

Netherlands
Belgium,
Luxembourg

September | October 2015

DBCI

OVAB Digital Signage & DooH
Business Climate Index

The pulse of the Digital Signage
and DooH industry



invidis research
2015 NL 500

Digital Signage market sees further decline in the positive sentiment

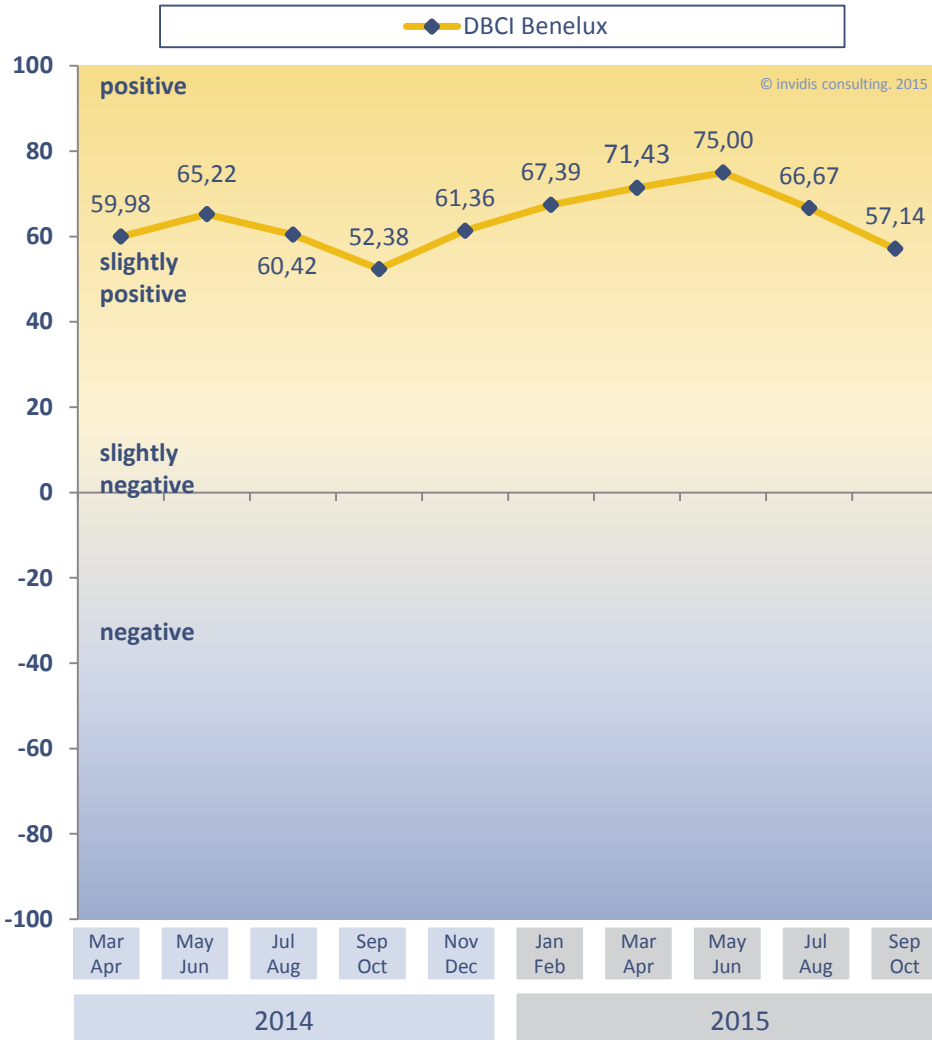


Fig. 1: DBCI Benelux September | October 2015 „Index“, n=21

- Since the last survey in July 2015 the Digital Signage Business Climate Index has decreased by 9,53 base points from 66,67 base points to 57,14 base points.
- The current business situation has declined remained stable, with 66% of the polled companies having a good business climate.
- The optimism towards the near future saw a small decline by 10%. Still 61% of all polled companies expect a *more favourable* situation for their business within the next six months.

