

Scandinavia
2nd Quarter 2017

DBCI



Digital Signage & DooH
Business Climate Index

The pulse of the Digital Signage
and DooH industry



invidis
CONSULTING



**digital
signage
summit
europe**

05-06 JULY 2017
MUNICH
GERMANY

invidis research
2017 SK 200



Digital Signage business sentiment again on an upward trend



Fig. 1: DBCI Scandinavia 2nd Quarter "Index" n=19

Participants: n=19; region: Denmark, Sweden, Norway, Finland & Iceland; time frame: 2017 calendar weeks 14-19

- The Digital Signage Business Climate Index in Scandinavia is on a very positive level after the second quarter. The index has grown by 6,7 base points from 73,30 points to 78,95 base points.
- The current business situation shows a very good sentiment, but the neutral ratings have increased well to over one fourth.
- The outlook towards the near future is very optimistic. Now almos 90% of the surveyed companies are expecting an *more favourable* business situation for their products and services in the next six months.
- Overall the Digital Signage industry has started well into the year, and expects to have a very good second quarter. The market is much more dynamic as anticipated.
- Microsoft Windows is still the major player in the OS market for Digital Signage installations. However, Android is gaining traction and was implemented in 16% of all projects in 2016.

change
DBCI 2017 #2

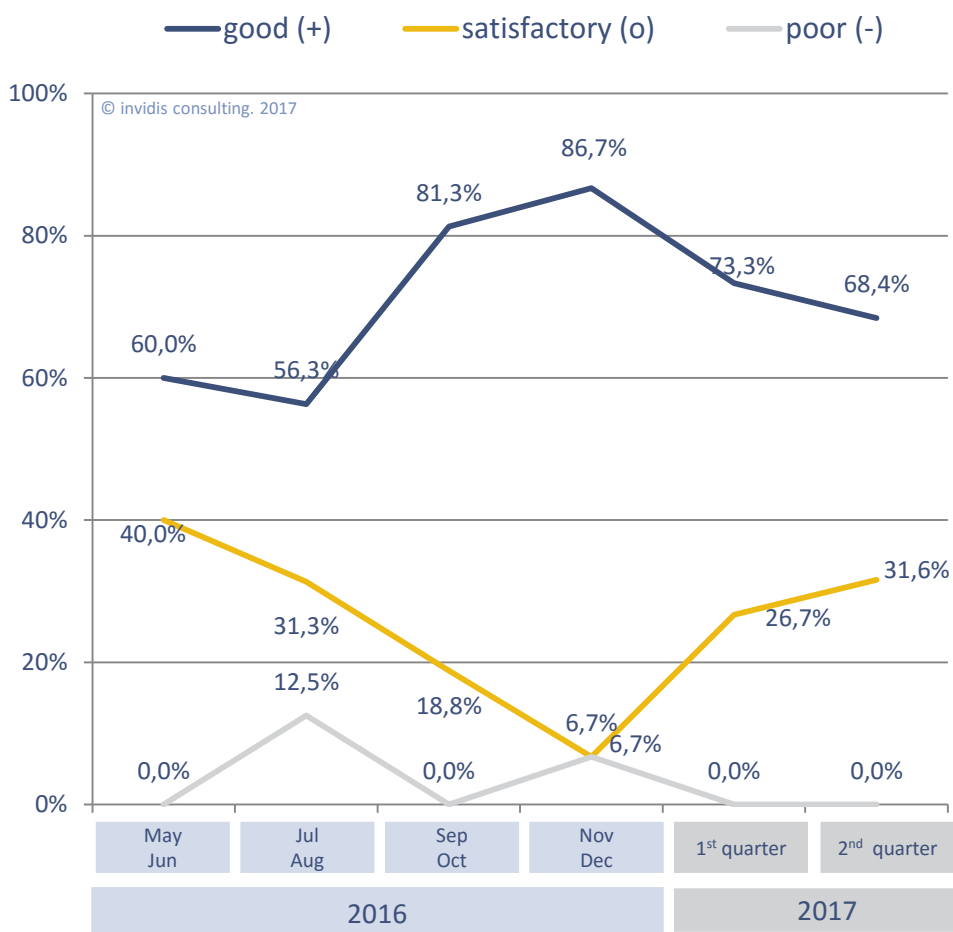
