

 Retail is the most significant market for the Digital Signage industry

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

- Retail is with approx. 40% 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
- Healthcare is the second biggest vertical market. Particularly popular are one to five screen installations in pharmacies and infotainment programs in doctors waiting rooms
- The corporate communication vertical market has grown exponentially over the last few years. The digitization of employee communications is now seen as a sustainable investment by many companies



Fig. 5: DBCI Italia March/April 2014 “vertical markets 2013”, n=18

1) food/non food, mall, banking, telecommunication
2) government & education