



## 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
- Transportation is the second biggest vertical market. Particularly passenger TV networks in buses and trains like CityINFOtv in Warsaw, as well as networks directly at the station or airport are being increasingly installed
- 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

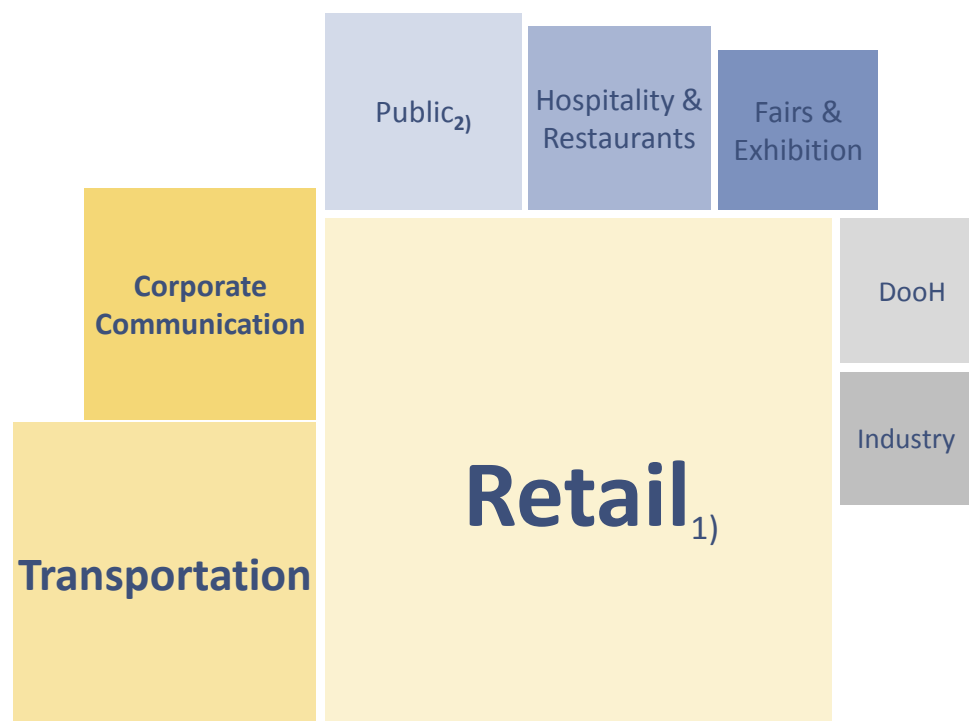


Fig. 5: DBCI Poland March/April 2014 “vertical markets 2013” , n=11

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

2) Government, Healthcare, education, tourism