

GCC

March | April 2016

DBCI

The pulse of the Digital Signage
and DooH industry



Digital Signage & DooH
Business Climate Index



**DIGITAL SIGNAGE
SUMMIT EUROPE**

23-24 June 2016, Munich, Germany



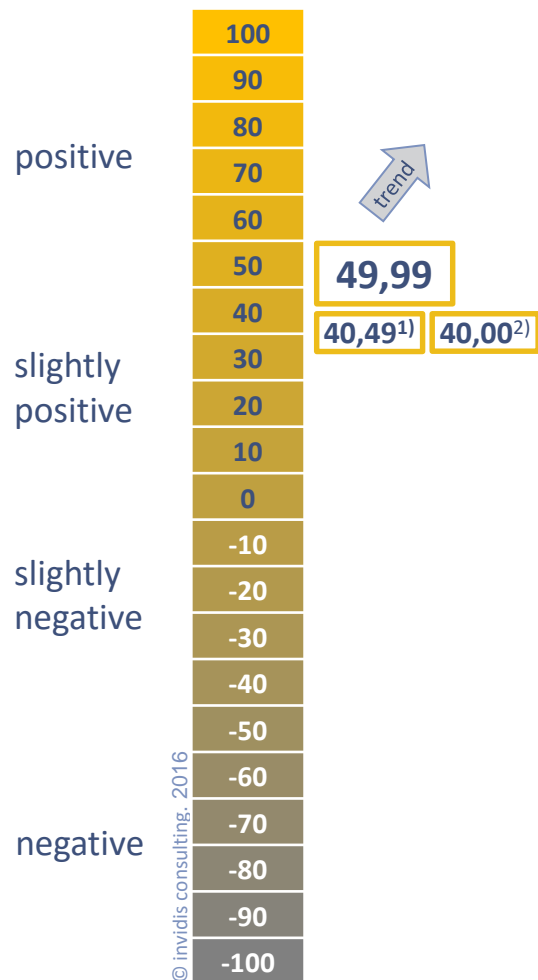
invidis research
2016 GCC 200



DBCI GCC - Introduction

- The OVAB Europe **D**igital **S**ignage **B**usiness **C**limate **I**ndex (DBCI) is the leading European indicator of the economic development of the Digital Signage and Digital-out-of-Home industry
- It is compiled every two months by invidis consulting in cooperation with Integrated Systems Europe (ISE) and now also covers the Middle East region.
- Questions:
 - Current business situation: “good”, “satisfactory” or “poor”
 - Expectations for the next six months: “more favourable”, “unchanged” or “more unfavourable”
- **GCC** – March/April 2016:
 - The GCC region (Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, United Arab Emirates) is one of the Top 10 markets in the EMEA region for Digital Signage (in units of public displays), with a +30% YoY dynamic development across the region
 - DBCI GCC: **49,99** base points
 - **Over 80% of the polled companies** rate their current business situation as **good or satisfactory**
 - **72%** of the polled companies record a **positive outlook** for their business for the next six months

Index | Digital Signage industry with increasingly positive business sentiment



- The Digital Signage Business Climate Index GCC has been surveyed for the third time in the GCC region. The index has increased substantially by 9,99 base points and stands at 49,99 base points for the March/April edition of the DBCI survey.
- The current business situation is rated mostly positive by the polled companies. Over 80% have answered that they are satisfied or very pleased with their situation.
- The positive outlook of the DBCI is much more optimistic compared to the previous survey. Now the 72% of the participants with positive expectations reflect the increasingly positive business sentiment of the Digital Signage and Digital-out-of-Home industry in the region.
- As the oil price has lost some of its downward momentum since the beginning of the new year, the pressure on government and corporate budgets has eased slightly. Also the negative mood in the IT and general economy at the end of the year 2015 was rather exaggerated. Most companies have realised that business is not as bad as expected.

