Digital Signage Software Survey 2015

With the increasing use of digital communication channels digital signage is getting more into the consciousness of marketing and communication professionals in a variety of companies.

As diverse digital signage can be used, so confusing is the market of digital signage software. Currently in Germany alone, more than 150 software companies offer digital signage solutions – worldwide we estimate more than 250 companies. Many of the providers are very small - both from the sales, as well as by the employees and customers base. The authors estimate that more than 60 % of providers employ fewer than 10 employees and have realized less than € 1 million in sales in 2014.

Next to the content software is the central key to a successful digital signage solution so interested parties should intensively work on the software solutions which are available in the market today. To this end, **PrimeConsult** has published the currently most detailed study on digital signage CMS software.

The following vendors participated in the survey:

dimedis, engram, FourWindsInteractive, Grassfish, kommatec -red, Macnetix, mirabyte, Navori, netvico, online Software AG, Pichler Medien Technik, Provisio, Scala, ScreenFood, Stinova, vfree.tv, Videro und Visual Art Germany.

Among the participants are global players such as Scala and FourWindsInteractive but also the leading suppliers in Europe and DACH such as Grassfish, Screen Food, Online Software AG and Pichler Medien Technik, as well as start ups and market leaders in special branches, - just to name a few.

In addition to the dissemination of each CMS and its market relevance, the study differentiated between standard functions and real software USPs. In addition, the authors explain what features are necessary for special purposes. In total 300 features were recorded and evaluated.

The study is suitable for all project managers and IT decision makers who need a quick overview of the current digital signage CMS provider market.

"The uses for digital signage are manifold. There is no software that covers all areas equally well - that's a big problem for most project managers, "says Karl-Joachim Veigel, Managing Director of PrimeConsult and added "the choice of the right software is key to the success of the overall solution and has to be decided carefully – not a simple job with 150 suppliers in Europe alone. Also the pricing of the suppliers offers also in smaller projects the chance to realize monetary benefits".
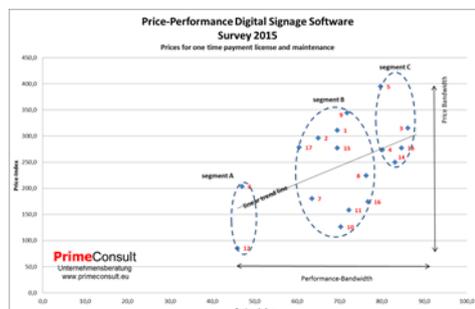
On 60 pages necessary basics are taught and analyzes are provided, to find yourself through the offer thicket.

The content in detail:

- Top Findings
- Executive Summary
- List of participants

- Technology
  - Operating Systems and Tools
  - Data base
  - Language versions
  - Software activation
- Software key features
  - User interface and Usability
  - CMS basic feautures
  - Scheduling
  - Content distribution
  - Archiving
  - System Control
  - Display Lay out
  - Security
  - Playlist creation
  - Player Software Features
- Digital Signage extended (and USPs)
  - Interactivity
  - Campaign management
  - Editorial process
  - workflow
- Integration of 3rd party software
- Digital Signage a part of multichannel marketing
- Content Support
  - Content features
  - Content creation services
- Hardware
- Channel business and channel readiness
- Market presence
  - Market segments
  - Number of active licenses (worldwide)
  - Partner networks and service points
  - Ranking of Market Presence
- Price and Performance
  - License models
  - Price-Performance Ratio

The survey is available for EUR 250,00 plus VAT at PrimeConsult.

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