

Russia
November | December
2016

DBCI



Digital Signage & Dooh
Business Climate Index



**DIGITAL
SIGNAGE
SUMMIT**

The pulse of the Digital Signage
and Dooh industry



invidis
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invidis research
2016 RU 600



Good business sentiment in Russia registers end-of-year rally

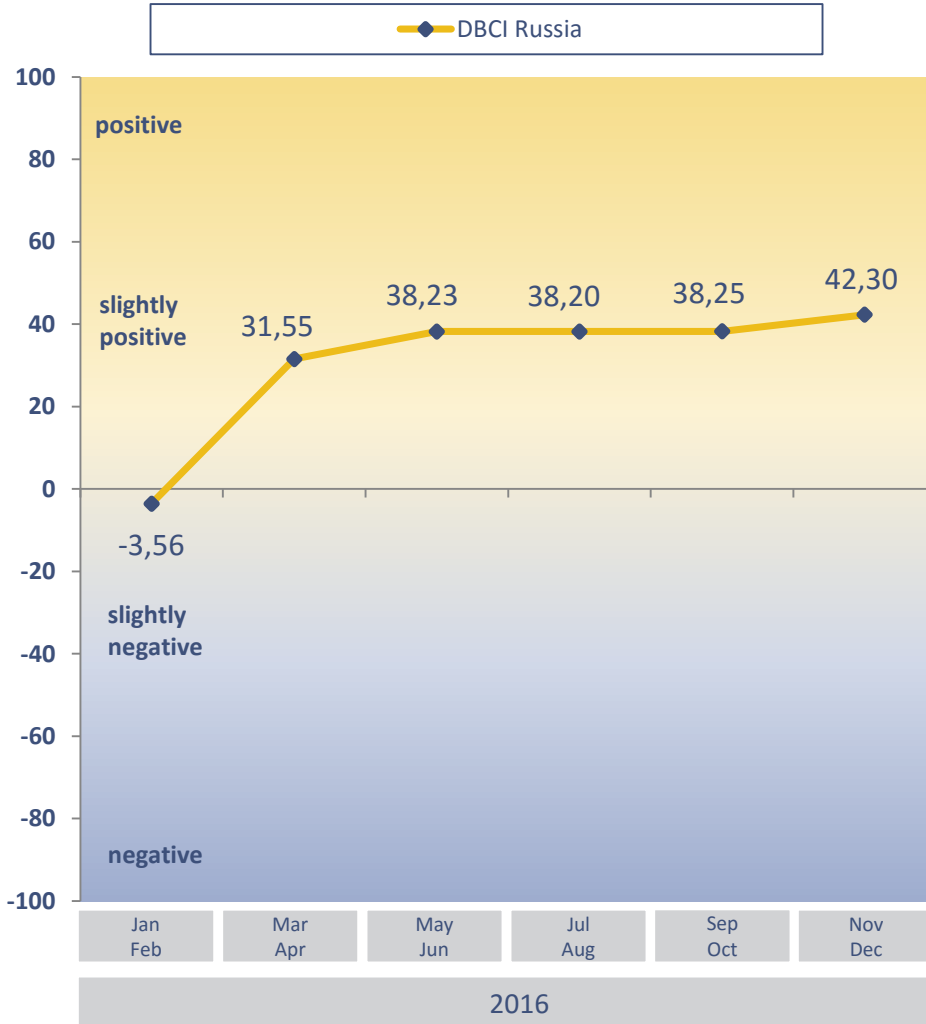


Fig. 1: DBCI Russia November | December 2016 „Index“ rolling 12 months, n=13

- The Digital Signage Business Climate Index in Russia has remained on a reliable good level since March and now shows a positive trend towards the end of the year 2016. The index has seen a nominal increase of 4,05 base points from 38,25 points to 42,30 base points.
- The current business situation is rated very good by the market participants polled in this survey. Whereas the outlook towards the near future registered a more conservative expectation for Digital Signage and Digital out of Home products and services within the next six months.

