

Germany

Austria

Switzerland

September | October 2016

DBCI

The pulse of the Digital Signage
and DooH industry



Digital Signage & DooH
Business Climate Index

DSF Europe cooperation partner Switzerland:

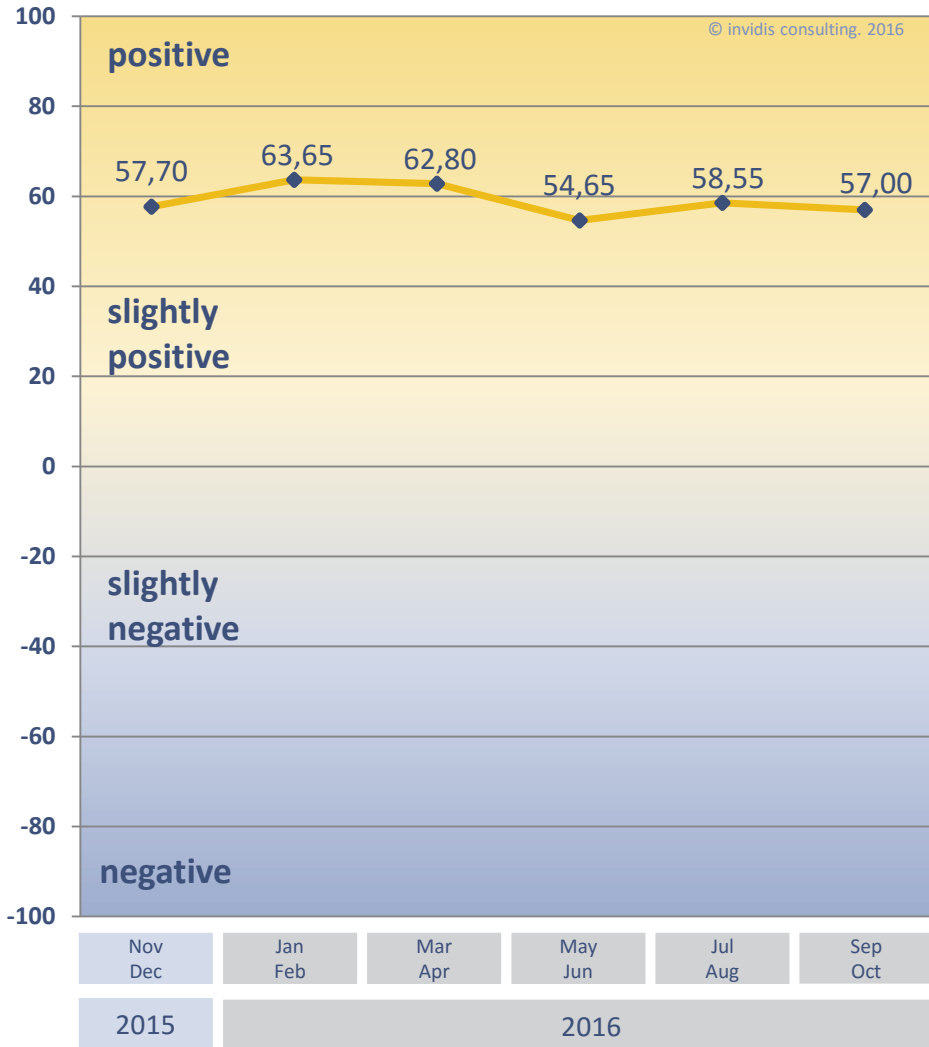


**DIGITAL SIGNAGE
SUMMIT EUROPE**





Index | Digital Signage business sentiment stabilises on a high level



- The Digital Signage Business Climate Index remains almost flat in autumn 2016, with a nominal decrease of 1,55 base points from 58,55 points to 57,00 base points. In total the Index is down by -6% year-on-year and -2,6% compared to the previous survey.
- The current business situation shows a consistently good sentiment - with negative ratings on the low single digit level
- Also the outlook towards the near future registered no relevant changes. Currently more than half of the surveyed companies are expecting a *more favourable* business situation for their products and services within the next six months.

Further Research

- The market participants have again underlined the high importance of the SMB market for Digital Signage, with three quarters of all revenues being generated in this sector
- The DooH industry sees only a slow growth potential in programmatic buying for DooH until 2020.

