



Additional Research | Retail is the most important vertical market

Question: In which vertical markets has your company rolled out the most projects in 2013?

- **Retail** is with 32,6% of all Digital Signage revenues the biggest vertical market. Customer engagement, marketing and ambient installations become more and more common not only in most high-street retailers, but also in small and medium businesses
- **Shopping Malls** is the second biggest vertical market, with 19,6% of all Digital Signage revenues generated. New shopping malls are being equipped regularly with Digital Signage solutions, not only for the retail outlets, but also for information, way finding and marketing by the mall operator
- **Corporate Communication** is the third biggest vertical market. It has grown exponentially over the last few years. The digitization of employee communications is now seen as a sustainable investment by many companies

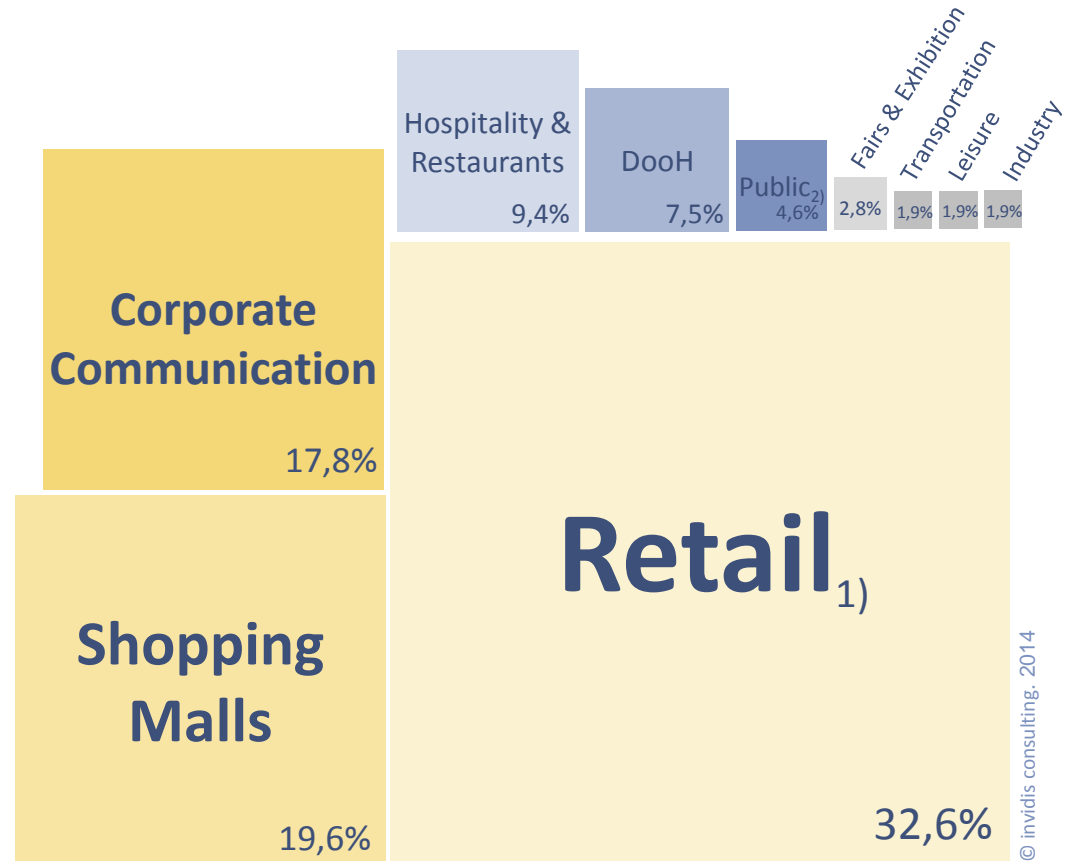


Fig. 4: DBCI SP/PT July/August 2014 “vertical markets 2013”, n=19

1) food/non food, banking, insurance, telecommunication

2) government & education