Further Research

- The Digital Signage Top trends for 2017 are interactivity, market growth and high-brightness technology
- The DooH market participants expect a positive effect from the increasing implementation of cross media campaigns. Also the existing networks will be further developed.

Participants: n=13; Region: RU; Survey Period: 2016 calendar weeks 49-50

Positive current business situation, but rather conservative outlook

Current business Situation | Russia | November/December 2016 Expectations | Russia | November/December 2016

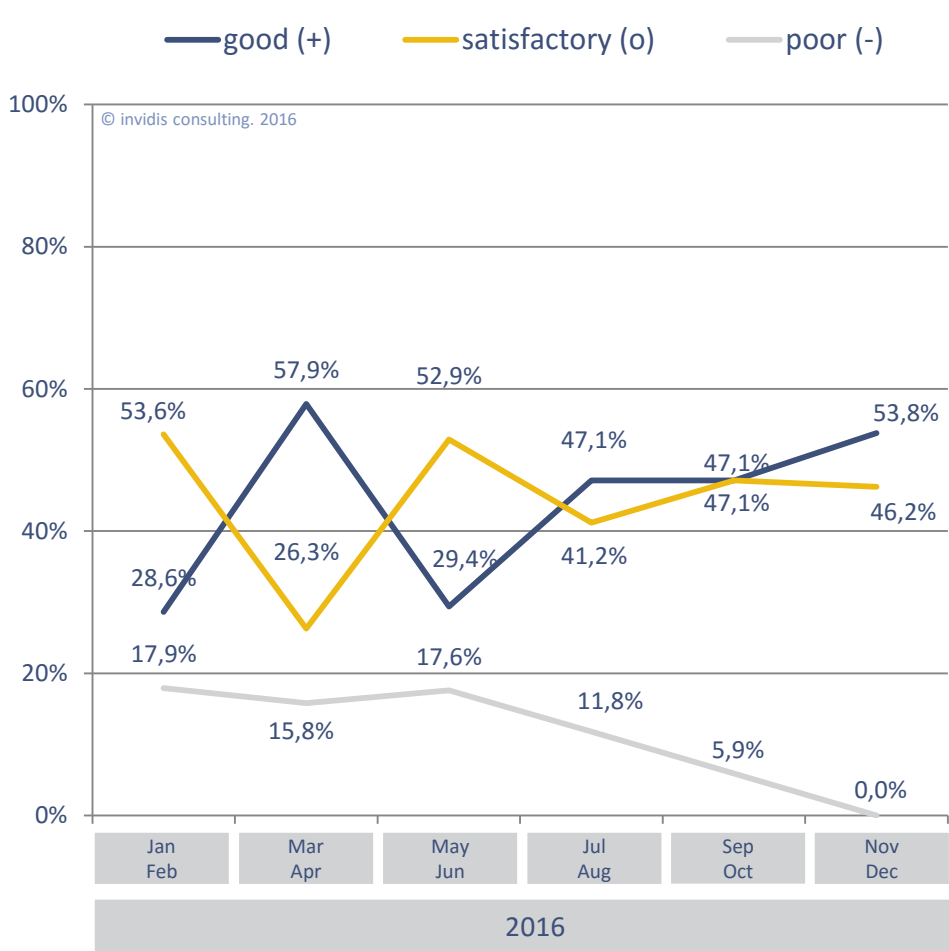


Fig. 2: DBCI Russia November | December 2016 „Business Situation“ rolling 12 months, n=13

