

Scandinavia  
January | February 2016

**DBCI**

The pulse of the Digital Signage  
and DooH industry

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

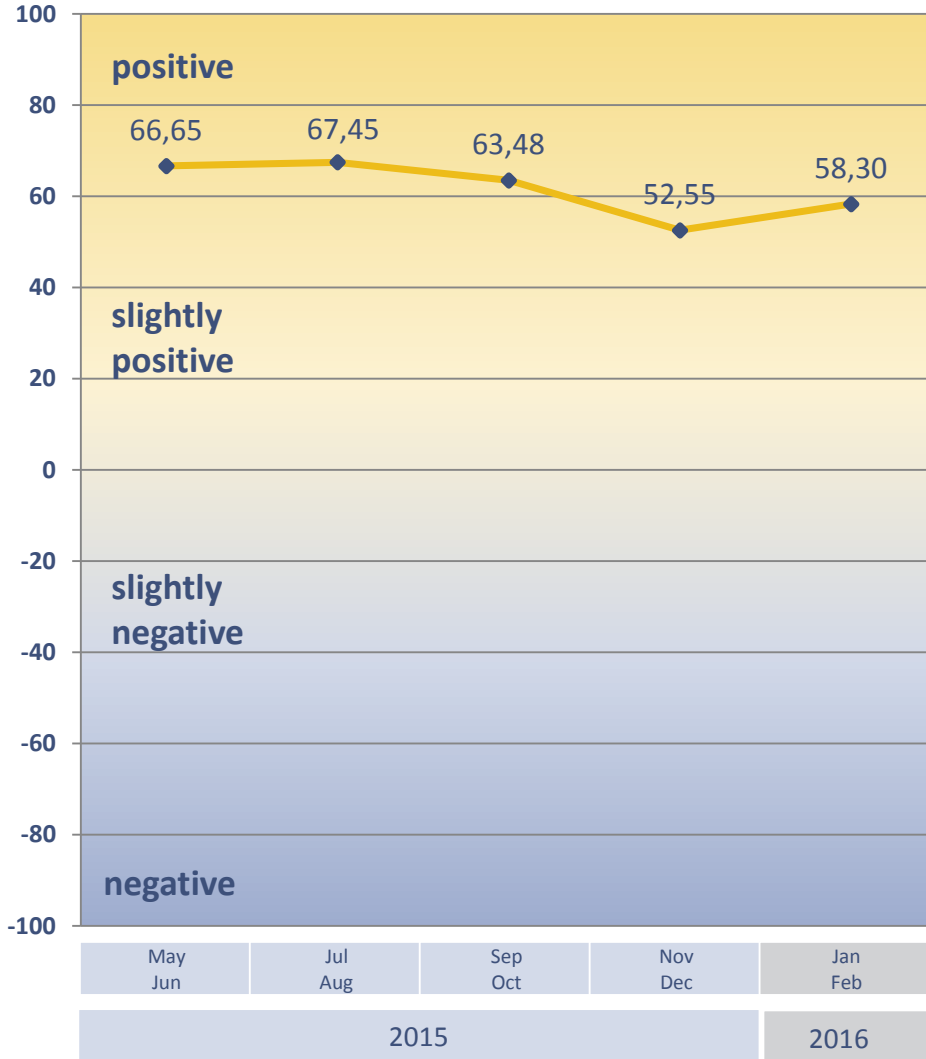
**DIGITAL SIGNAGE  
SUMMIT @ISE**



invidis research  
2016 SK 100



# Index | Digital Signage market starts the year with increased business sentiment



- The digital Signage Business Climate Index Scandinavia has increased since the last survey in November 2015. The index grew by 5,75 base points from 52,55 points to 58,30 base points. The decline in the second half of 2015 corresponded with a comparably restrained customer demand in this period.
- The current business situation is very positive, as over 90% of the market participants are satisfied or better. At the same time the optimism towards the near future has seen a slight recovery since the last survey. Now almost 70% of all polled companies expect a *more favourable* situation for their products and services in the Digital Signage and DooH market within the next six months.
- The market saw some constraints in government funded projects. However, with increasing willingness from companies to invest in strategic digital transformation projects, the corporate sector registered robust growth in 2015.
- Technology trends identified by the participants were: displays with integrated media players, increasing display size, LED display technology development and dedicated display technology for outdoor installations.

