



## Customer demand | Combination of Digital Signage and audio not yet in demand

**Question:** “How will the customer demand evolve for the combination of Digital Signage and audio (e.g. in-store radio) within the next 12 months?”



© invidis consulting. 2014

■ strong growth ■ growth ■ remain stable ■ decline ■ strong decline

Fig. 4: DBCI Poland May/June 2014 “customer demand audio”, n=12

- The combination of Digital Signage and audio is still in its infancy. These in Europe traditionally rather separated segments are moving closer to each other driven by new technological innovations. However, approximately 60% of all polled companies see no change or a decline in the customer demand for such solutions
- The customer yet has to see the benefits of a combination of both media. Moreover successful use cases are rare. However this will change in the next 12 to 18 months



Source: Barix



Source: echion