



## Retail has the highest demand for DS in Italy

**Question:** Which vertical market will experience a high demand for Digital Signage installations and systems in the next 12 months?

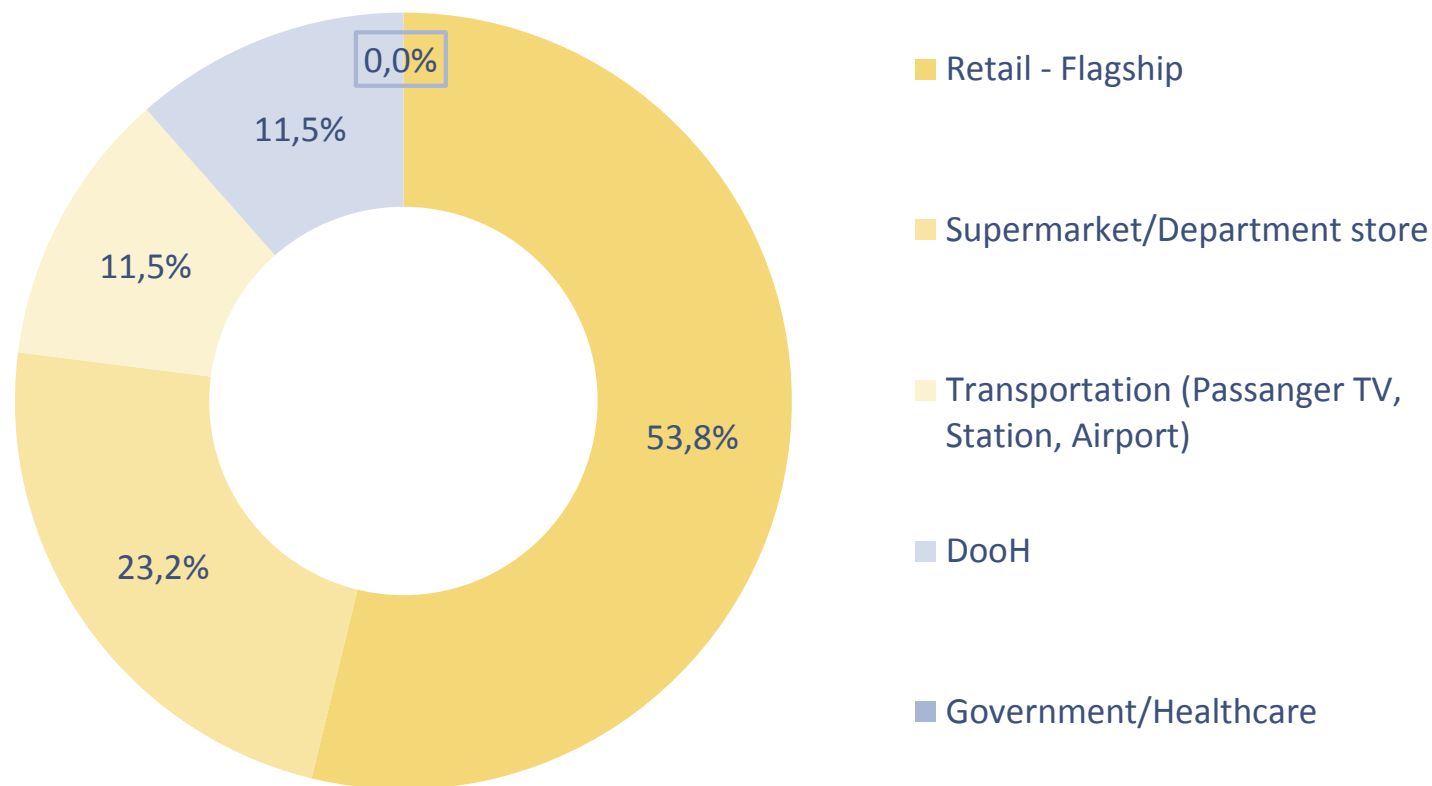


Fig. 6: DBCI Italia 1-2013 "demand in vertical markets", n=26 © invidis consulting. 2013