Participants: n=39; region: Denmark, Sweden, Norway, Finland & Iceland; time frame: 2016 calendar weeks 2-3

Fig. 1: DBCI Scandinavia January | February 2016 "Index" n=36



# Current business situation & outlook show positive trend

Current business Situation | Scandinavia | January/February 2016

Expectations | Scandinavia | January/February 2016

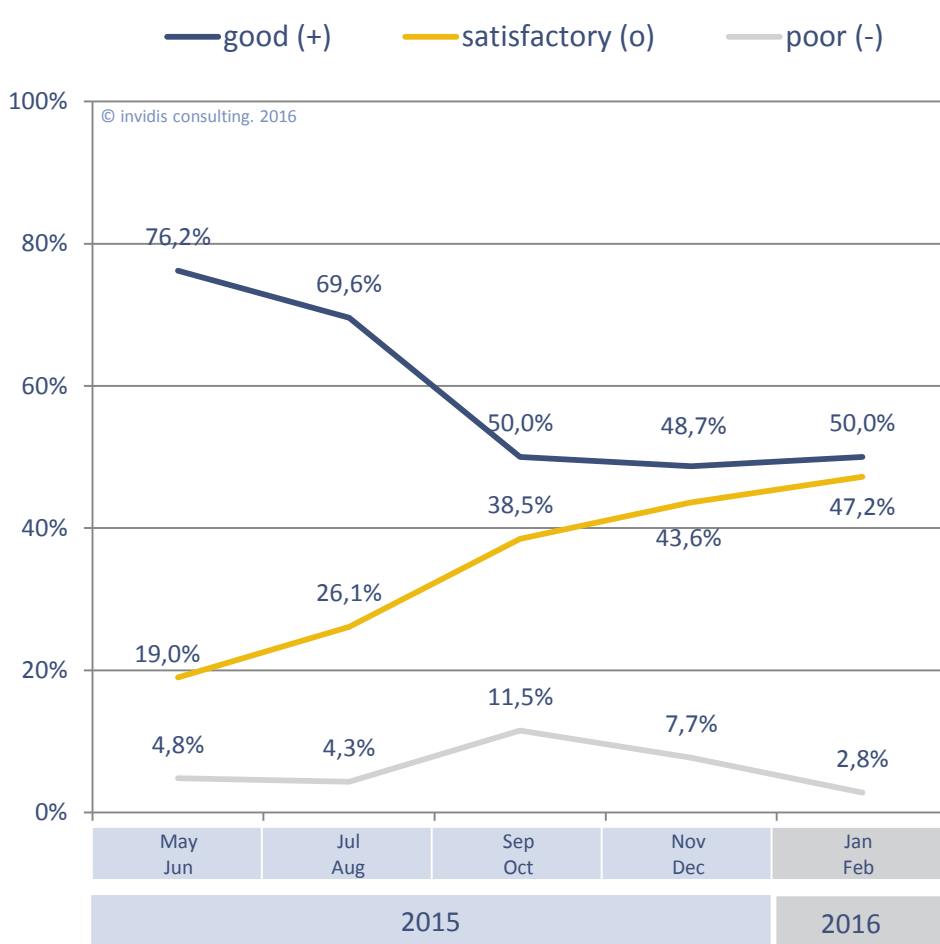


Fig. 2: DBCI Scandinavia January | February 2016 „Business Situation“, n=36

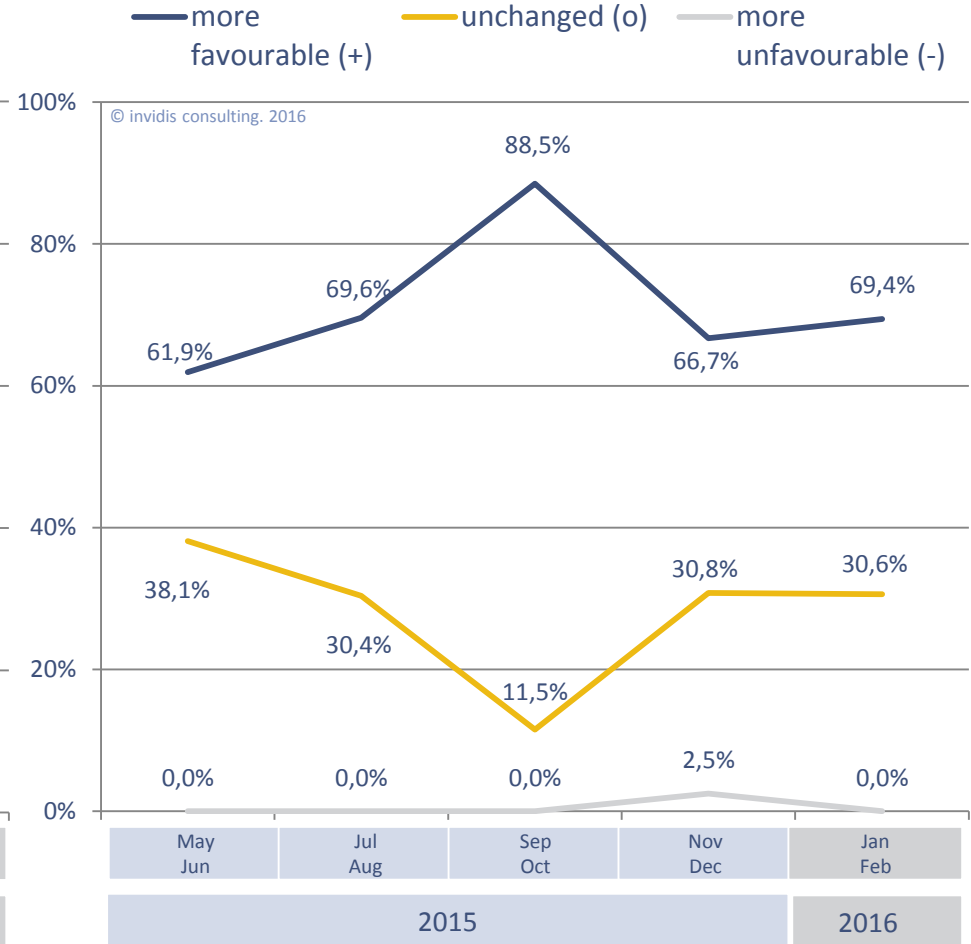


Fig. 3: DBCI Scandinavia January | February 2016 „Expectations“, n=36



## Hirings 2015 | Digital Signage creates many new jobs

- **65,4%** of all companies in the Digital Signage Market have hired new staff in the last year.
- In 2015 **up to 200 new jobs** were created in the Digital Signage market in Scandinavia.
- Now this unbroken positive trend in the IT industry overall has developed in a definite shortage of qualified personal. Companies are more and more concerned, how they can match recruiting with their growth strategy.
- As a whole there is a high demand for qualified personnel. Due to the digital transformation and the increasing integration of digital technologies the demand for personnel on a management level with new qualifications is very high (e.g. key account and project manager).
- 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 2015