Further research:

- 90% of the polled companies in Benelux expect to have a growth in revenues in 2015 compared to 2014
- Still 23% of all polled companies had to accept a decline in revenues in the first six months of 2015. However some of those companies are expecting to have balance the losses at the end of the year

Participants: n=21; Region: Benelux; Survey Period: 2015 calendar weeks 34-35

The current business situation Benelux is robust

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

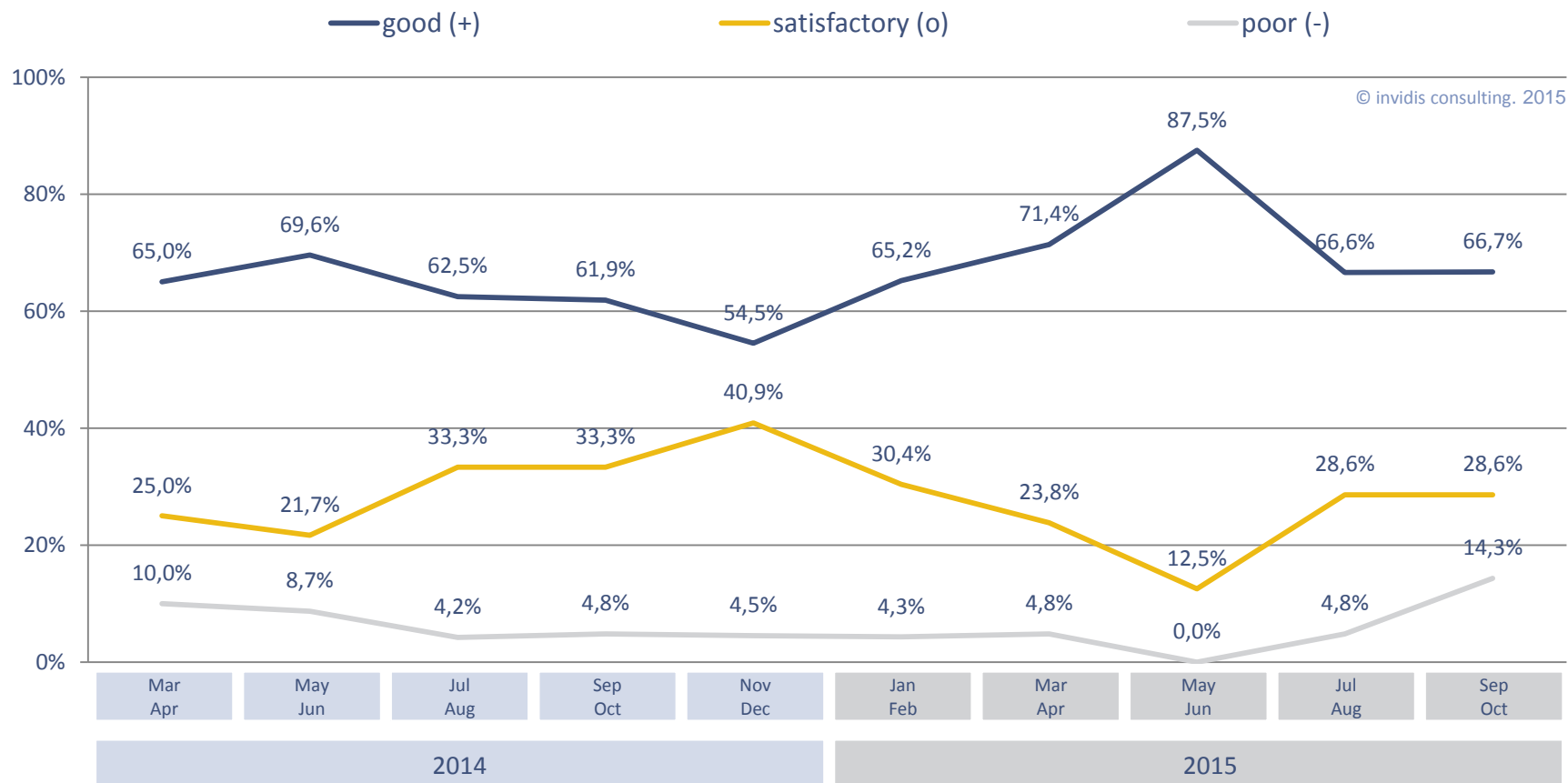


