

Russia

September | October 2016

DBCI

The pulse of the Digital Signage
and DooH industry



Digital Signage & DooH
Business Climate Index



**DIGITAL
SIGNAGE
SUMMIT**



invidis research
2016 RU 400



Very stable good business sentiment in Russia

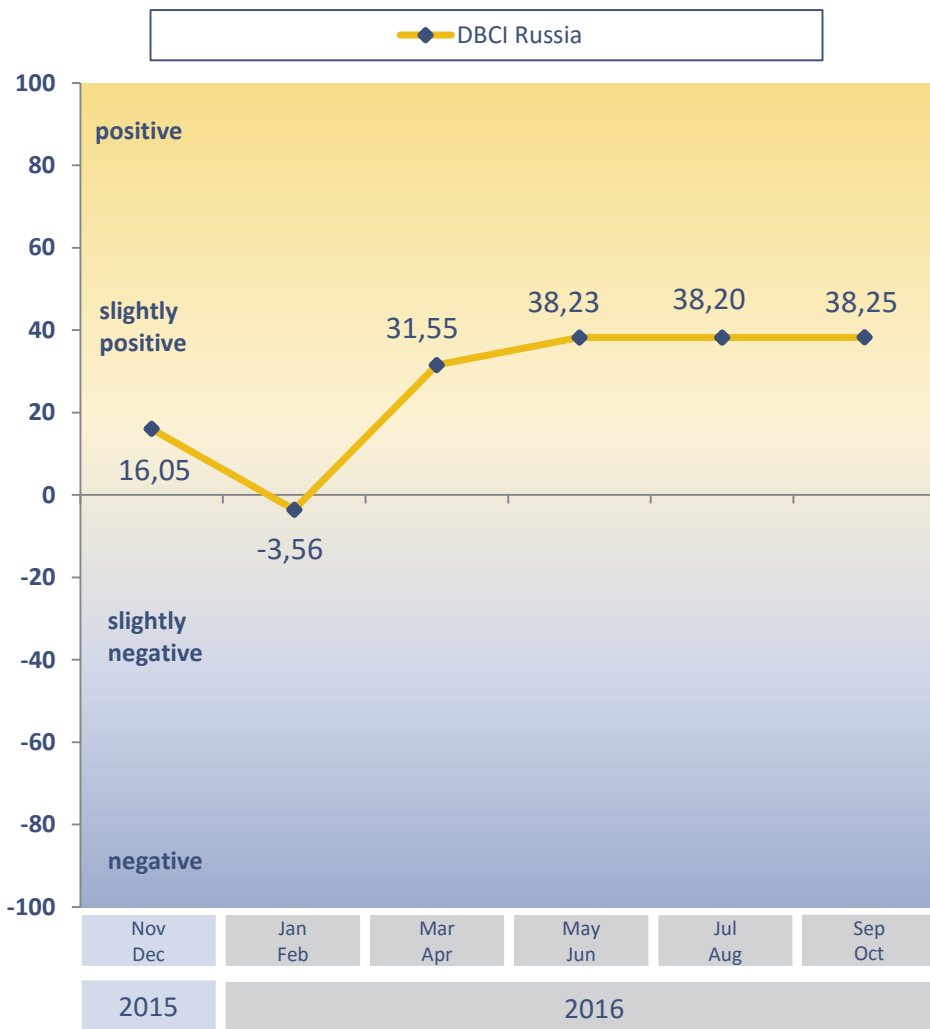


Fig. 1: DBCI Russia September | October 2016 „Index“ rolling 12 months, n=17

- The Digital Signage Business Climate Index in Russia is on a steady positive level since March 2016. The index has seen a nominal increase of 0,05 base points from 38,20 points to 38,25 base points.
- The current business situation shows a highly satisfied sentiment - with negative ratings in sharp decline
- However the outlook towards the near future registered decline for the expectation of a good business situation. Still almost half of the surveyed companies are seeing a *more favourable* business situation for their products and services within the next six months.
- Since the end of the first quarter 2016 the positive influence on the 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.