previous survey
+67,8%

previous survey
+7,7%



Slightly more conservative current business situation and positive outlook

Current business Situation | Scandinavia | 2nd Quarter 2017



Expectations | Scandinavia | 2nd Quarter 2017

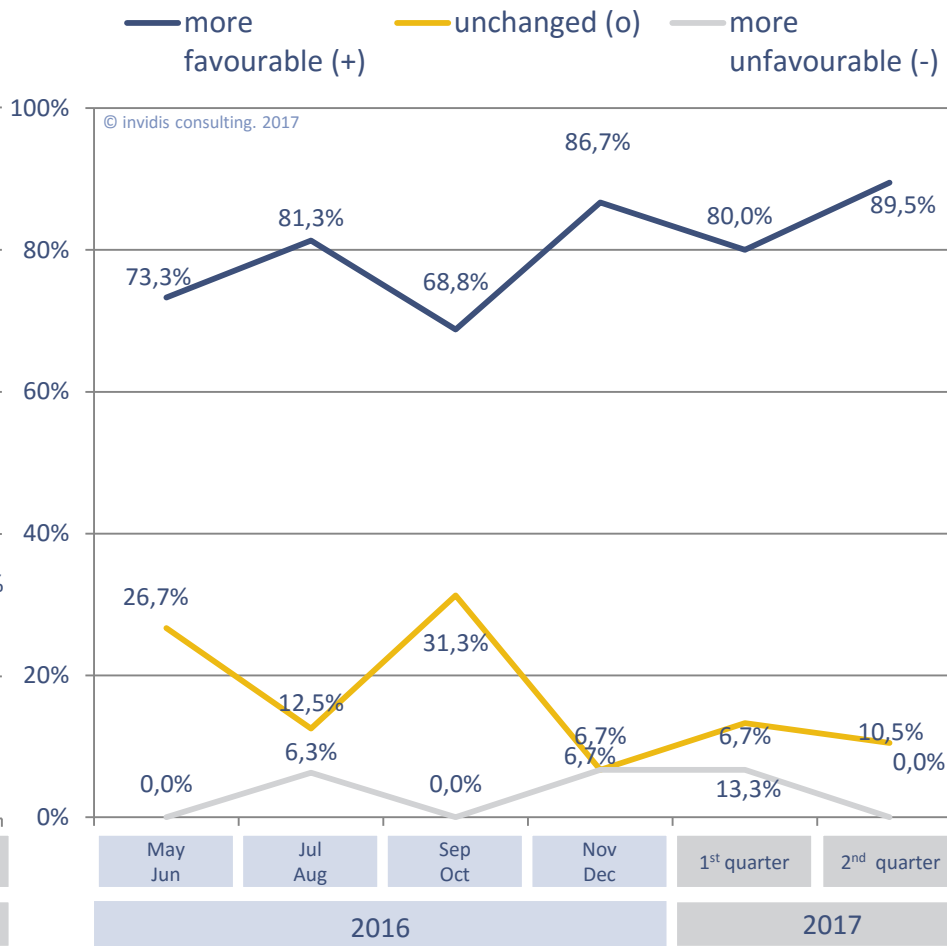


Fig. 2: DBCI Scandinavia 2nd Quarter 2017 „Business Situation“, n=19

Fig. 3: DBCI Scandinavia 2nd Quarter 2017 „Expectations“, n=19



Further research | Windows in first and Android challenges

Question: How high was the percentage of operating systems used in Digital Signage Projects in 2016?

Windows is implemented most frequently with Digital Signage projects. However other operating systems have significantly gained ground in the last two years.

Particularly cost effective systems operating on Android basis currently have the highest dynamic in the market. Still many security and performance issues remain.

Also Linux based installations are becoming consistently popular. Here cost and security issues are dictating the decisions. With Digital Signage installations becoming more varied in size and required performance, the appliances running on a non-PC architecture like Raspberry Pi, Cisco, BrightSign, Spinetix etc. are more widely integrated.

Apple operating systems could establish a robust nice segment. However, many managers with IT responsibility dismiss it as an operating system for Digital Signage installations.