Fig. 2: DBCI Benelux September | October 2015 "business situation", n=21

The outlook for the near future is increasingly conservative

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

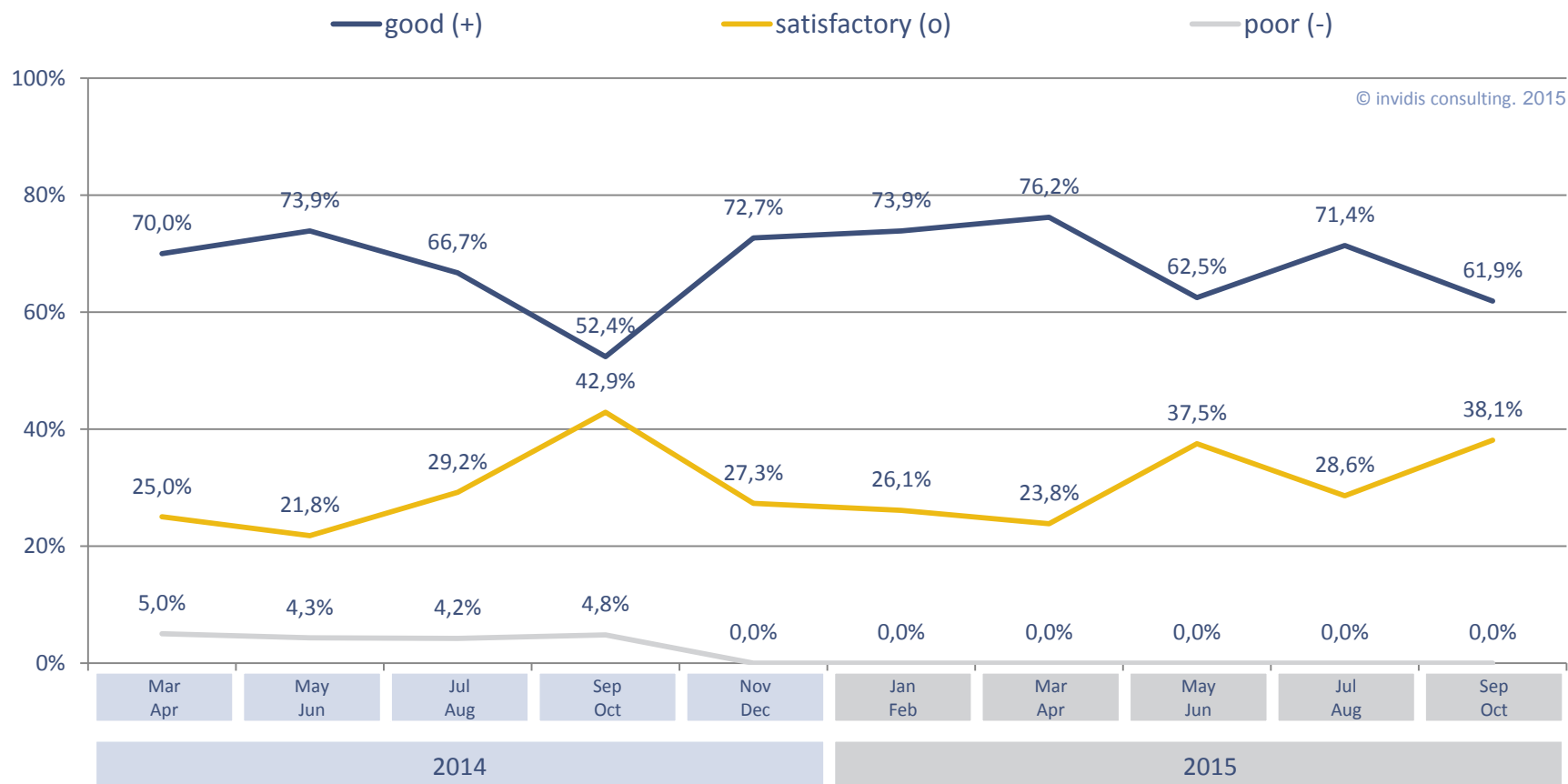


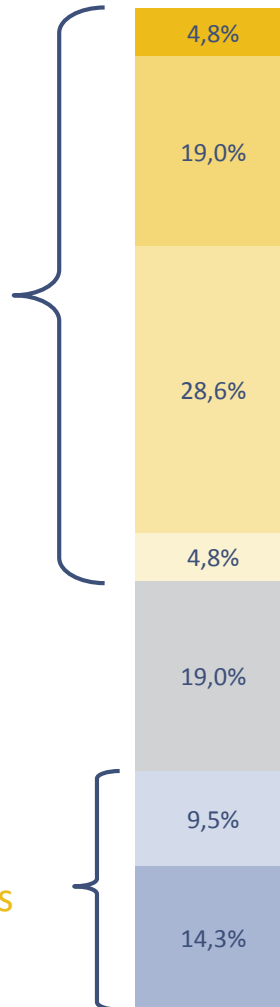
Fig. 3: DBCI Benelux September | October 2015 "business expectations", n=21

Further research | First semester 2015 with higher revenues than 2014

“The revenues in the first half year 2015 have ... in comparison to the revenues of the same period in the previous year.”

