



Loud call for government support in the industry

Question: What steps initiated by the government would it require to support the industry?

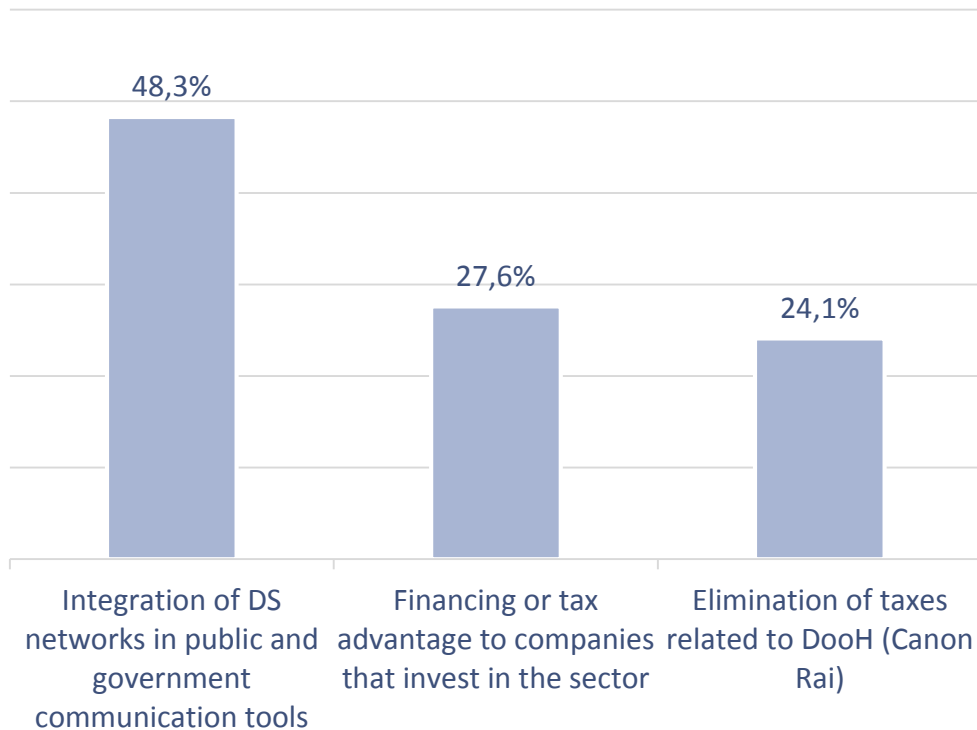


Fig. 5: DBCI Italia May/June 2014 "government support", n=29

- Almost 50% of all polled companies think that the integration of Digital Signage in the official recommended communication catalogue of the government could give a big boost to the industry
- If Digital Signage could manage to open up part of the 4% communal budget communication financing obligation a huge market would be created
- Other government measures favorite by the industry are tax advantages for Digital Signage customers as well as the elimination DooH related taxes