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

Participants: n=17; Region: RU; Survey Period: 2016 calendar weeks 38-39



Good current business situation & robust six month outlook

Current business Situation | Russia | September/October 2016

Expectations | Russia | September/October 2016

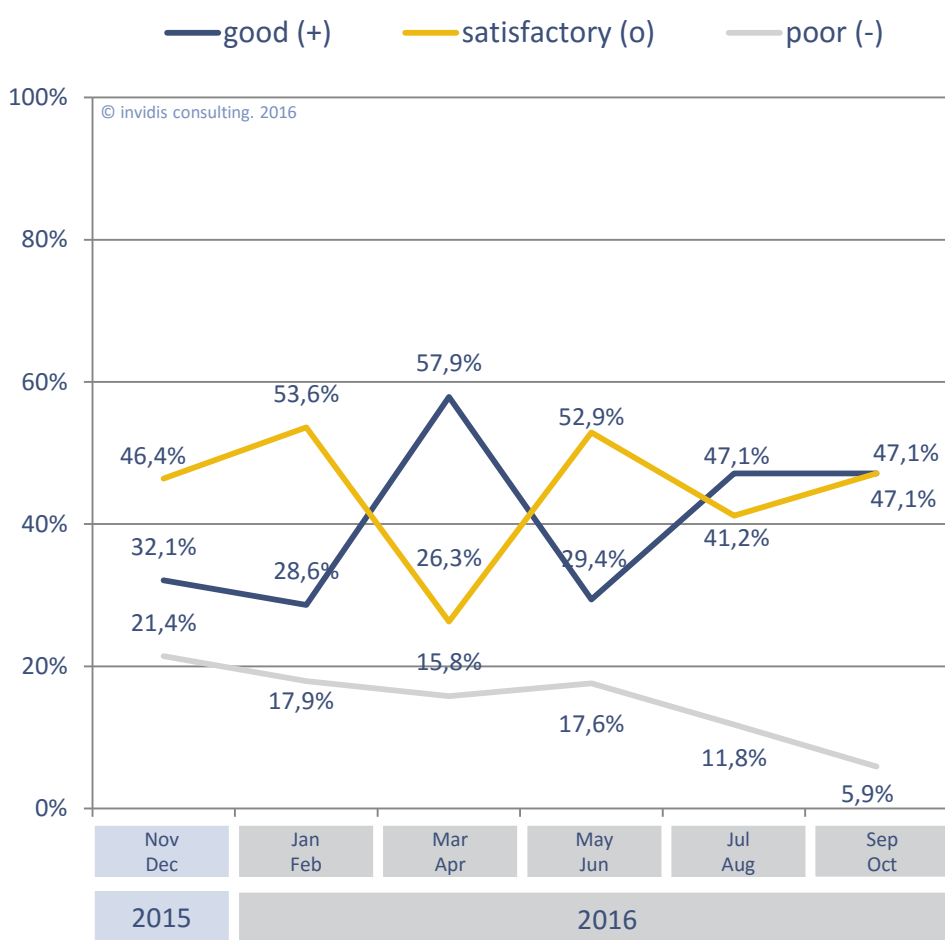


Fig. 2: DBCI Russia September | October 2016 „Business Situation“ rolling 12 months, n=17