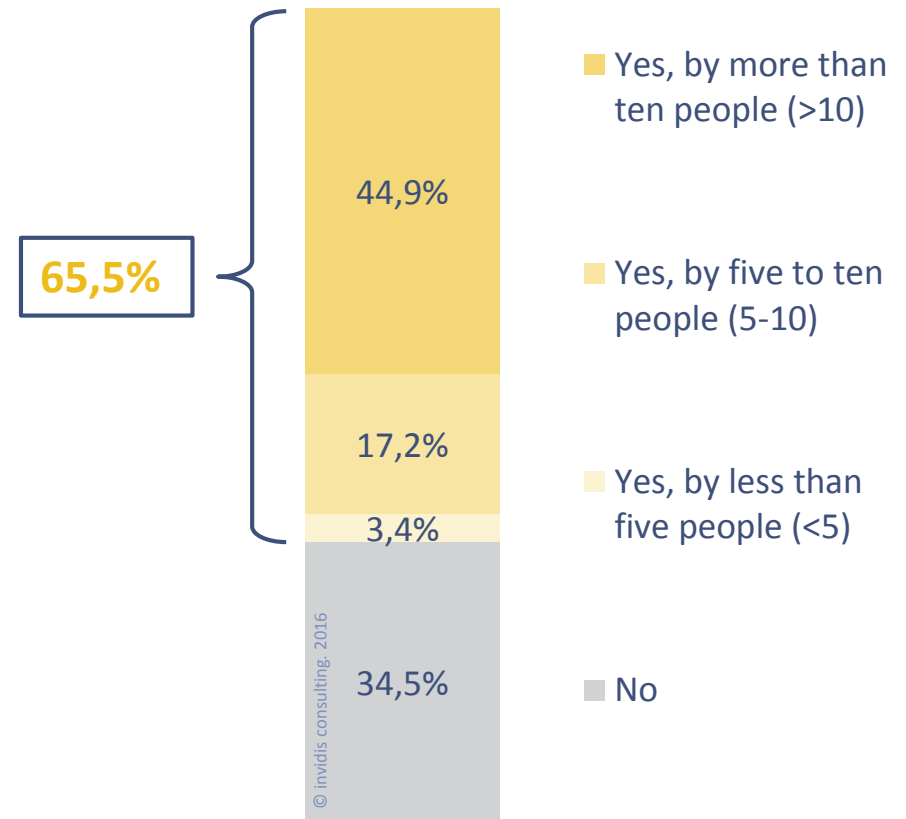


Fig. 4: DBCI Scandinavia January/February 2016 "Hirings 2015", n=29



## Roadmap 2016 & Contact

2016	
January	
February	
March	← DBCI Mar./Apr.   WN14
April	
May	← DBCI May./Jun.   WN23
June	
July	← DBCI Jul./Aug.   WN32
August	
September	← DBCI Sep./Oct.   WN41
October	
November	← DBCI Nov./Dec.   WN50
December	

- The next survey will take place in calendar weeks 12-13
- The next planned publication date will be in week 15
- 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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- «Digital Signage Summit» new brand for event series

- ❖ DSS Europe: 23-24 June 2016
- ❖ DSS MENA: 19-20 Sep 2016
- ❖ DSS Russia: 1-2 Nov 2016



- DSS is a dedicated confex event platform - conference and exhibition - featuring digital signage and DooH topics



- Each event features visionary and best practise presentations as well as panel discussions concerning the most recent state of the art projects, trends and drivers of the industry



- All events also have a dedicated exhibition space for product presentation and networking opportunities



# DSS | Digital Signage Summit Kick-off Sessions @ ISE 2016



## DSS Kick-off Sessions @ ISE 2016

**Integrated  
Systems  
Europe**  
9-12 February 2016  
Amsterdam, RAI, NL



- Together with the ISE and in cooperation with Digital Signage Summit Europe, invidis consulting will be present at [Integrated Systems Europe](http://Integrated Systems Europe 2016) 2016 (9 – 12 February 2016, Amsterdam) with several digital signage events.
- **ISE 2016 Presentations invidis consulting**  
Every Day at 12:00, Commercial Theatre Hall 8
- **Digital Signage Summit Market Briefings**  
Every Day at 14:00, Room F102
- **Digital Signage Summit Guided Tours**  
Every Day at 14:30, Room F102
- **More here:**  
[invidis.de/ise-2016-digital-signage-ise-program/](http://invidis.de/ise-2016-digital-signage-ise-program/)