Survey facts

- Participants: n=22
- Region: GCC region (Bahrain, Iran, Kuwait, Oman, Qatar, Saudi Arabia, United Arab Emirates)
- Time frame: 2016 calendar weeks 11-12

Fig. 1: DBCI GCC March/April 2016 n=20

1) DBCI November/December 2015

2) DBCI January/February 2016



Status Quo | Positive current business situation

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

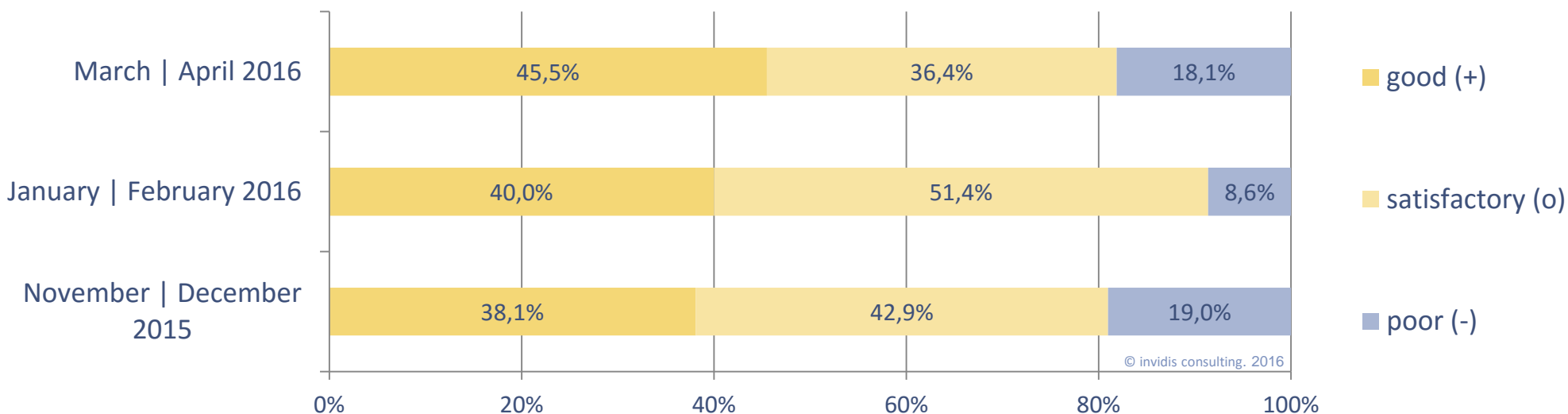


Fig. 2: DBCI GCC March | April 2016 "business situation", n=22

Expectations | Very good outlook for the next six months

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

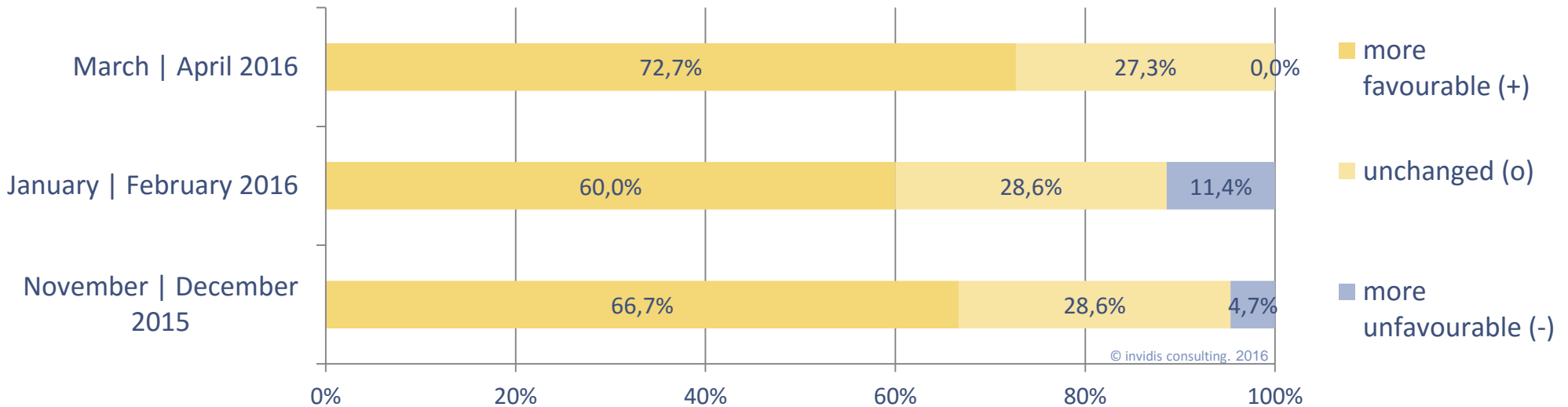


