

Russia

November | December 2015

DBCI



Digital Signage & DoOH
Business Climate Index

The pulse of the Digital Signage
and DoOH industry

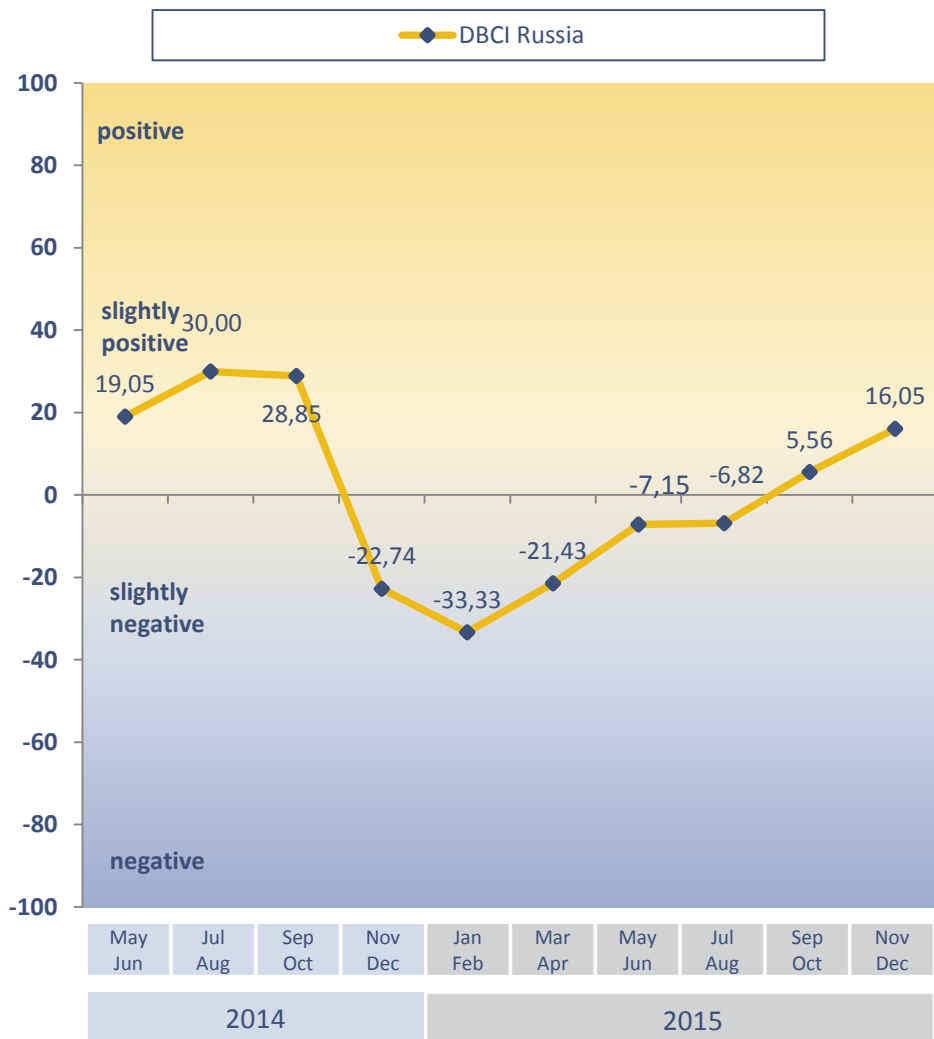


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invidis research
2015 RU 600



Digital Signage market business sentiment with end-of-year rally



- Since the last survey in September 2015 the Digital Signage Business Climate Index has further increased by 10,49 base points from 5,56 base points to 16,05 base points.
- The current business sentiment has brighten up significantly towards the end of the year and increased by several percent reaching a 12 month high. The low point of business confident was at the turn of the last year.
- The optimism towards the near future also saw growth. Now almost 40% of all polled companies already expect a *more favourable* situation for their business within the next six months.

Further Research

- The market leaders among the distributors in Russia are Auvix, Marvel, LANK and Merlion. Between 60% and 80% of the market participants have worked with those competitors.
- Only 21% of the DooH market has seen a rise in bookings in the current year. The overall market is expected to register no change in the number of advertising bookings for 2015

