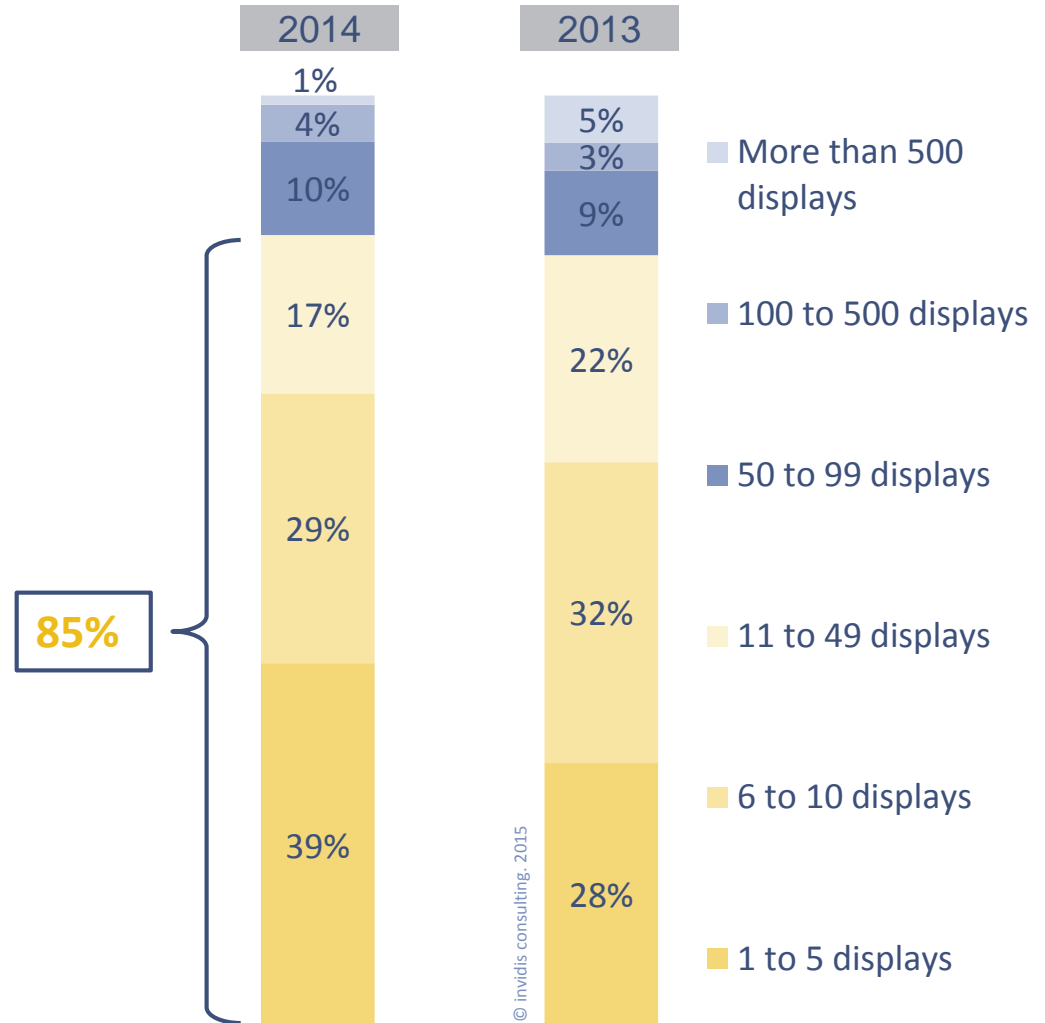


Fig. 4: DBCI Benelux March/April 2015 „project sizes 2014“, n=17



## Further research | Retail remains top, strong demand for Corporate Communications

**Question:** We would like to assess the dynamic for Digital Signage in the different vertical markets. In which vertical markets has your company realised the most projects in 2014? Please rate the Top 3 vertical markets?

- Retail is with approximately one fifth of all Digital Signage revenues still the biggest vertical market. Customer engagement, marketing and ambient installations become more and more common not only in most high-street retailers, but also in small and medium businesses. However this segment has lost market share as other verticals become more important in the last year
- The corporate communication vertical market has seen a positive trend over the last few years. With rising IT budgets, the digitization of employee communications is now seen as a sustainable investment by many companies
- Banking is the third biggest vertical market. The trend towards the digitalization of the communication in the local branches will lead to networks with up to 1.000 displays. Particularly in the Netherlands this trend has already resulted in a high Digital Signage penetration