Fig. 3: DBCI GCC March | April 2016 "business expectations", n=22

Growing market share for High-Brightness & UHD expected

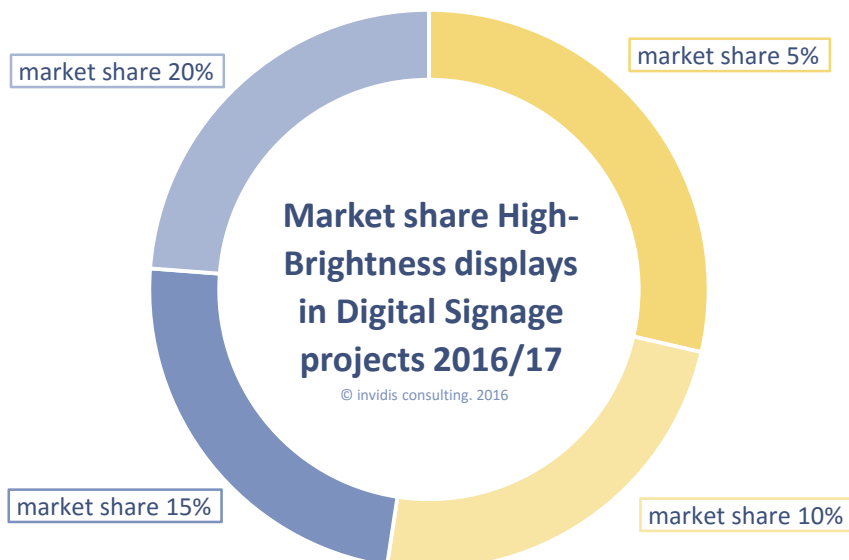


Fig. 4: DBCI GCC March | April 2016 "market share high-brightness 2016", n=21

Question: How do you expect will the market for High-Brightness displays evolve over the next 12 months? The market share will be at ...

LCD displays with different sustainable technological solutions for outdoor implementation have finally shown their market-readiness and will find a high demand. Particularly in the retail environment (e.g. shop window) customers are likely to invest.

