

Poland  
January | February 2015

**DBCI**

The pulse of the Digital Signage  
and DooH industry

 Digital Signage & DooH  
Business Climate Index

OVAB Europe cooperation partner Poland



invidis research  
2015 PL 100



## Digital Signage business sentiment starts the new year continuing the positive trend

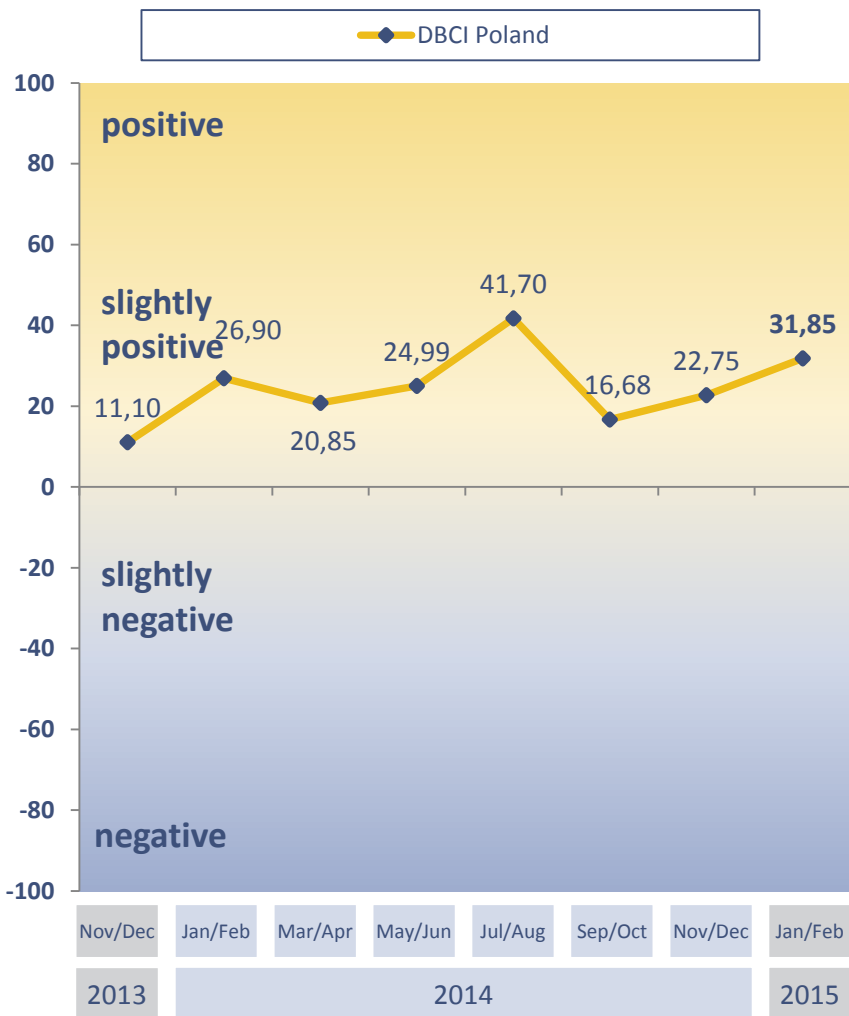


Abb. 1: DBCI Poland January | February 2015 „Index“, n=11

- The Digital Signage Business Climate Index (DBCI) in Poland has increased since the last poll in November. The Index grew from 22,75 base points by 9,10 points to 31,85 base points and remains on a “slightly positive” level
- The market participants are currently Highly satisfied with the business situation, as over 63% of the polled companies have stated
- The Digital Signage market in Poland has also an increasingly positive outlook for the next six months and expects a good summer for the industry and the market seeing small but continuous growth

### Further Research

- 40% 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
- Also entry level products (e.g. hardened consumer TVs, Android based players etc.) catering the small and medium business market will have a strong impact on revenues