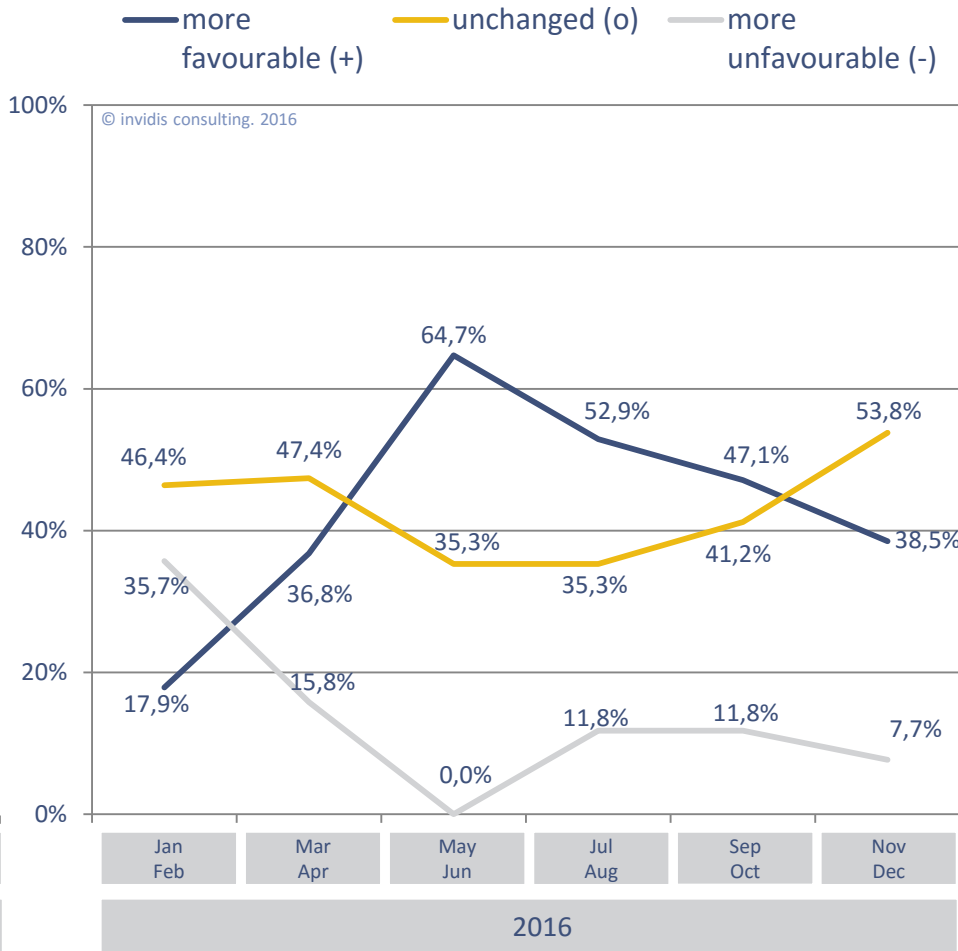


Fig. 3: DBCI Russia November | December 2016 „Expectations“ rolling 12 months, n=13



Digital Signage Trends 2017 | Increasing market competition expected

Question: „Which important Digital Signage trends will become relevant in 2017 and which will lose in relevance?“

