

Russia

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 RU 200



# Business sentiment in Russia recovering in the first quarter 2016



Fig. 1: DBCI Russia March | April 2016 „Index“ rolling 12 months, n=19

- Since the last survey in January 2016 the Digital Signage Business Climate Index has regained its positive trend and increased markedly by 35,11 base points from -3,56 base points to 31,55 base points.
- The current business sentiment has seen a drastic change from a satisfied to a good business sentiment, while at the same time the negative assessments have declined. The expectations for the near future have also increased dramatically from a negative towards a rather optimistic outlook. Now more than one third of all polled companies expect a *more unfavourable* situation for their business within the next six months.
- Towards the end of the first quarter 2016 the positive influence on Russian economy by a strengthened national currency and recovering oil prices was reflected in a general sales increase in the LFD market and in new digital signage project developments. The market participants have registered, that the bottom of the crisis was reached at the end of 2015 and now stagnation will continue to alternate with slow growth.

Participants: n=19; Region: RU; Survey Period: 2016 calendar weeks 10-11



# Positive current business situation & outlook markedly increased

Current business Situation | Russia | March/April 2016

Expectations | Russia | March/April 2016

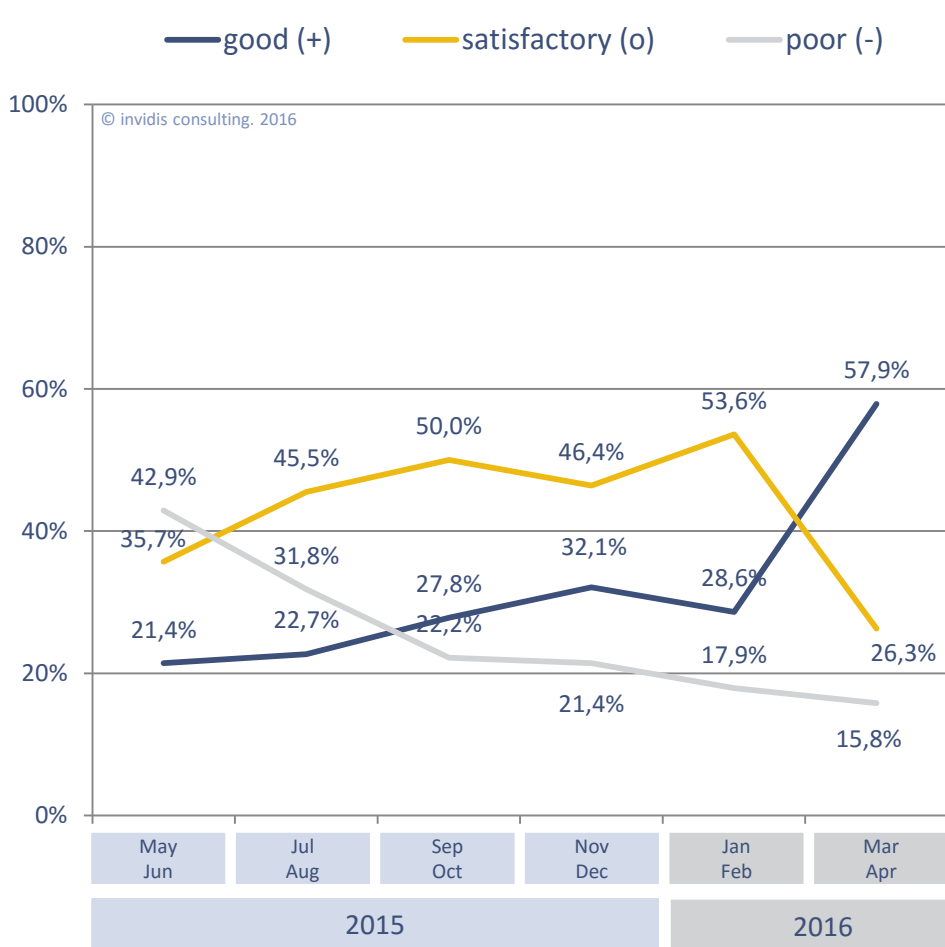


Fig. 2: DBCI Russia March | April 2016 „Business Situation“ rolling 12 months, n=19

