



Web research only medium impact on business contacts

Question: How high is the impact of social media (Facebook, LinkedIn) and google in your business research?

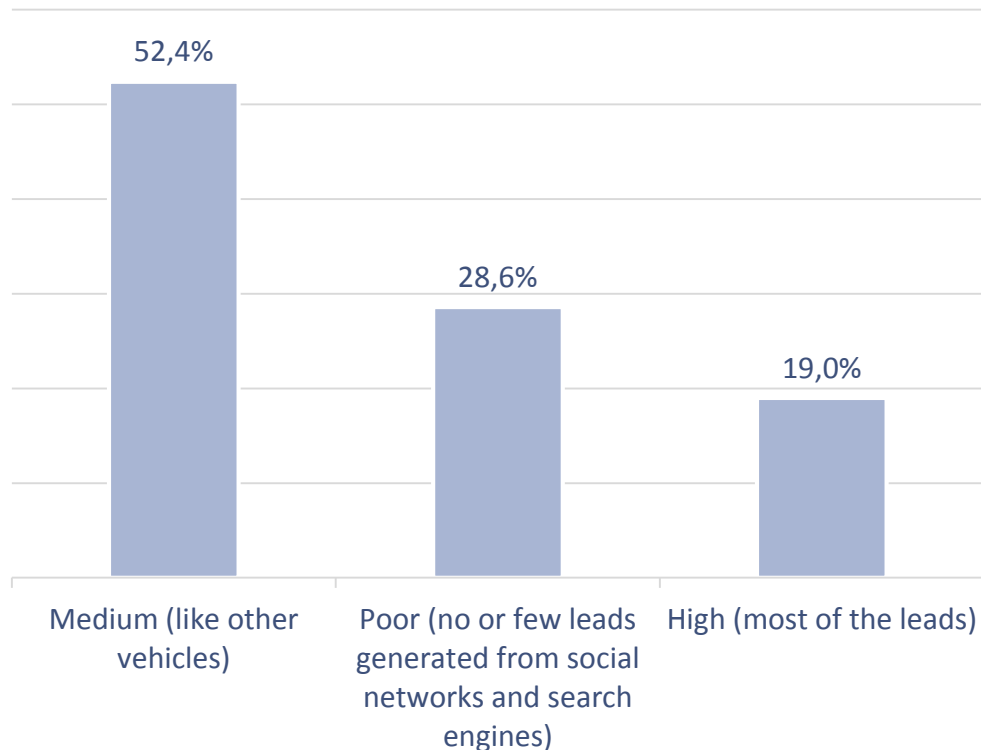


Fig. 6: DBCI Italia May/June 2014 "business research", n=21

- The research on the web in social media or on google and other search engines has only a medium impact on business contacts and networks in Italy
- Since 2013 more international Digital Signage companies try to get a foothold in Italy via positioning themselves prominently in online media
- However, most business relies on direct and personal contacts via an existing professional business network or meetings at fairs and exhibitions