Fig. 1: DBCI Russia November | December 2015 „Index Russia“, n=28

Participants: n=28; Region: RU; Survey Period: 2015 calendar weeks 47-48



Digital Signage industry with increasingly positive current business situation

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

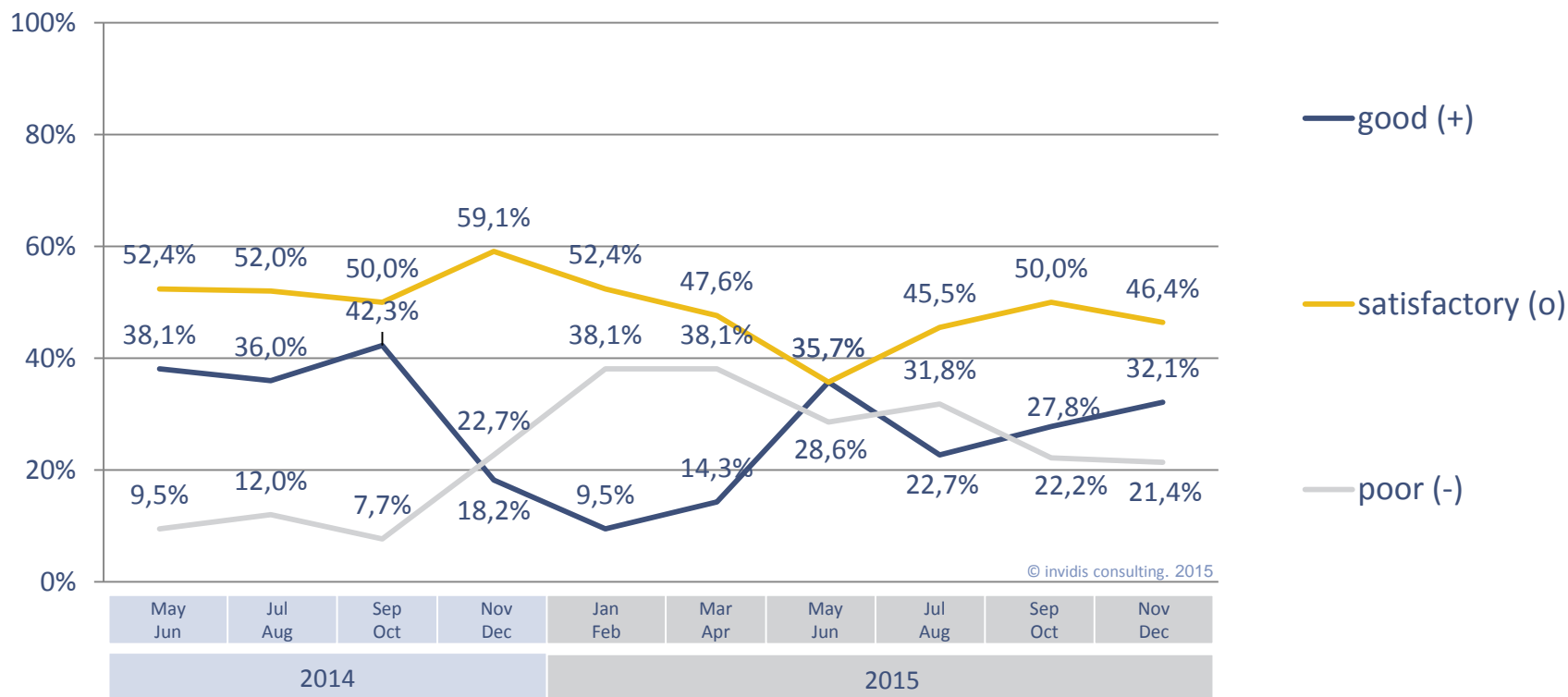


Fig. 2: DBCI Russia November | December 2015 "business situation", n=28

 The market participants have a better outlook for the next six months