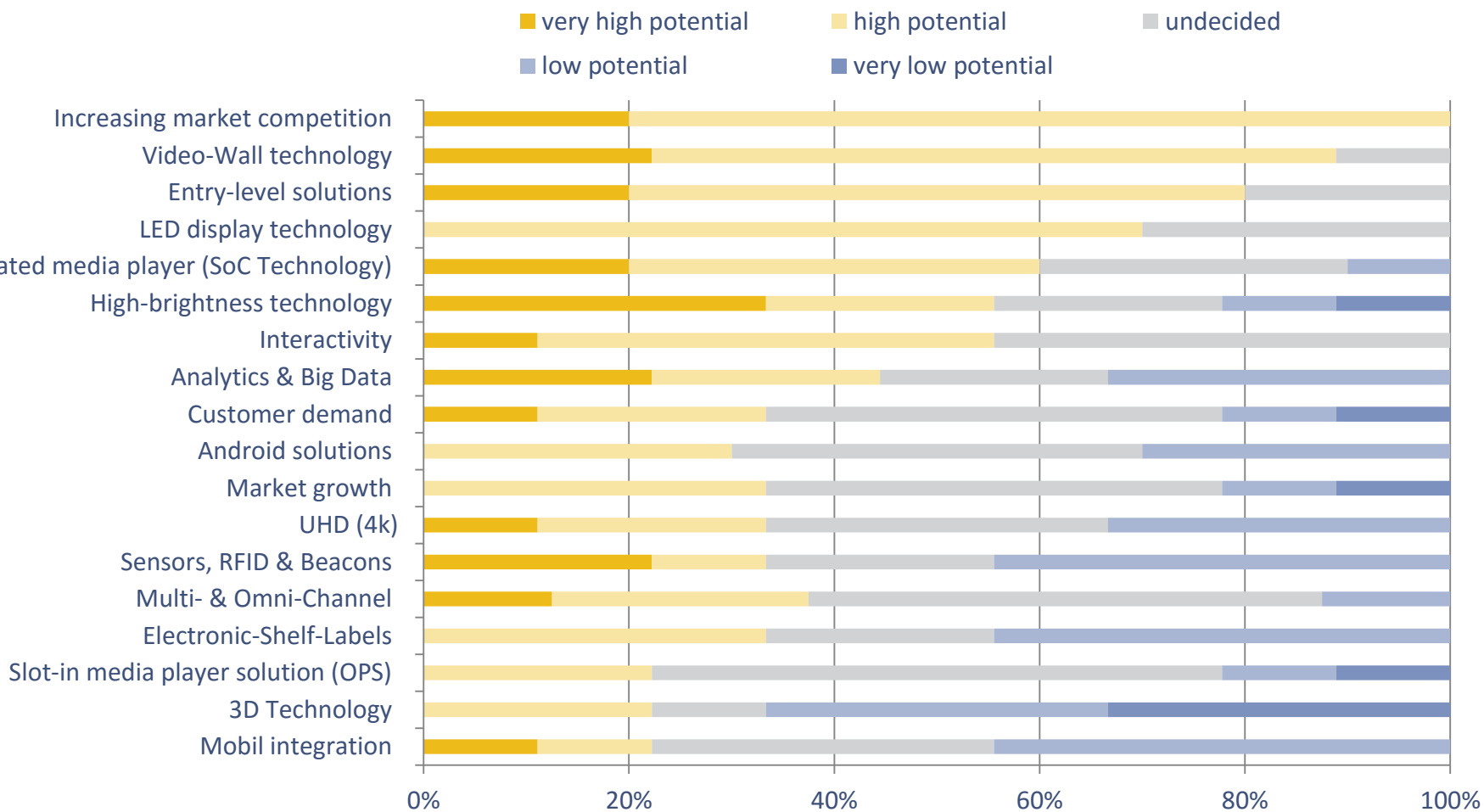


Fig. 4: DBCI November/December 2016 "Digital Signage Trends 2017", n=12 (mean value)



Digital out of Home Trends 2017 | Digital billboards still the big hype in Russia

Question: „Which important Digital out of Home trends will become relevant in 2017 and which will lose in relevance?“