- Participants: n=11
- Region: Poland
- Time frame: 2015 calendar weeks 3-4



# Status Quo | High 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?

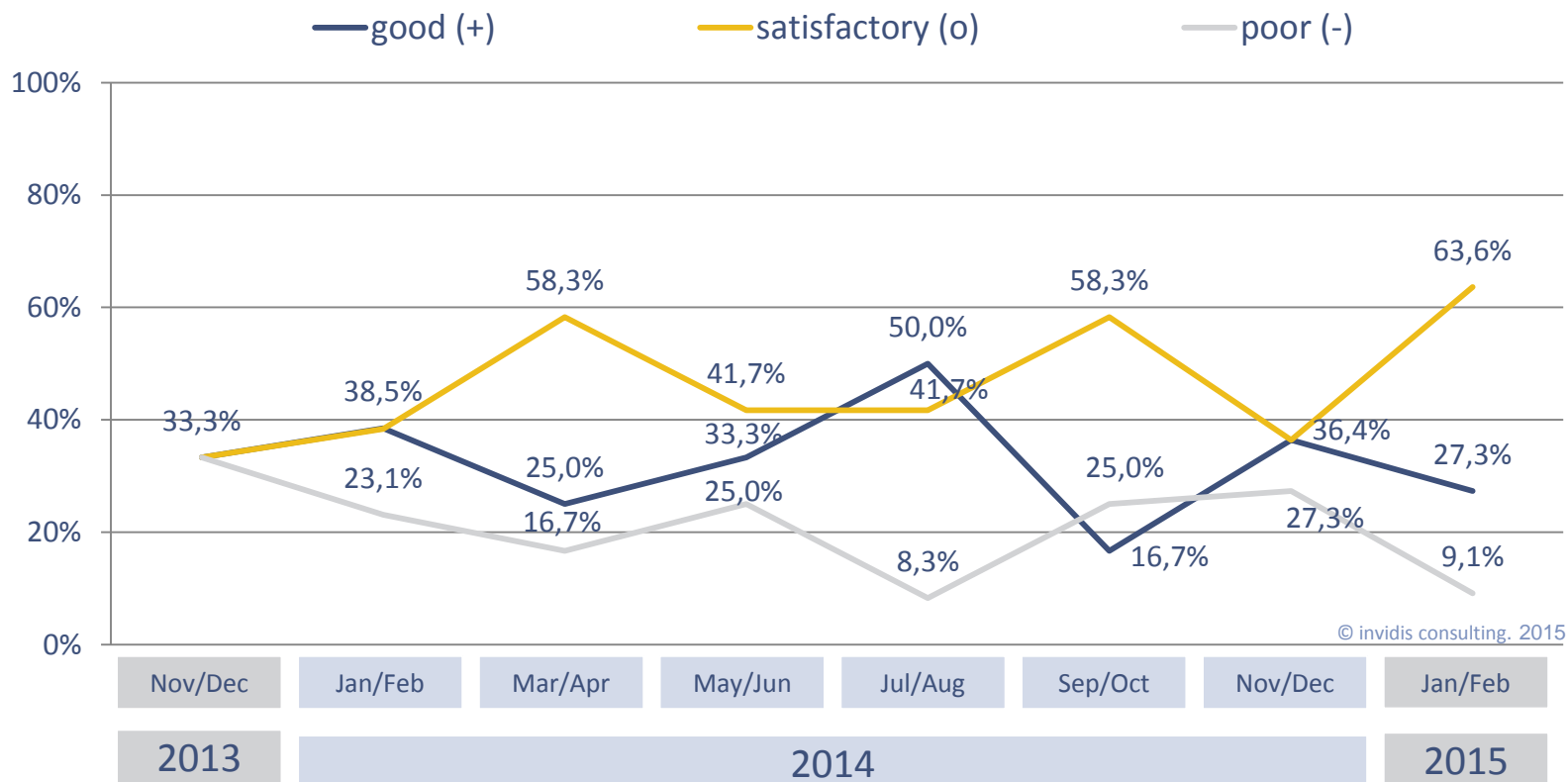


Fig. 2: DBCI Poland Poland January | February 2015 "business situation", n=11



# Expectations | Increasingly positive outlook for the summer of 2015

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

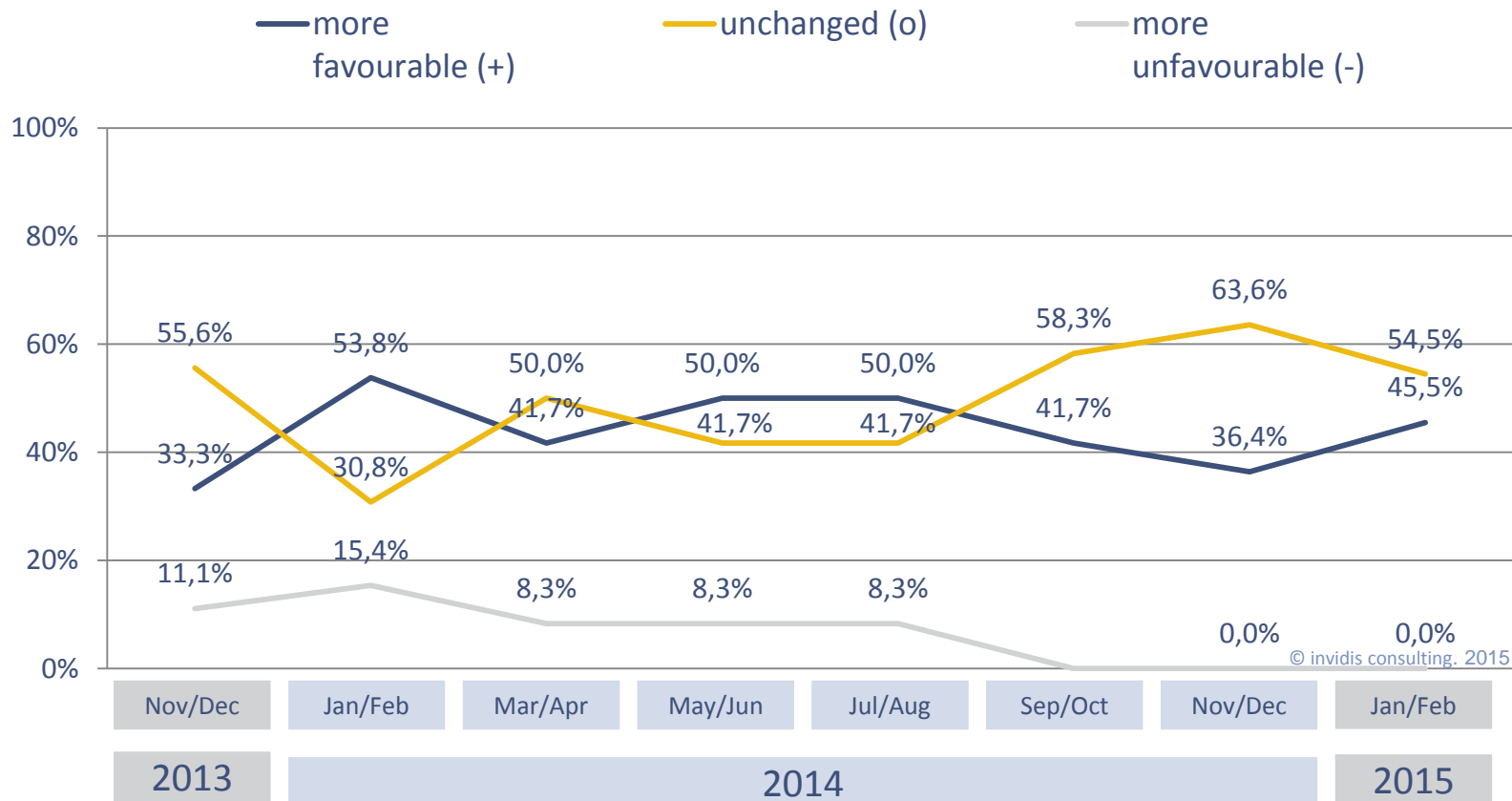


Fig. 3: DBCI Poland January | February 2015 "business expectations", n=11



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

- 40% of all companies in the Digital Signage market have hired new staff in the last year
- In the year 2014 between 15 to 25 new jobs were created in the Digital Signage market in Poland
