

The Media Monthly

Digital Signage Statistics

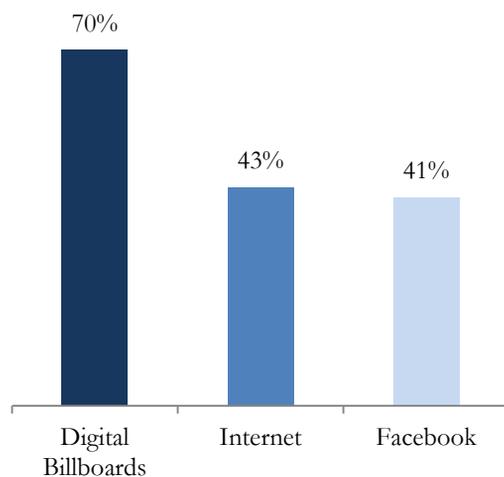
Digital Media in Public Venues Reach More Customers Than Videos on the Internet or Facebook

- According to a study conducted by **Nielson** in 2015, 55% of people who noticed a digital billboard in the past month recalled the message on the screen
- Digital signage stays fresh longer than static signs
 - A study using anonymous video analytics to track people's attention to both static and digital signs showed that the number of impressions logged by the static sign peaked on its first day in place and then dropped off and remained low for the remaining weeks of the study
 - Meanwhile, digital signs received consistently high numbers of impressions throughout the study
- In the same study, it was concluded that digital signs were much more effective at motivating customers to take action
 - An ad prompting customers to receive a free tote bag on both a static and digital sign prompted 6 people to pick up the bag after viewing the static sign, while 600 picked up the free bag after viewing the digital ad

% of Surveyed People Who Felt Digital Billboard Advertisements Stood Out More Than...

Online Ads	71%
Television Ads	46%

% of Americans Who Have Seen an Ad in the Past Month on...



Digital Signage Adoption Increasing as Cost of Implementation Continues to Fall

- Digital signage market expected to grow at a CAGR of 8.9% through 2020, as adoption among businesses and institutions rises
- Retailers are using in-store and POS digital signage advertising to increase brand awareness, drives sales and engage customers
- A recent study demonstrated digital signs were 34% more effective in promoting specific items than traditional signs
- Customers exposed to POS digital signage at grocery stores also reported up to a 35% decrease in perceived wait time
- Universities around the world are installing digital signage networks to promote campus events and advertise for their bookstores

Capital Costs for Digital Signage Networks



Since 2004, the cost of implementing and operating a digital signage network has decreased by more than half

Source: Arbitron, Nielson, rsg.

The Media Monthly

Sector News

Out-of-Home Media

- 3/3: According to the **Outdoor Advertising Association of America**, OOH advertising revenue rose 4.6% in 2015 YoY, accounting for \$7.3 billion
- 3/1: **PATTISON Outdoor Advertising**, Canada's largest OOH advertising provider, announced that it has been awarded the advertising contract for Victoria International Airport, which welcomed more than 1.7 million passengers in 2015
- 2/25: **OUTFRONT Media** reported 4th quarter revenues increased 1% YoY to \$398.5 million
- 2/25: **Clear Channel Outdoor** reported 4th quarter revenues increased 3% YoY to \$823 million
- 2/17: **Captivate** announced that 13 additional office buildings have agreed to join its network in Canada, adding to its current portfolio of ~12,000 screens in ~1,800 office buildings across North America
- 2/3: **Impax Media** announced that it expects to install its 'Digital Entertainment Gate' screens in at least 500 U.S. supermarkets by the end of 2016
- 2/2: **OUTFRONT Media** announced that it acquired **Reynolds Outdoor Media**, a company with over 500 displays in the cities of Dallas and Houston, Texas, which are all REIT qualified
- 2/2: **CIVIQ Smartscares** announced the acquisition of **elevate DIGITAL**, a leading developer of street-level, interactive software technology for smart cities
- 1/28: **JCDecaux** announced 4th quarter adjusted revenue increased by 17% YoY to €984 million
- 1/20: **JCDecaux** and **Verizon** announced that they have signed a multi-year contract to deploy Verizon's 4G LTE small cells integrated in JCDecaux's USA street furniture assets
- 1/18: **Clear Channel UK** announced a new advertising contract with **Sainsbury's** in a deal that will upgrade up to 350 of its advertising screens to digital

Radio / Music

- 3/7: **Pandora** announced that it is planning to remain independent and is outlining a five-year business plan, amid rumors that the company was in talks to sell itself
- 3/6: **Cür Media** announced that it will launch a new music streaming service for \$1.99/month, hoping to target younger listeners
- 2/24: **Univision** reported 4th quarter revenues increased 1% YoY to \$735.9 million
- 2/18: **Entercom** named Ruth Gaviria Chief Marketing Officer of the company, after previously serving as executive VP of corporate marketing at **Univision**
- 2/16: **Google's YouTube** acquired **BandPage**, a startup that helps artists interact with their fans by announcing tour dates and selling tickets and merchandise on social networking sites, for \$8 million
- 2/11: **Westwood One** renewed its contract with talk show host Mark Levin through 2025, calling the renewal 'an unprecedented long-term relationship in the broadcasting industry'
- 2/11: **Entercom** reported 4th quarter revenues grew 5% on a same-station basis and overall net revenues for the quarter increased 16% to \$117.7 million
- 2/10: **Microsoft** acquired the **Groove** music app from the startup **Zikera** for an undisclosed amount
- 1/25: Online music streaming service, **Spotify**, acquired **Cord Project**, an audio messaging platform, and **Soundwave**, which builds music social networking apps, for undisclosed terms
- 1/21: **IBM** announced that it acquired **Ustream**, a provider of cloud-based live video streaming services, in a deal valued at \$130 million
- 1/19: **Apple** announced that its iTunes Radio streaming service will be absorbed into the paid Apple Music streaming service, making its Beats 1 the premier free music streaming broadcast

Source: Company press releases and Wall Street Research.



THE MEDIA Monthly

Peter J. Solomon Company (PJSC) is a leading independent investment banking firm headquartered in New York City. Founded in 1989, the Firm has successfully completed more than 500 strategic and financial advisory assignments on behalf of industry leaders across media, tech and retail in the form of mergers and acquisitions, divestitures, financings, recapitalizations and restructurings, fairness opinions and activism defense.

Our goal is to bring the partnership's collective wisdom and knowledge of negotiation to reach the optimum value of a transaction for our clients and to create an enduring advisory relationship.

Prior issues available online:

http://www.pjsc.com/insights/tag/Media_Monthly/

If you wish to subscribe/unsubscribe to The Media Monthly, please contact:

Eric Lesorgen

Analyst

646.708.8471

elesorgen@pjsc.com