	<i>year-on-year</i>	<i>previous survey</i>
Change DBCI 2016 #5	-6,0%	-2,6%

Participants: n=86; Region: DE/AT/CH; Survey Period: 2016 calendar weeks 38-39

Fig. 1: DBCI September | October 2016 „Index DE-AT-CH“ rolling 12 months, n=86



Index | Good current business situation and healthy outlook

Current business situation | DE-AT-CH | September/October 2016

Expectations | DE-AT-CH | September/October 2016

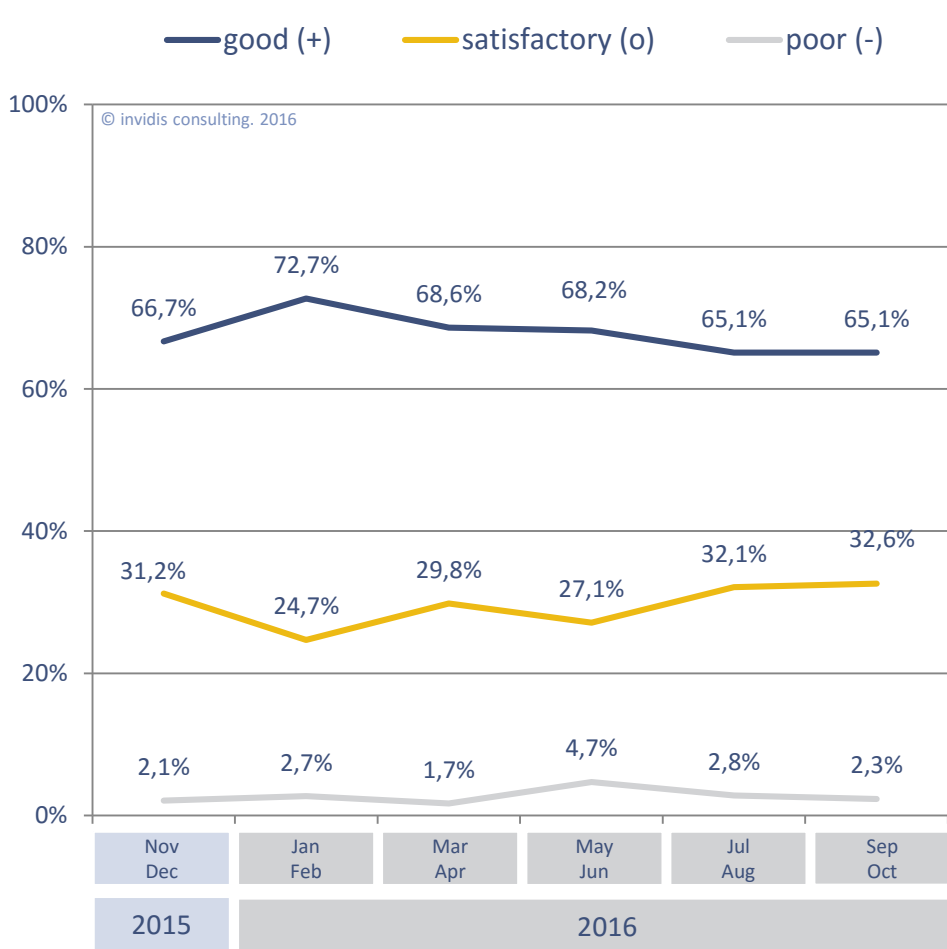


Fig. 2: DBCI September | October 2016 „Business Situation DE-AT-CH“ rolling 12 months, n=86