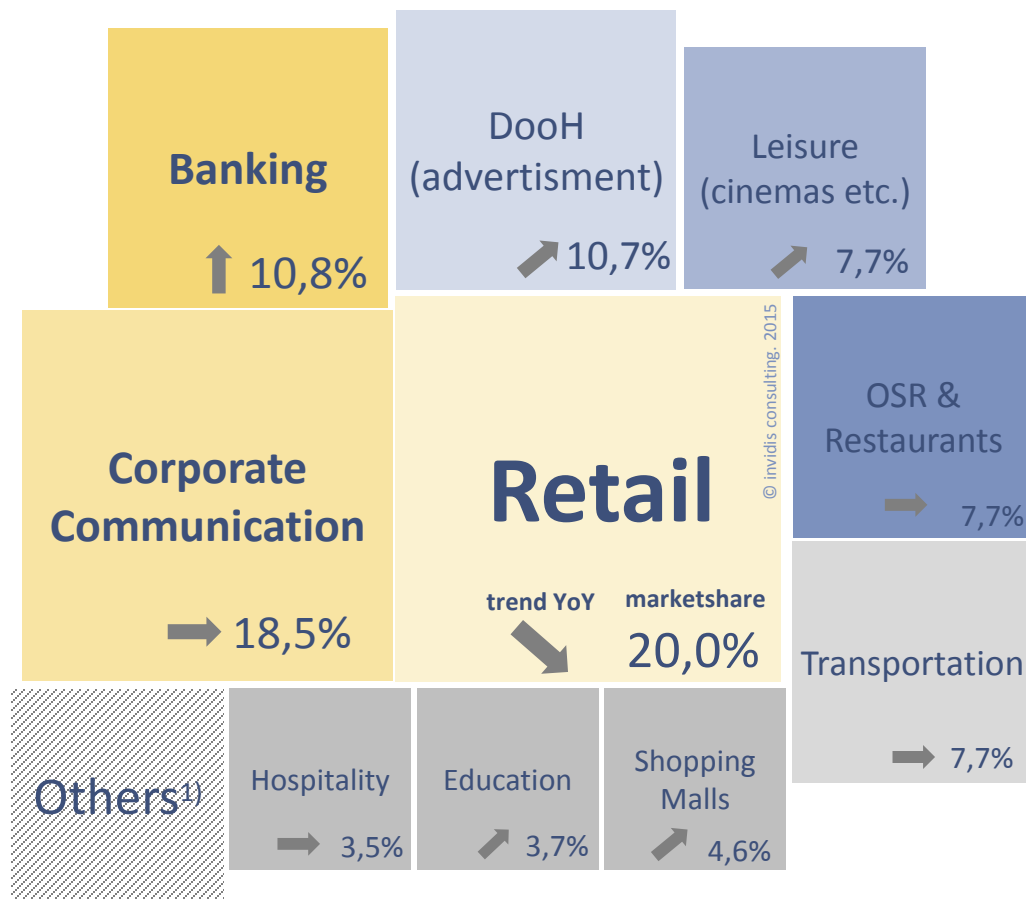


Fig. 5: DBCI Benelux March/April 2015 "Top 10 vertical markets 2014", n=18  
1) Healthcare, Insurance, Telecommunication, Tourism, Industry (in production), Fairs & Exhibition, Public (government)

Further research | Clear growth for DooH expected for the next 36 months

Forecast market share DooH in 36 months

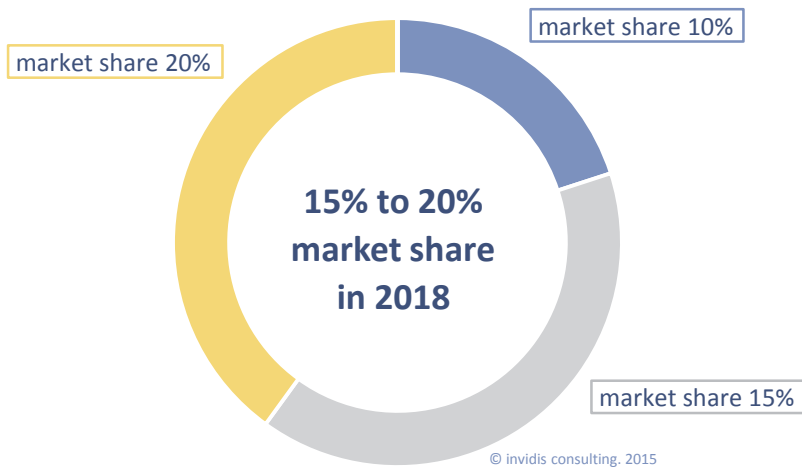


Fig. 6: DBCI Benelux March | April 2015 "market share DooH in 36 months", n=12

**Question:** How high, do you estimate, will the market share of DooH within Out of Home grow in three years?

The market participants see a clear growth potential in DooH. They expect that the market share of DooH within Out of Home will reach between 15% and 20% by 2018

Reasons for future DooH growth

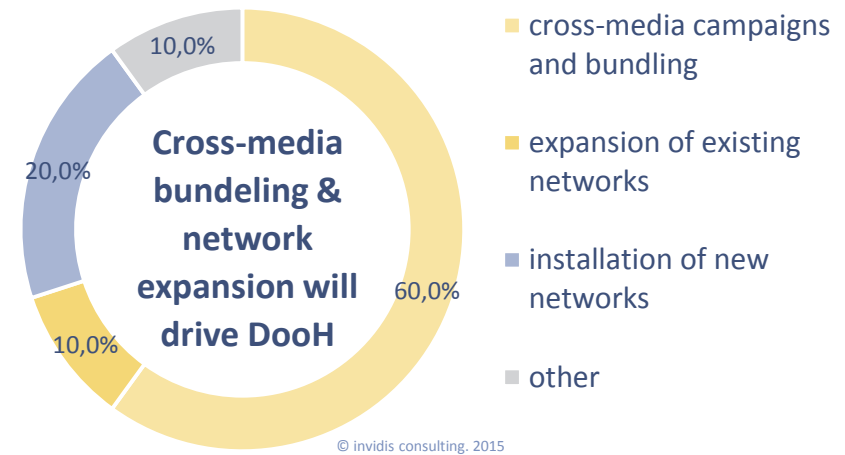


Fig. 7: DBCI Benelux March | April 2015 "growth reasons DooH", n=12

**Question:** Which factors will primarily lead to an increasing market share of DooH?

On the one hand most growth will be achieved by bundling DooH with other digital media. On the other hand many market participants also see good potential for the installation of new networks. Whereas the existing networks look to have reached their maximum penetration

## Roadmap 2015 & Contact

2015
January
February
March
April
May
June
July
August
September
October
November
December

← **May/Jun. | 2015/05/26**

← **Jul./Aug. | 2015/07/27**

← **Sept./Oct. | 2015/09/21**

← **Nov./Dec. | 2015/11/23**

- The next survey will take place in calendar weeks 18-19 of 2015.
- The next planned publication date will be the 26<sup>th</sup> May 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.

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