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

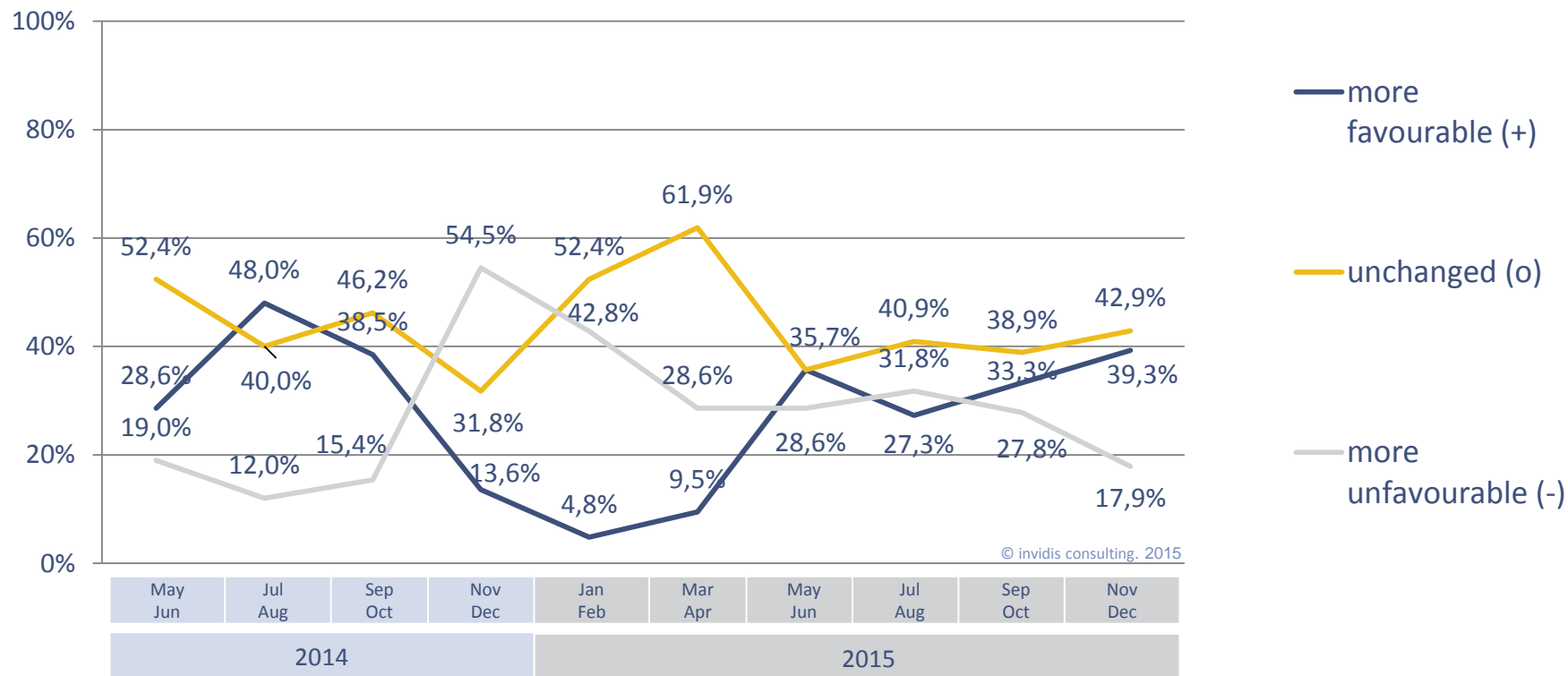


Fig. 3: DBCI Russia November | December 2015 "business expectations", n=28

 Further research | The market is dominated by local champion Auvix

Question: „With which distributors do you work together?“

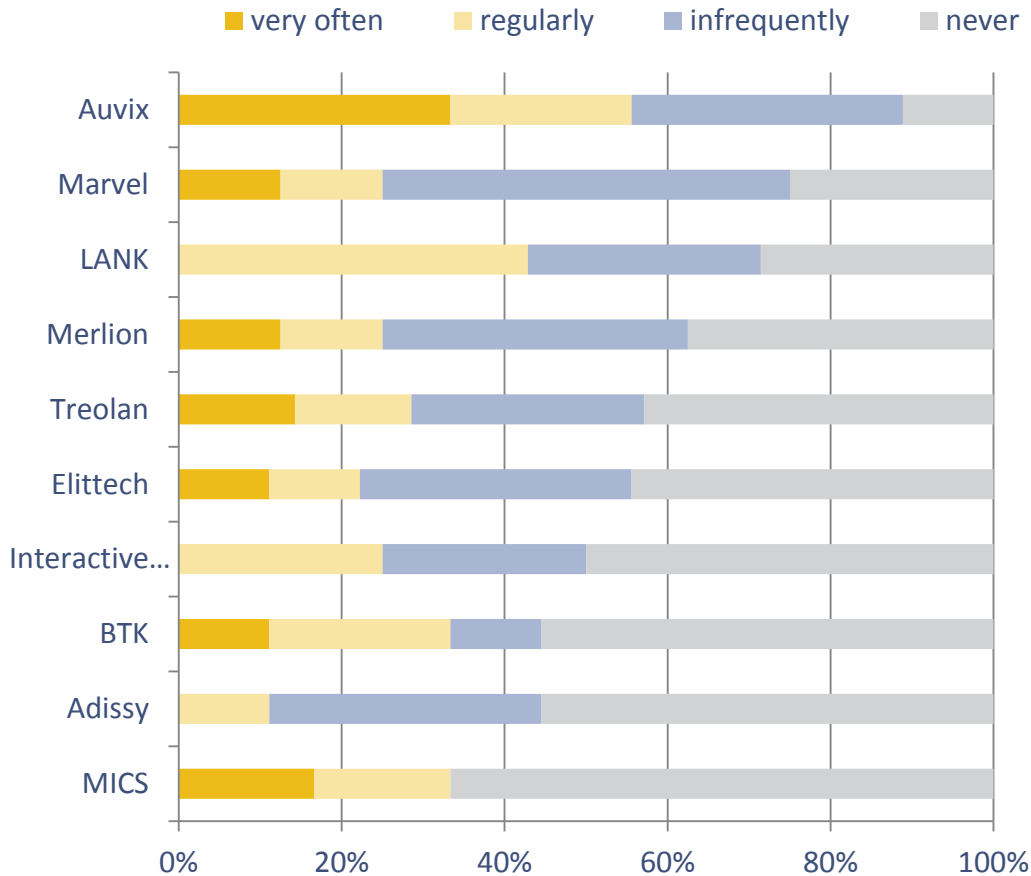


Fig. 4: DBCI Italy November/December 2015 "Ranking distributors", n=8 (mean value)