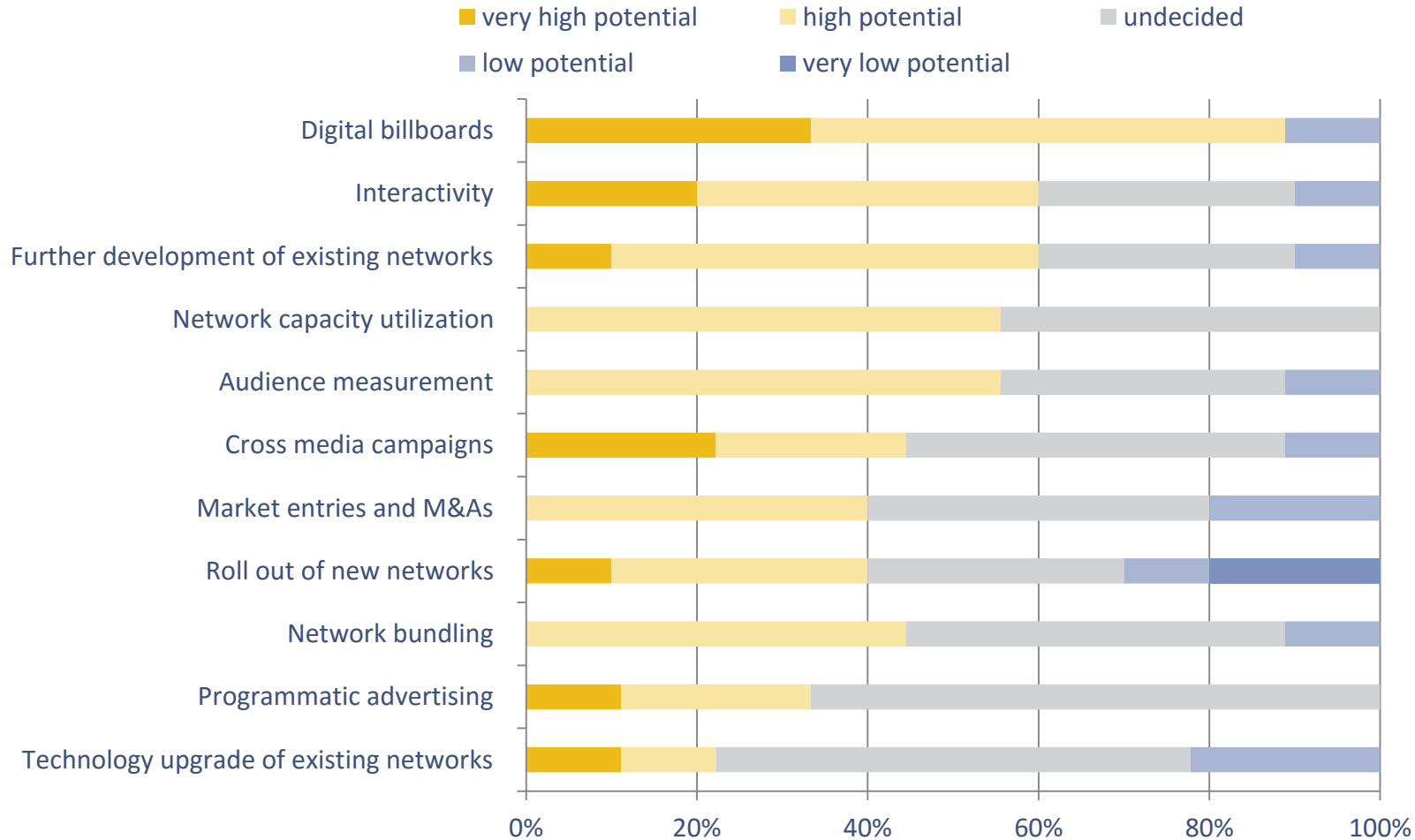


Fig. 5: DBCI November/December 2016 "Digital out of Home Trends 2017", n=12 (mean value)



DBCI | Roadmap 2016 & Contact

2017	
January	Jan./Feb. 2017/01/30
February	
March	Mar./Apr. 2017/03/27
April	
May	May./Jun. 2017/05/29
June	
July	Jul./Aug. 2017/07/24
August	
September	Sep./Oct. 2017/09/25
October	
November	Nov./Dec. 2017/11/27
December	

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

- The next survey will take place in calendar weeks 2-3 of 2017. The next planned publication date will be the 30th of January 2017
- 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 2017. 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

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- All events also have a dedicated exhibition space for product presentation and networking opportunities
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 - 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