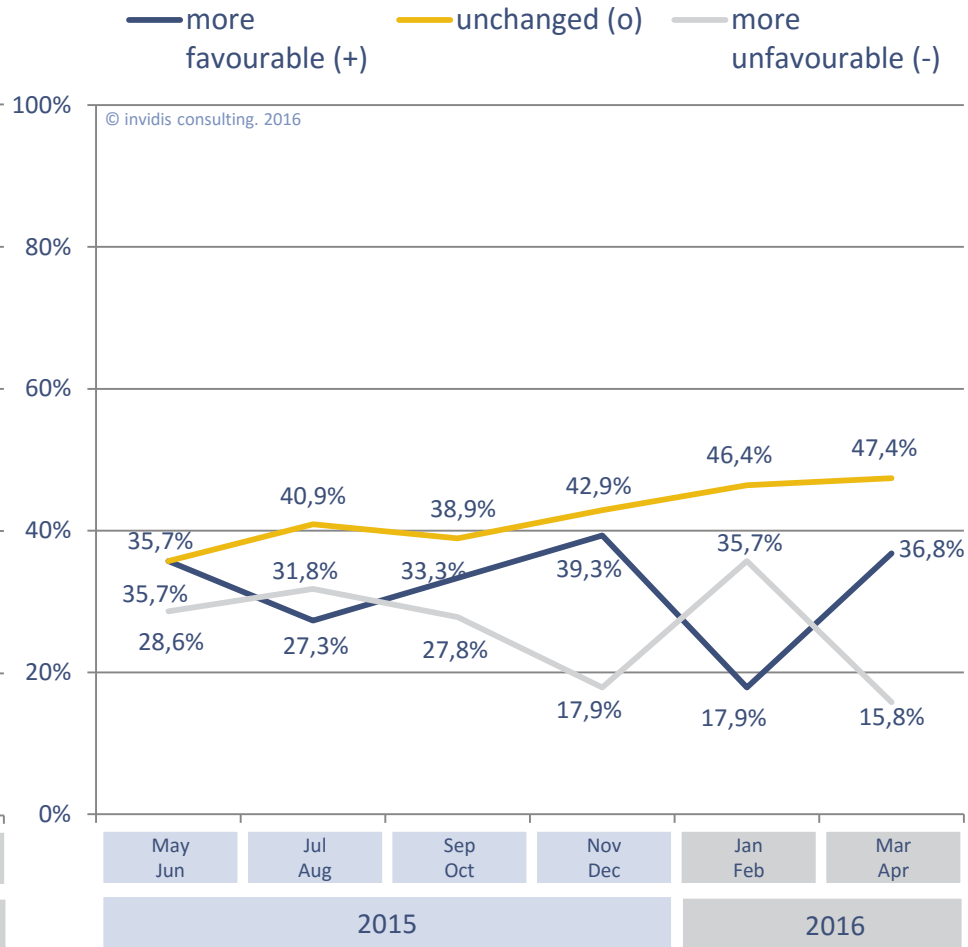


Fig. 3: DBCI Russia March | April 2016 „Expectations“ rolling 12 months, n=19

 Shopping Malls defends top spot, dynamic demand for Public & Education

**Question:** We would like to assess the dynamic for Digital Signage in the different vertical markets. In which vertical markets has your company realised the most projects in 2015? Please rate the Top 3 vertical markets.

- Shopping Malls is with just under one fifth of all Digital Signage revenues the biggest vertical market. The harsh climatic conditions promote the construction of indoor shopping centers in Russia. Since new shopping malls are being equipped regularly with Digital Signage solutions, not only for the retail outlets, but also for information, way finding and marketing by the mall operator, consistent revenues can be generated here
- The Public (government) vertical market has seen a positive trend over the last few years. Government spending on digitalisation projects has slowly but continually increased and is not so dependent on volatile market situations.
- Corporate Communication is the third biggest vertical market. With rising IT budgets, the digitization of employee communications is now seen as a sustainable investment by many companies.

