

France
September | October
2016

DBCI

The pulse of the Digital Signage
and DooH industry



Digital Signage & DooH
Business Climate Index

Cooperation Partner France



**DIGITAL
SIGNAGE
SUMMIT**

invidis research
2016 FR 500



Volatile business sentiment in the Digital Signage market

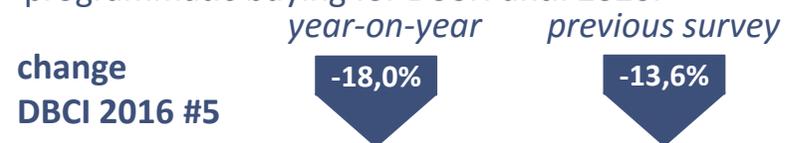


Fig. 1: DBCI France September | October 2016, n=22

- The Digital Signage Business Climate Index in France has been volatile since the start of the year 2016. Since the last survey the index has seen a nominal decrease of 6,81 base points from 50,00 points to 43,19 base points. In total the Index is down by -18,0% year-on-year and -13,6% compared to the previous survey.
- The current business situation shows a much more conservative sentiment - with good ratings in sharp decline
- However the outlook towards the near future registered relevant changes for the expectation of an better business situation. Currently almost 60% 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 a low growth potential in programmatic buying for DooH until 2020.



Participants: n=22; Region: FR; Survey Period: 2016 calendar weeks 38-39

Conservative current business situation, but much more positive outlook

Current business Situation | France | September/October 2016

Expectations | France | September/October 2016

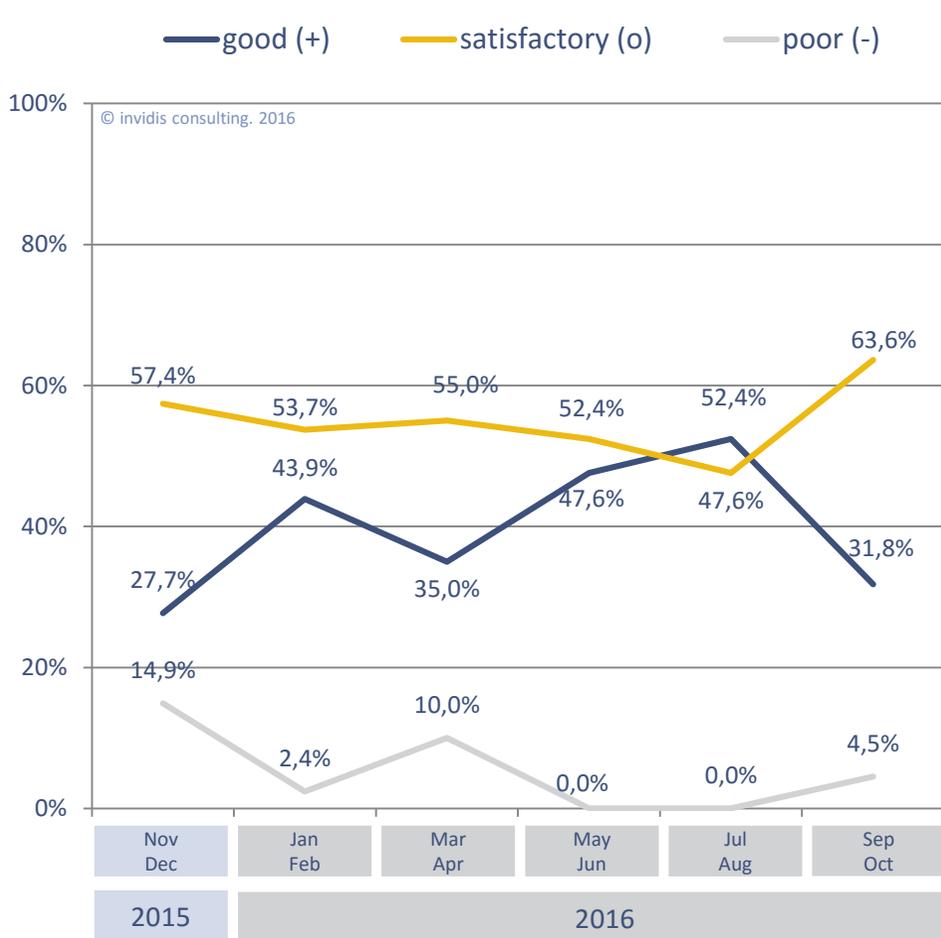


Fig. 2: DBCI France September | October 2016 „Business Situation“ rolling 12 months, n=22