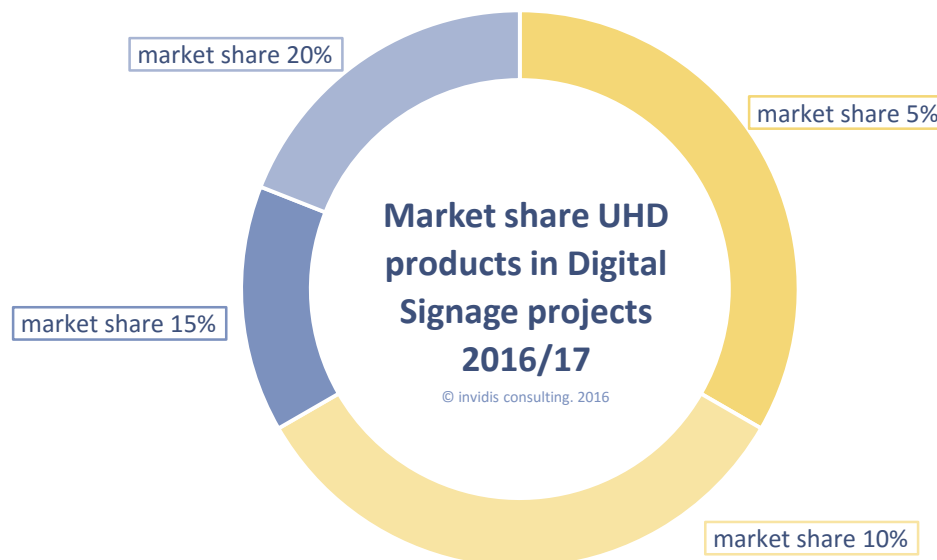


Fig. 5: DBCI GCC March | April 2016 "market share UHD 2016", n=21

Question: How do you expect will the market for UHD products (displays, media player, software, content) evolve over the next 12 months? The market share will be at ...

UHD will be the resolution standard of the future. However the high costs for UHD content has a dampening effect on the expectations for projects in the next 12 months.

Installation of new networks & cross-media bundling will drive DooH

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

- The most important driver for Digital out of Home in the GCC region will be the installation of new networks in the future. This development has started already in the last year, as investments in DooH have markedly increased.
- The second main driver for DooH in the future will be cross-media bundling for dynamic campaigns i.e. online video. About 36% of all DooH market participants expect this development to give the industry the most positive impulse in the next years.
- Investments in existing networks are increasingly shifted from installing new locations or displays to upgrading the existing technology (hardware / software)

Reasons for future DooH growth

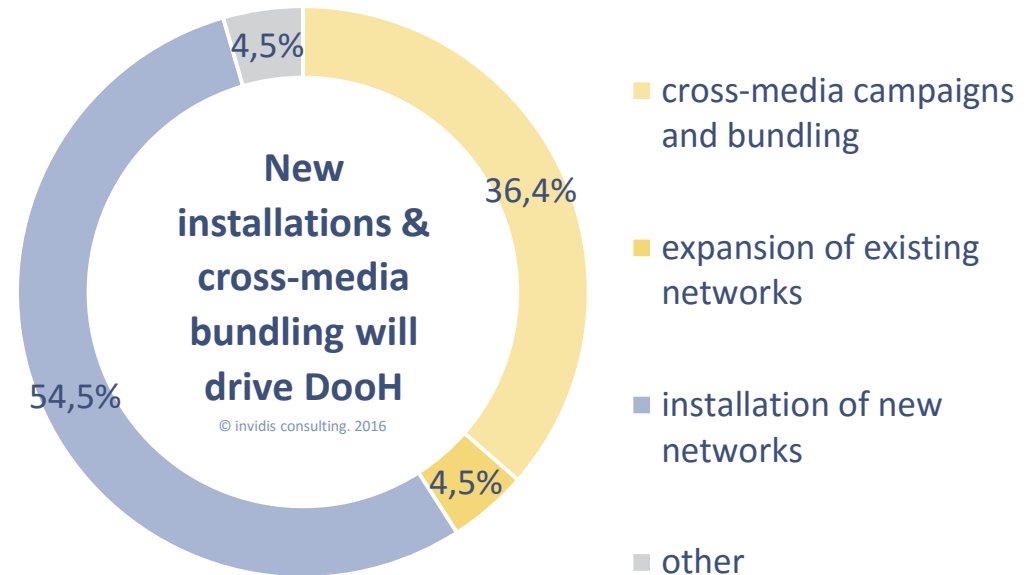


Fig. 6: DBCI GCC March | April 2016 "growth reasons DooH", n=21

DBCI | Roadmap 2016 & Contact

2016
January
February
March
April
May
June
July
August
September
October
November
December

← DBCI May./Jun. | WN22

← DBCI Jul./Aug. | WN31

← DBCI Sep./Oct. | WN40

← DBCI Nov./Dec. | WN49

OVAB Europe will be rebranded as **Digital Signage Federation Europe** starting with the 1st April 2016

- The next survey will take place in calendar week 19-20
- The next planned publication will be in week 22
- 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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DSS | The Digital Signage Summit series

- «Digital Signage Summit» new brand for event series
- 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