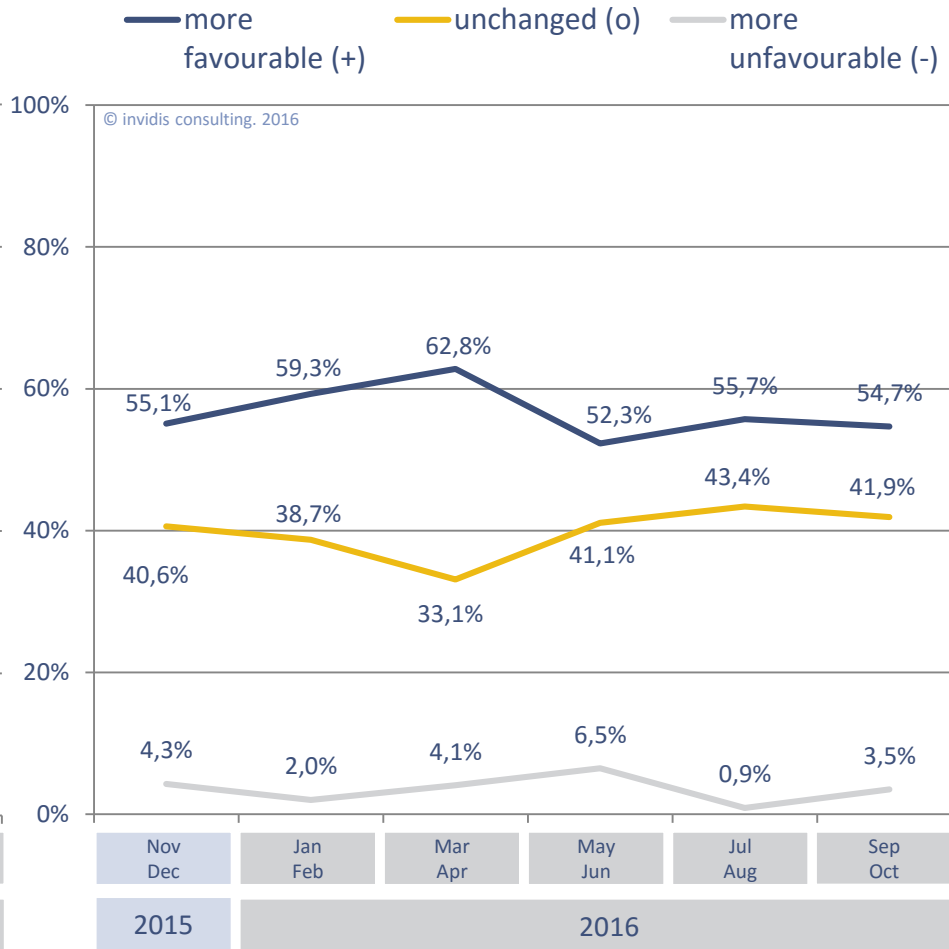


Fig. 3: DBCI September | October 2016 „Expectations DE-AT-CH“ rolling 12 months, n=86



Further research | The SMB sector drives Digital Signage revenues

Question: How many projects did your company roll out in the following categories in 2015?

- Three quarters of all DS projects in 2015 were small and medium installations with up to 50 displays
- Smaller projects have a higher margin and can be carried out successfully by most players in the market
- Falling hardware prices created a high demand for easy-to-use Digital Signage solutions in the SMB sector
- Only 13% Digital Signage networks are larger than 100 displays
- Large projects generate high revenues, but discounts increase with the number of hardware used and tear into the margin. Moreover, only few market participants can sustainably carry out projects with over 100 displays.
- Over the last three years the split has remained almost the same.

