

Screen usage set to rise by almost 50%

The Samsung Screen Survey is now the most comprehensive measure of UK retail screen media usage. Among many other findings, the latest edition has revealed that nearly 50% of retailers currently intend to increase screen usage.

London, 21 September 2007. The results of the August 2007 edition of the Samsung Screen Survey are now available from The Screen Association. Issued quarterly, and now in its seventh edition, the survey is widely regarded as the most comprehensive and reliable measure of screen usage within the UK retail sector.

Each phase of the Samsung Screen Survey produces an increasingly accurate impression of the number, type, and usage of screens in the UK retail sector and, as usual, the latest edition provides a detailed breakdown of market usage by various criteria. The following, however, is a summary of its findings, which will be of interest to a wide range of key decision makers within the UK retail sector, primarily those with an interest in store design, store marketing, customer communications or retail operations.

Screen usage

- 93 networks currently in operation
- 14,475 outlets using screens
- Approximately 102,582 screens in situ
- The average no. of screens per outlet is 3 (excluding electrical retailers) or 7 (including electrical retailers)
- 5,253 screens installed since the last survey in Sept 07
- 48.8% of retailers intend to increase screen usage

Hardware

- 42 are now predominant
- LCD/Plasma are now the most commonly used screens
- The majority of screens operate without sound

Content

- 63% of retail screens are used for retailer branding or promotional messages, and 24% for supplier branding
- Larger networks are more likely to be funded by suppliers or through media revenue generation
- A number of smaller networks are self-funded by retailers

Conclusions

Screen usage is likely to be driven by a number of factors, including:

- Increasing awareness of screen technology and flexibility
- Increasing number of screen options (dimensions, types, and styles)
- Falling cost of hardware (especially TFT/LCD screens)
- The recent introduction of High Definition (HD) screens (offering clearer images)
- New solid state media players (content can be played directly from a memory card without the need for a PC or DVD player for example)
- Increased availability of animated content (e.g. from websites)
- Increased availability of high speed ADSL (broadband) connections

A full copy of the survey (PDF) is available on request from:

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For further information about The Screen Association, go to www.thescreen.org, or contact: richard.cobbold@thescreen.org