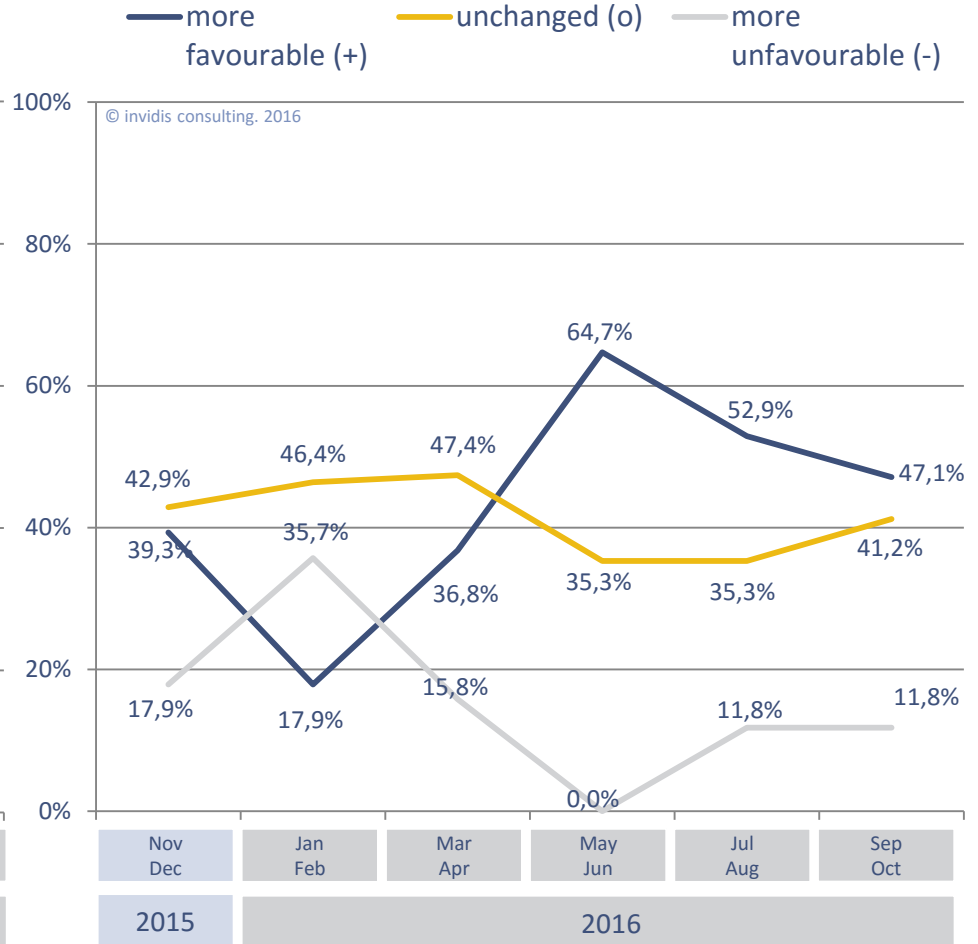


Fig. 3: DBCI Russia September | October 2016 „Expectations“ rolling 12 months, n=17



 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 18% 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.

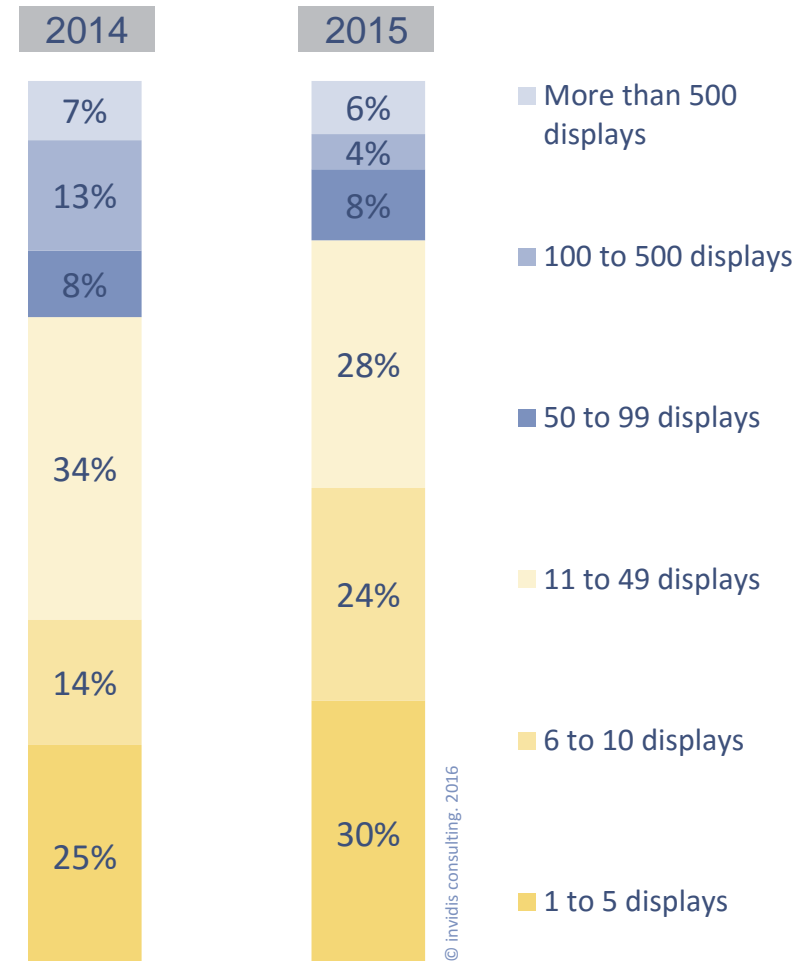


Fig. 4: DBCI Russia September | October 2016 „project sizes 2013-15“, n=10



Roadmap 2016 & Contact

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

← DBCI Nov./Dec. | WN50

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 date will in week 50
- 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