- The market leader among the distributors in Russia is Auvix. Over 80% of all polled companies have worked with this distributor at least once.
- Also in many other countries a local champion plays an important role in the market for distributors. In France it is SIDEV, in Germany Delo and in Switzerland MobilePro.
- In short succession follow the distributors Marvel, LANK and Merlion. Between 60% and 75% of the market participants have worked with those competitors.
- Most IT distributors offer Digital Signage related services. The market participants have noted that DS projects offer a good possibility to generate additional revenues to the standard box-moving business.

 Further research | DooH has been going through a slow development in 2015

Question: Please rate the degree of capacity utilization of your DooH network(s) with advertising bookings in 2015 compared to 2014 (including the expected bookings until the end of the current year)?

- Only 21% of the polled companies currently doing business in the Digital out of Home market have seen a rise in advertising bookings in the current year. The overall market is expected to register a no increase in the total number of bookings for 2015.
- 50% of the market has registered no change in the number of advertising bookings in the year-on-year trend in 2015 compared to 2014. Moreover, 29% of the polled companies expect a decline.
- However in general DooH is starting to play a more important role in the media landscape. It is accounting for a very dynamic segment in the traditional ooH advertising branch. Primarily through the digitalisation of media assets has the industry been able to compete with the development in the new media landscape.

**YoY bookings of DooH Networks
2014/15**

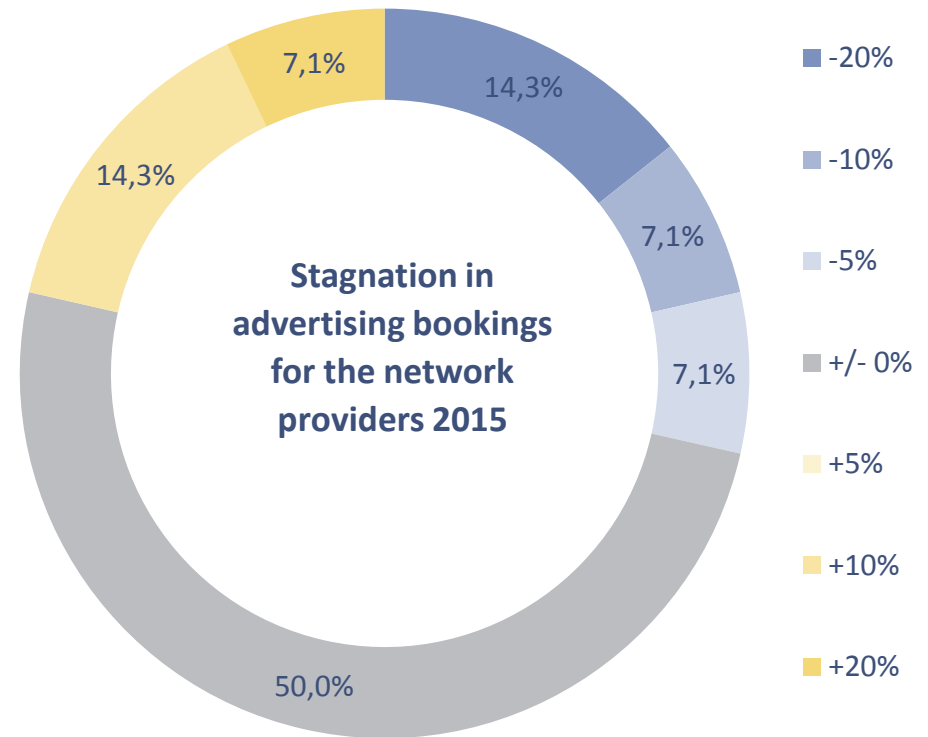


Fig. 5: DBCI Italy November | December 2015 "capacity utilization 2014/15", n=14



Roadmap 2015 & Contact

2016	
January	Jan./Feb. 2016/02/01
February	
March	Mar./Apr. 2016/03/21
April	
May	May./Jun. 2016/05/23
June	
July	Jul./Aug. 2016/07/18
August	
September	Sep./Oct. 2016/09/19
October	
November	Nov./Dec. 2016/11/21
December	

- The next survey will take place in calendar weeks 2-3 of 2016
- The next planned publication date will be the 1st of February 2016
- 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 2016. For further information please contact Daniel Russell.

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