57,2% of all polled companies could generate in parts a clear **increase in revenues** in the first half year term in 2015 compared to the same period in the previous year

Only **23,8%** of all polled companies had to accept a **decrease in revenues** compared to the previous year



Legend

- grown very strong (more than +20%)
- grown strong (+10% to +19%)
- grown moderately (+5% to +9%)
- grown slightly (+1% to +4%)
- unchanged (+/-0%)
- decreased slightly (-1% to -4%)
- decreased moderately (-5% to -9%)
- decreased strong (-10% to -19%)
- decreased very strong (more than -20%)

Fig. :4 DBCI Benelux September/October 2015 “revenues H1 2014-2015”, n=21

Further research | Clear increase in revenues expected for the full year 2015

“The revenues in 2015 will ... compared to the revenues in 2014.”

90,0% of all polled companies are expecting a healthy **growth** in **revenues** for the year 2015 compared with the previous year

Only 5,0% of all polled companies expect a **decrease** in **revenues** compared to the pervious year

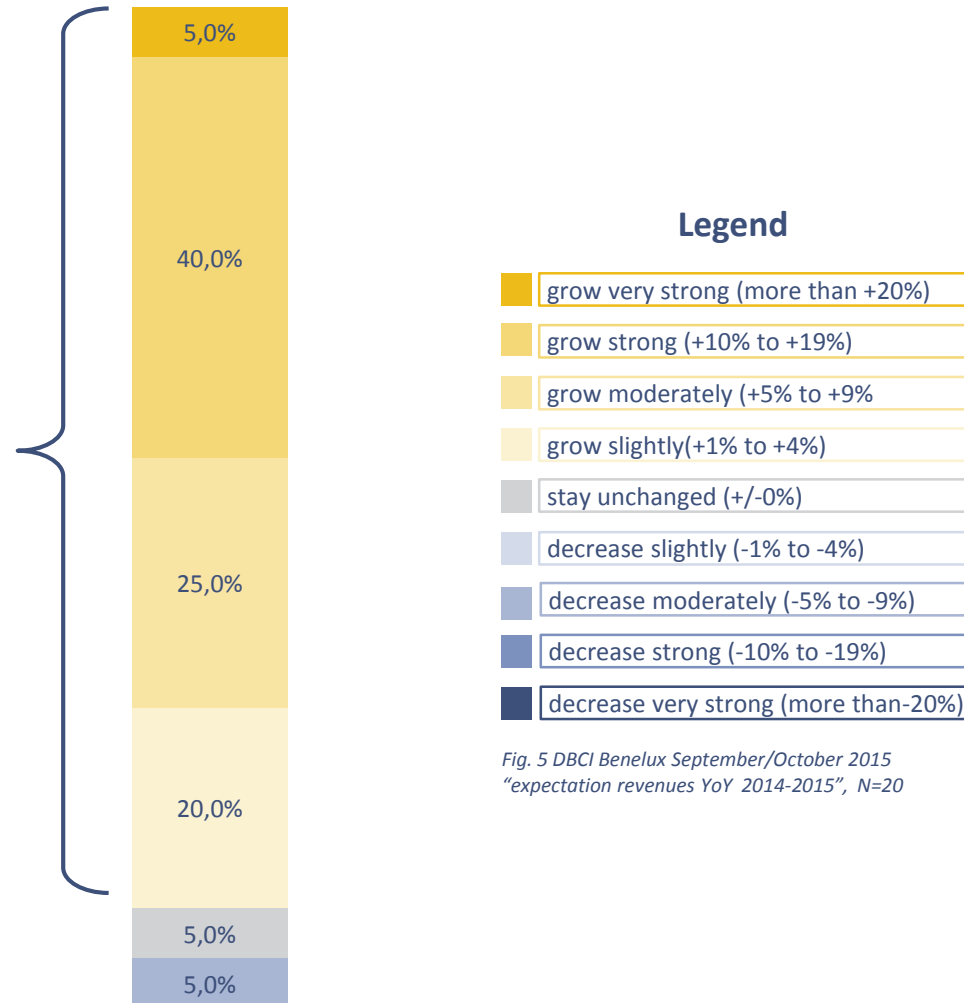
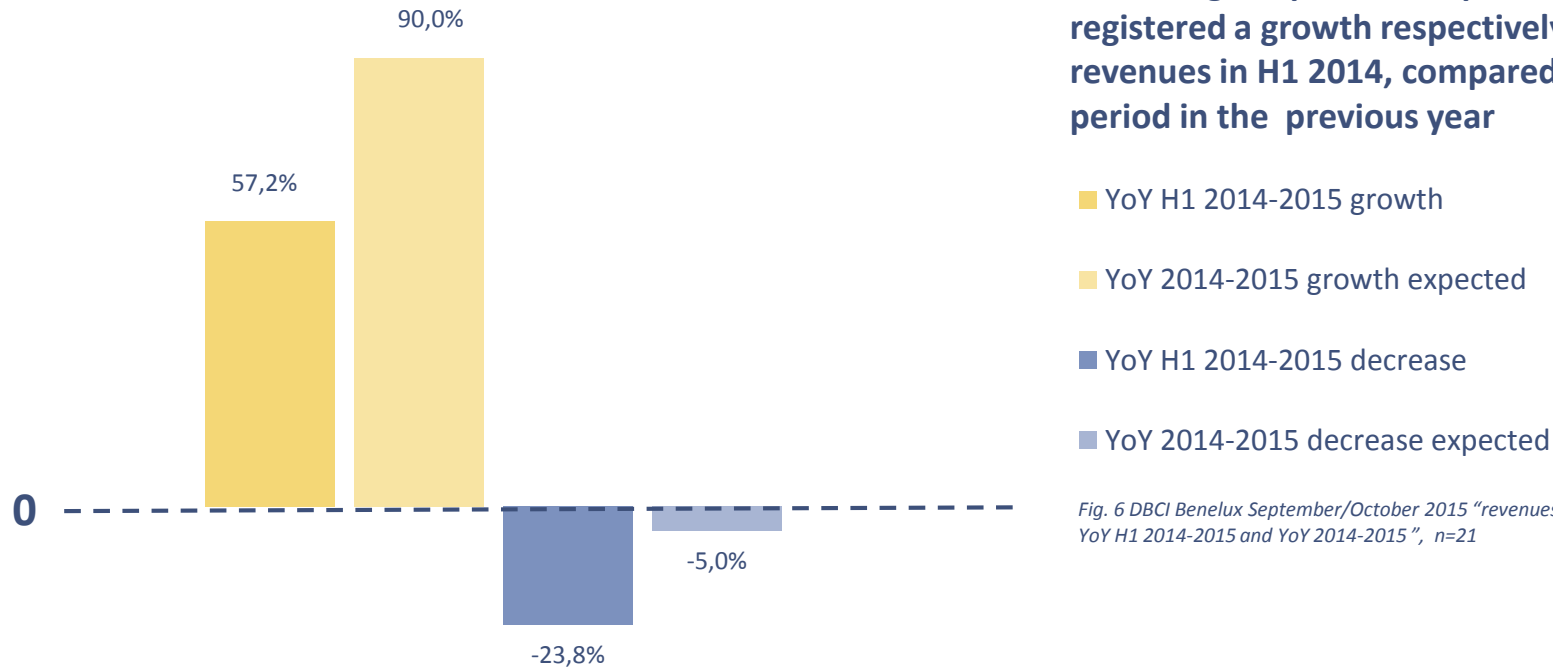


Fig. 5 DBCI Benelux September/October 2015
“expectation revenues YoY 2014-2015”, N=20

Further research | Losses from the first semester expected to be contained



Percentage of polled companies which have registered a growth respectively a decline in revenues in H1 2014, compared to the same period in the previous year

- YoY H1 2014-2015 growth
- YoY 2014-2015 growth expected
- YoY H1 2014-2015 decrease
- YoY 2014-2015 decrease expected

Fig. 6 DBCI Benelux September/October 2015 "revenues YoY H1 2014-2015 and YoY 2014-2015", n=21

- 90% of the polled companies in Benelux expect to have a growth in revenues in 2015 compared to 2014
- Still 23% of all polled companies had to accept a decline in revenues in the first six months of 2015. However many of those companies are expecting to have balance the losses at the end of the year
- Traditionally the IT business has a relative calm period in the summer, followed by a strong showing towards the end of the year

Roadmap 2015 & Contact

- The next survey will take place in calendar weeks 44-45 of 2015.
- The next planned publication date will be the 23rd November 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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2015
January
February
March
April
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November
December

Nov./Dec. | 2015/11/23