



## Digital Signage creates hundreds of new jobs in 2012

### Question: “Have you hired new staff at your company in 2012?”

- 69 percent of all companies in the Digital Signage Market have hired new staff in the last year
- In the year 2012 between 400 and 500 new jobs were created in the Digital Signage market in DE-AT-CH
- After the record year 2011 the year 2012 was a similarly good year for the Digital Signage industry
- As a whole there is a high demand for qualified personnel
- Due to an increasing expansion in vertical markets the Digital Signage companies require more professionals from different industry branches
- Labor intensive software development is primarily contracted to e.g. Russia, India
- Due to a growth strategy and re-structuring the demand for personnel on a management level with new qualifications is very high (e.g. key account and project manager)

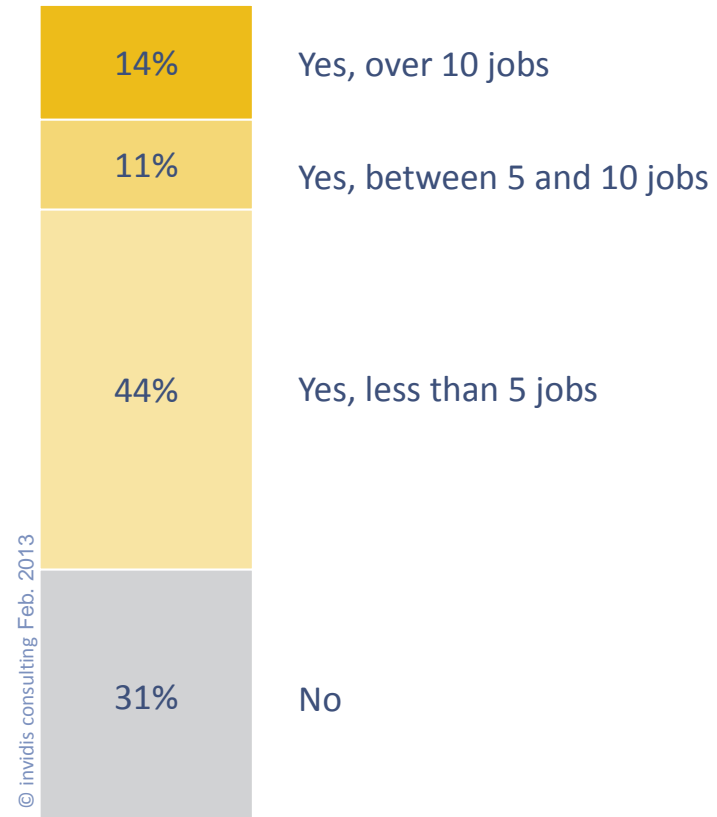


Fig. 9: DBCI I/2013 results for the additional question: ‘Did the number of employees increase in your company in 2012?’