



Dynamic job market in 2013

Question: Did the number of employees in your company increase in 2013?

- 40,9% of all polled companies have hired new staff in 2013
- Between 20-50 new jobs were created by the Digital Signage industry in Italy
- Generally a high demand for well trained and qualified personal is registered
- Particularly the increasing verticalisation leads to a need in pesonal from different industy branches

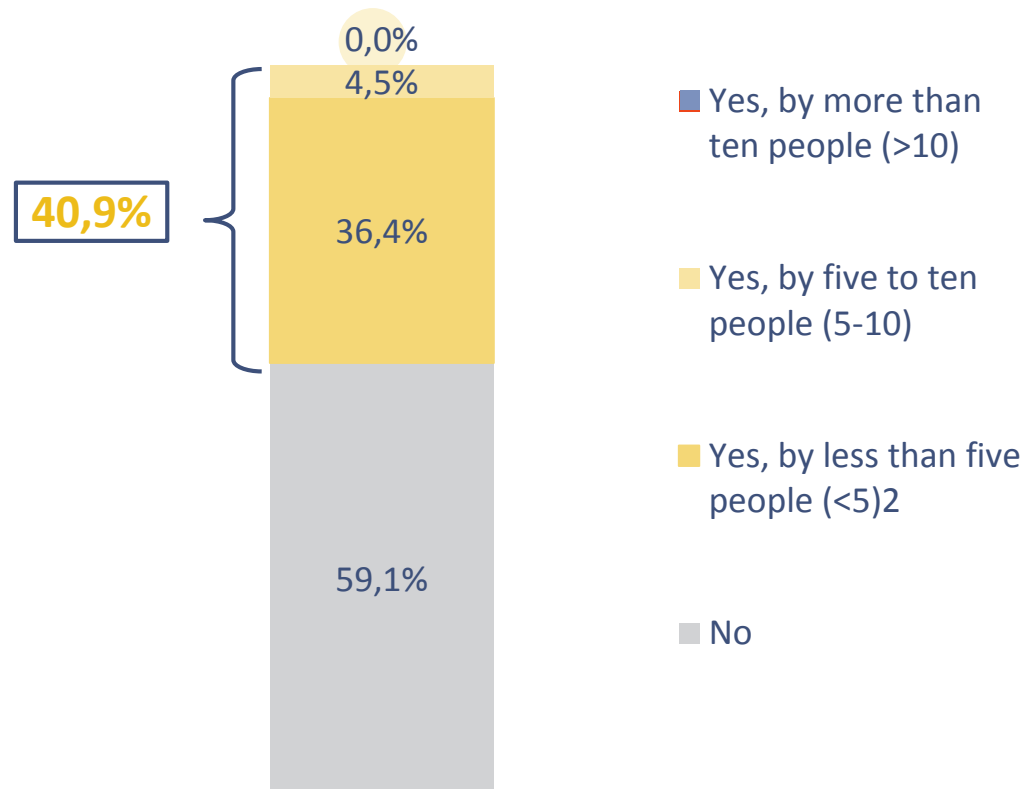


Fig. 4: DBCI Italia January/February 2014 "Digital Signage hirings 2013", n=22