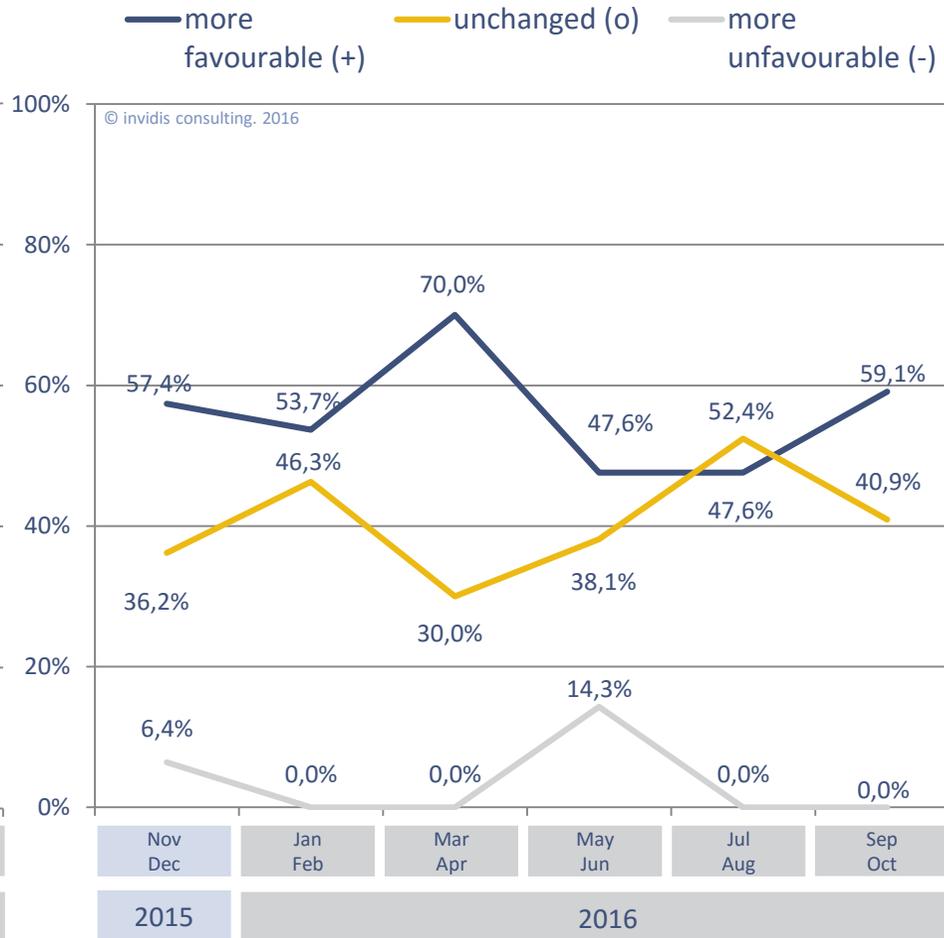


Fig. 3: DBCI France September | October 2016 „Expectations“ rolling 12 months, n=22



 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 12% of all 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.