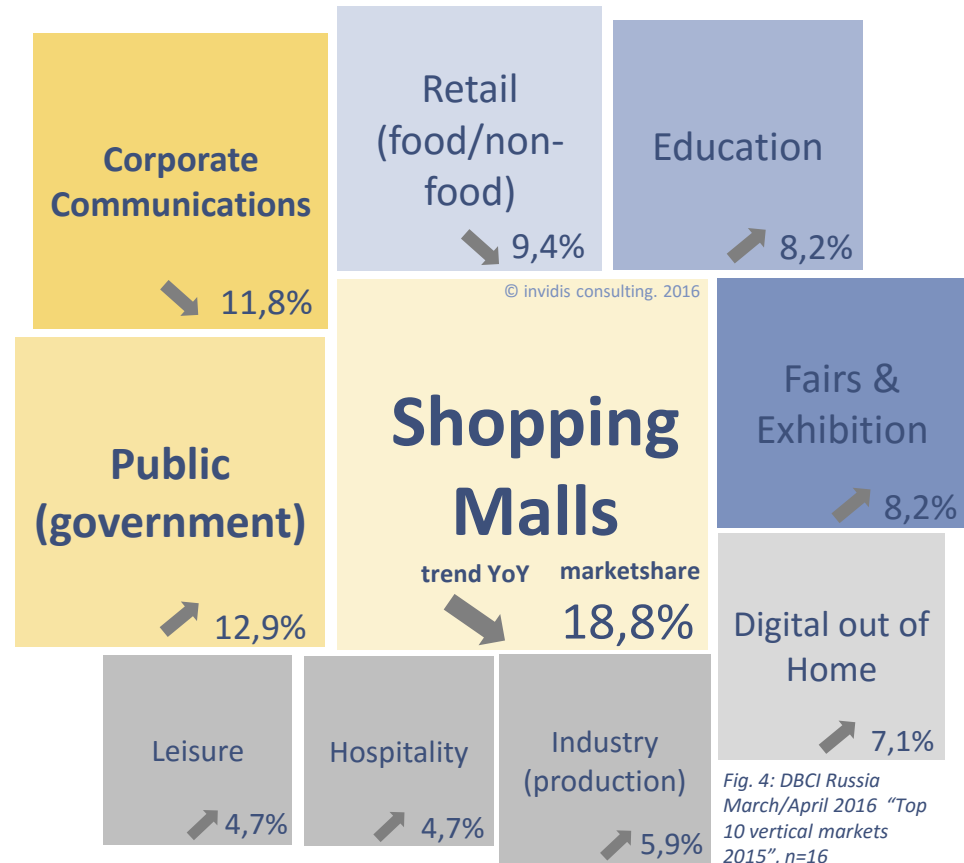


Fig. 4: DBCI Russia March/April 2016 "Top 10 vertical markets 2015", n=16



# New installations and network expansion will drive DooH

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

- The main driver for DooH in the future will be the installation of new networks. Almost 70% of all DooH market participants expect this development to give the industry the most positive impulse in the next years. Here the industry sees potential in previously undeveloped location.
- The market participants also expect an increasing expansion of existing networks. Here investments are increasingly shifted from installing new locations or displays to upgrading the existing technology (hardware / software).
- Only cross-media bundling for dynamic campaigns i.e. online video has not yet fully arrived. Contrary to for example Germany, this seems to be yet a slow moving trend.

## Reasons for future DooH growth

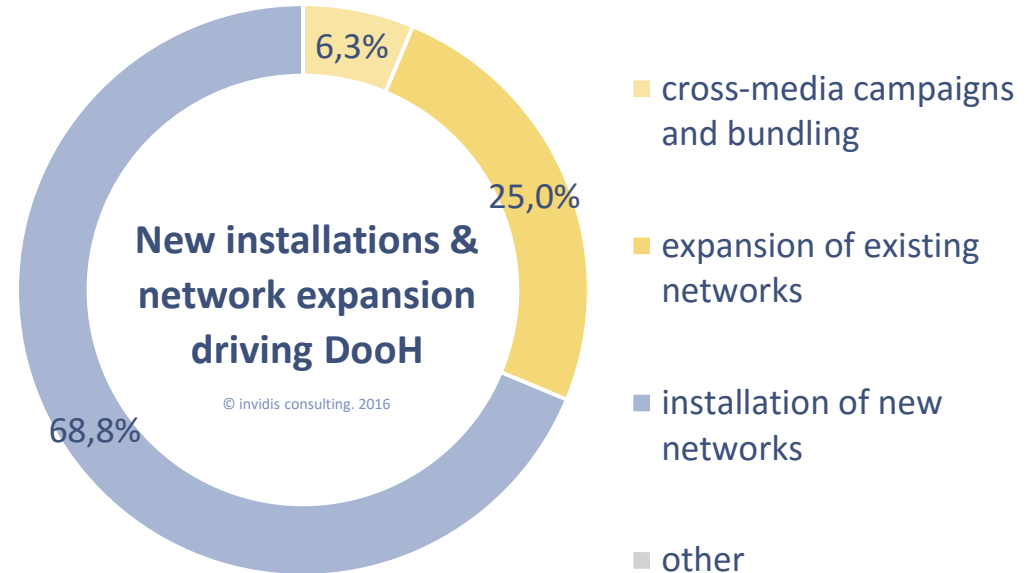


Fig. 5: DBCI Russia March | April 2016 "growth reasons DooH", n=16



## Roadmap 2016 & Contact

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

← DBCI May./Jun. | WN23

← DBCI Jul./Aug. | WN30

← DBCI Sep./Oct. | WN39

← DBCI Nov./Dec. | WN48

### OVAB Europe will be rebranded as Digital Signage Federation Europe starting with the 1<sup>st</sup> April 2016

- The next survey will take place in calendar weeks 20-21
- The next planned publication date will in week 23
- The DBCI is polled by invidis consulting and published in cooperation with DSF 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