- 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

### New jobs created 2014

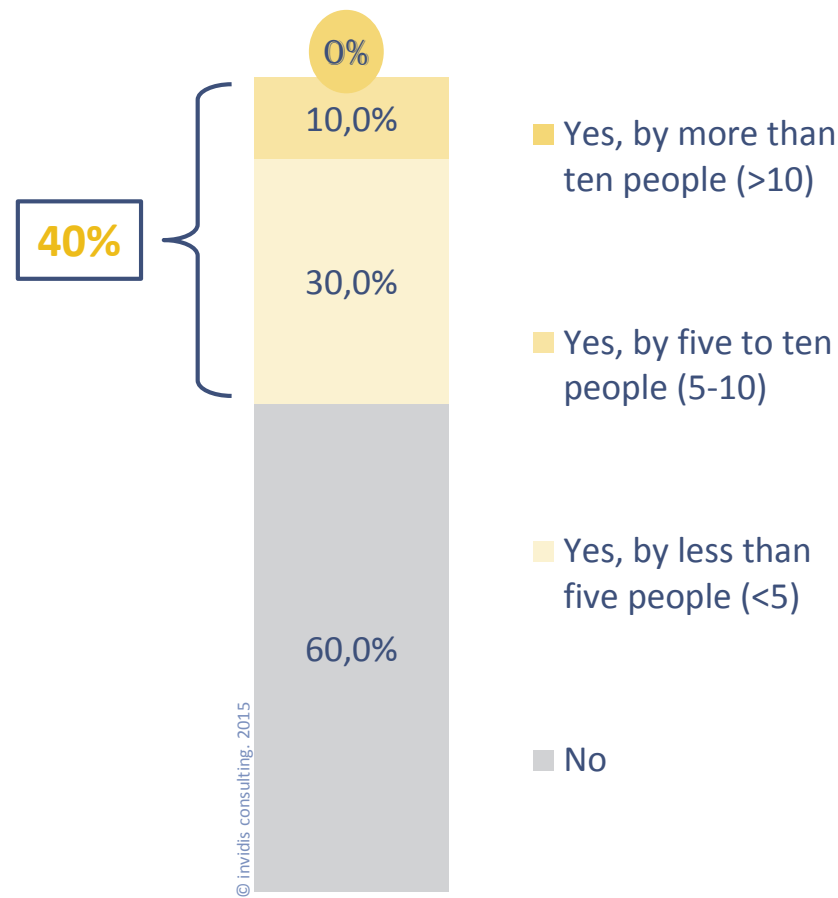


Fig. 4: DBCI Poland January/February 2015 "Hirings 2014", n=10



## DBCI | Roadmap 2015 & Contact

2015	
January	
February	
March	← Mar./Apr.   2015/04/01
April	
May	← May/Jun.   2015/05/28
June	
July	← Jul./Aug.   2015/07/29
August	
September	← Sept./Oct.   2015/09/23
October	
November	← Nov./Dec.   2015/11/30
December	

- The next survey will take place in calendar week 11-12 of 2015
- The next planned publication date will be the 1<sup>st</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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