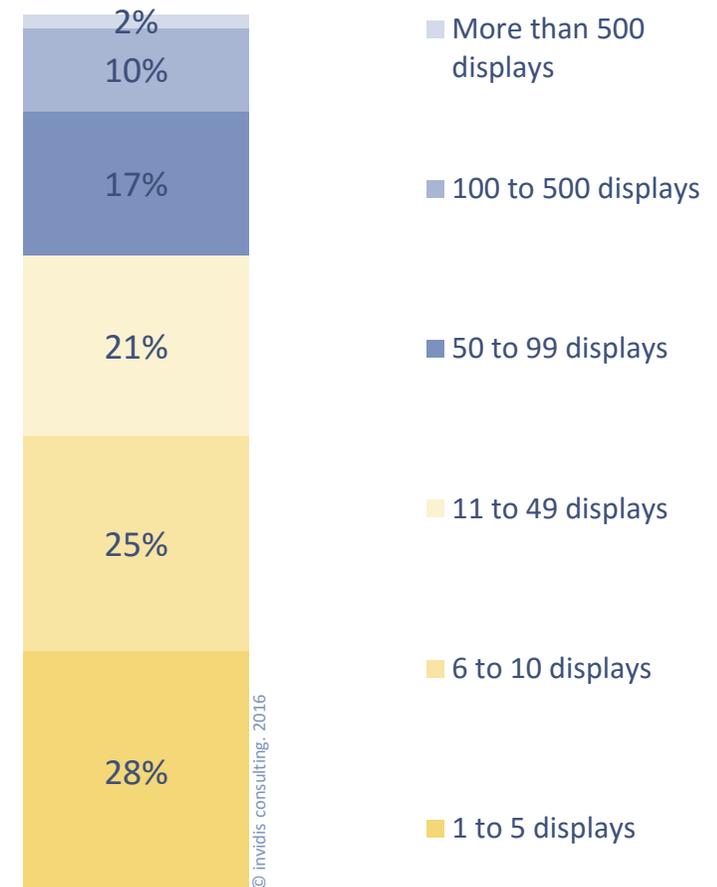


Fig. 4: DBCI France September | October 2016 „project sizes 2013-15“, n=16

Further research | Slow growth for programmatic buying in DooH expected

Forecast market share programmatic buying DooH in 2017

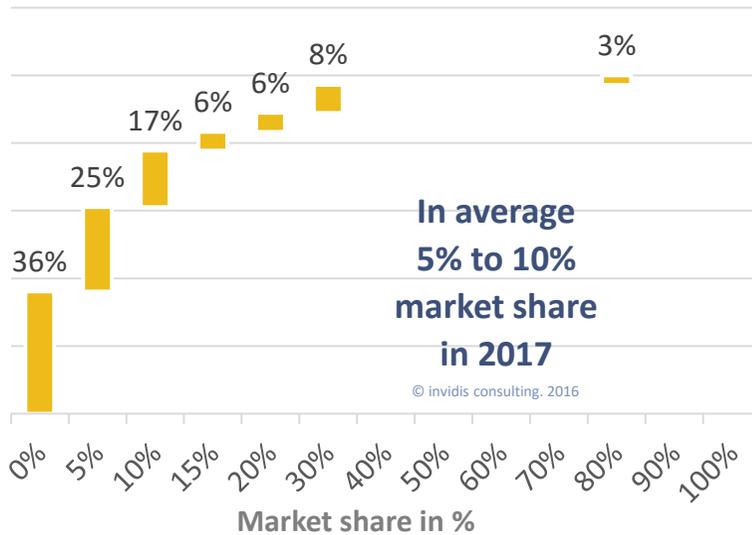


Fig. 5: DBCI France September | October 2016 "market share programmatic 2017", n=16

Forecast market share programmatic buying DooH in 2020

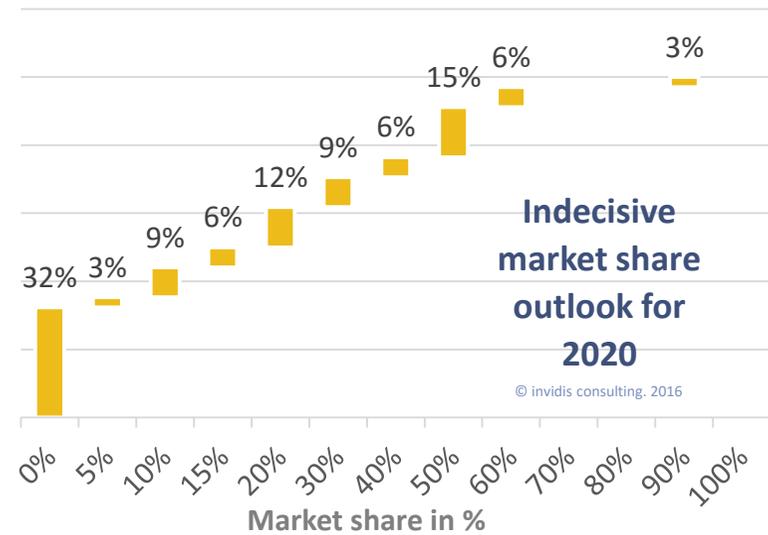


Fig. 6: DBCI France September | October 2016 "market share programmatic 2020", n=14

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

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

- The next survey will take place in calendar weeks 48-49
- The next planned publication will be in week 49
- 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.

Contact

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

 **DBCI Nov./Dec. | WN49**

 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