Market share of IT operating systems in Digital Signage installations 2016

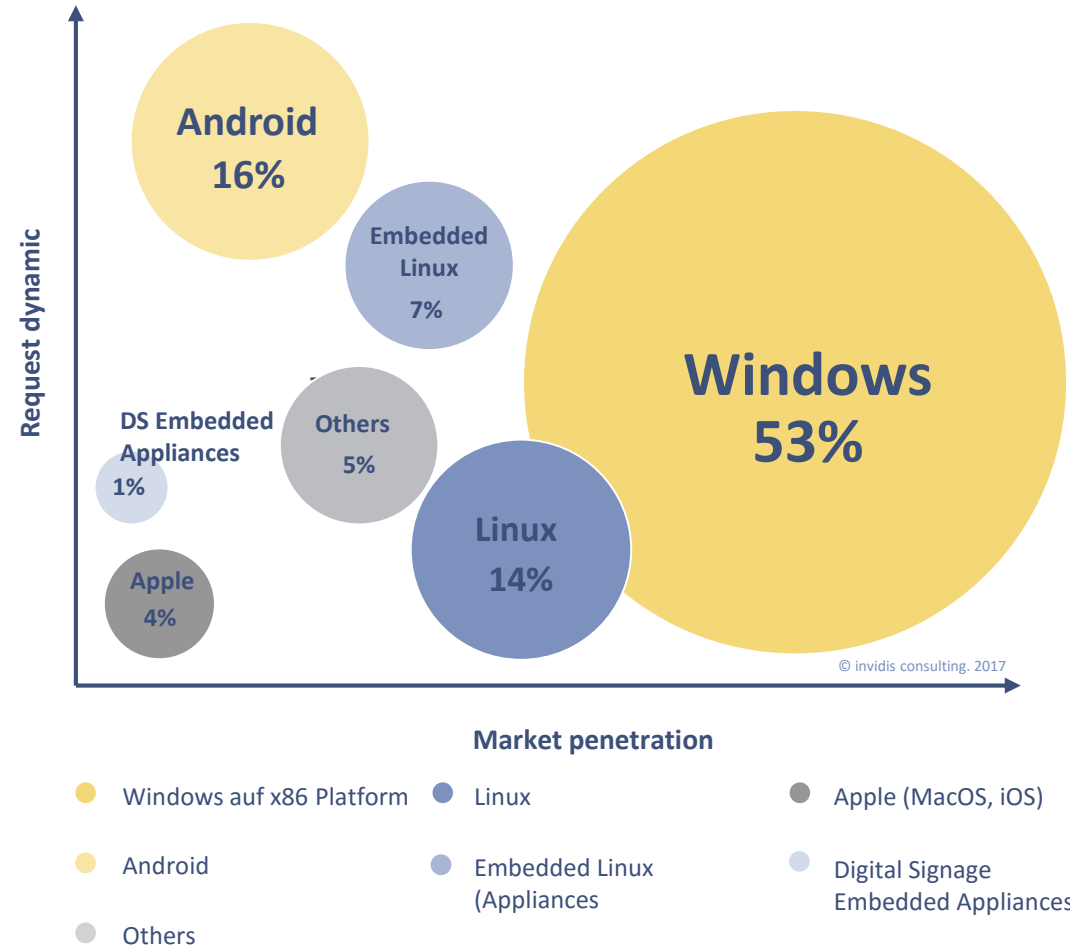


Fig. 4: DBCI Scandinavia 2nd Quarter 2017 "operating systems 2016", n=12



Roadmap 2017 & Contact

2017	
January	
February	
March	
April	
May	
June	
July	
August	← 3 rd quarter 2017
September	
October	
November	← 4 th quarter 2017
December	

- The DBCI has recalibrated its iteration from a two month period to a tree month period starting in 2017
- The next survey will take place in calendar weeks 32-33 of 2017. The next planned publication date will be the first week of September 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

Daniel Russell | Research Analyst

Daniel.Russell@invidis.com

Phone: +49 89 2000416-21



DSS | The Digital Signage Summit 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 Orlando | Orlando: 14/16. June 2017
 - DSS Europe | Munich: 5.-6. July 2017
 - DSS MENA | Dubai: September 2017
 - DSS Russia | Moscow: October 2017
 - DSS Africa | Johannesburg: October 2017
- More information at digitalsignagesummit.org