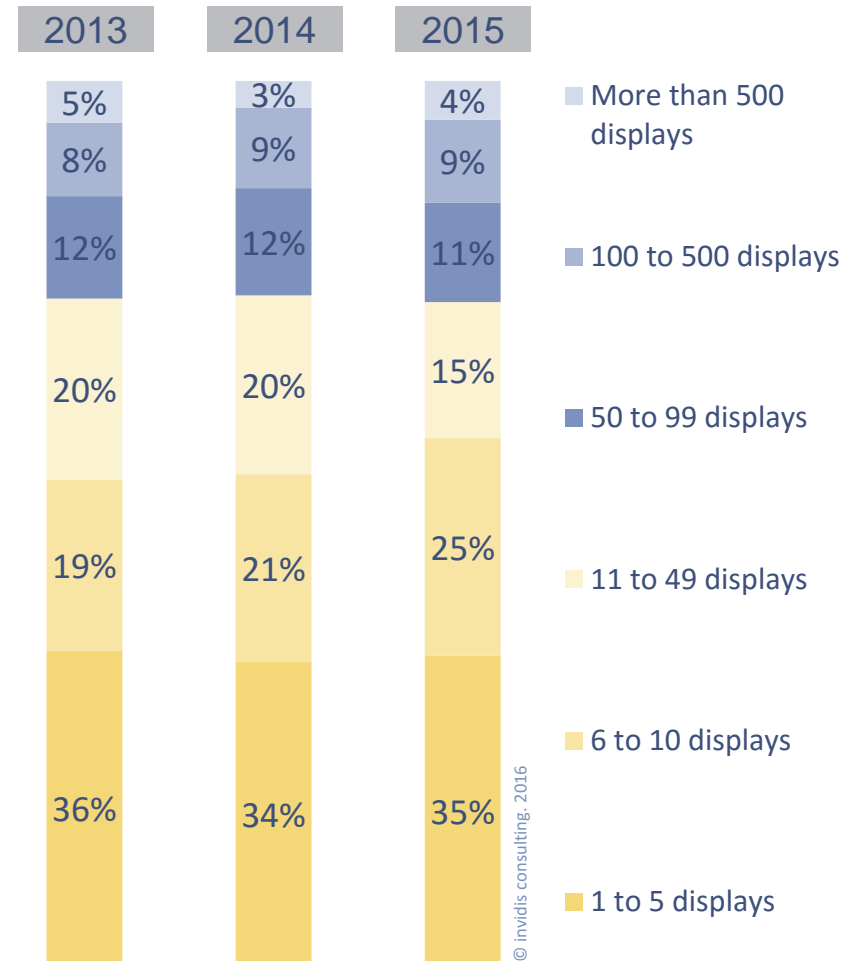


Fig. 4: DBCI September | October 2016 „project sizes 2013-15“, n=62



Further research | Slow growth for programmatic buying in DooH expected

Forecast market share programmatic buying DooH in 2017

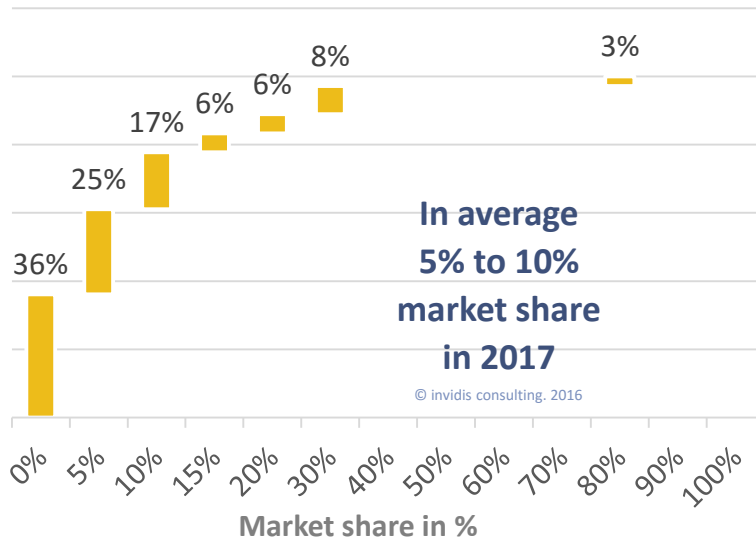


Fig. 5: DBCI September | October 2016 "market share programmatic 2017", n=36

Forecast market share programmatic buying DooH in 2020

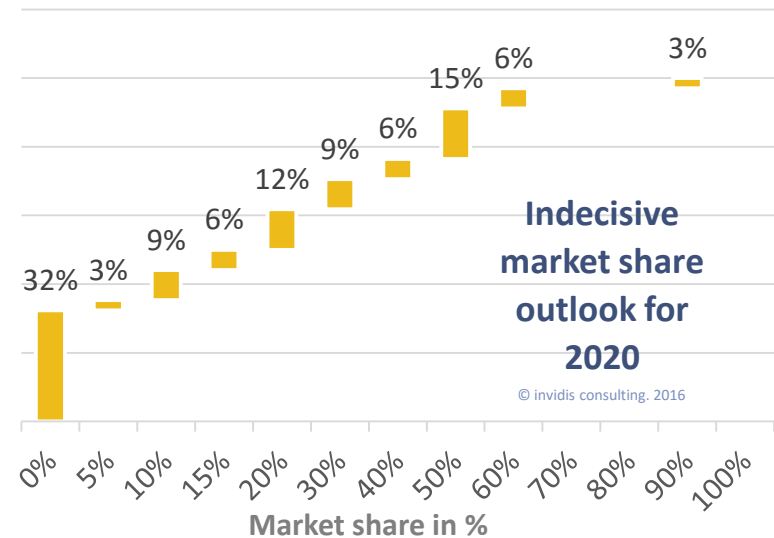


Fig. 6: DBCI September | October 2016 "market share programmatic 2020", n=34

Question: How high do you expect will be the percentage of revenues generated from programmatic buying compared to your total revenues?

- The market players see a slow growth potential in programmatic buying for DooH. They expect that the market share will reach approximately 5% in 2017. The picture for 2020 is much more indecisive as the survey participants are very undecided in their assessment.
- Also many polled companies remain sceptical of the potential for programmatic buying in DooH. One third of the market expects no effects at all, even in the future. While the business concept has some definite potential, there are still many technical issues to be solved.

   DBCI | Roadmap 2016 & Contact

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

← Nov./Dec. | 2016/11/28

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

- The next survey will take place in calendar weeks 45-46 of 2016. The next planned publication date will be the 28th of November 2016.
- 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.

invidis consulting

invidis is a renowned boutique consulting and research house based in Munich. Delivering actionable information and advise to customers across EMEA.

Contact

Daniel Russell | Research Analyst

Daniel.Russell@invidis.com

Phone: +49 89 2000416-21

DSS | The Digital Signage Summit series



THE LEADING DIGITAL SIGNAGE AND DIGITAL OUT OF HOME STRATEGY CONFERENCE SERIES



- «Digital Signage Summit» is the leading event series for digital signage conferences in EMEA and North America
- 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
- Join us at one of our upcoming events in
 - DSS Russia | Moscow: 1. - 2. November 2016
 - DSS NYC | New York City: 9. November 2016
 - DSS MENA | Dubai: 6.-7. December 2016
 - DSS @ISE | Amsterdam: 8. February 2017
 - DSS South Africa | Johannesburg: 6. April 2017
 - DSS Orlando | Orlando: 13. June 2017
 - DSS Europe | Munich: 5.-6. July 2017
- More information at digitalsignagesummit.org