



Retail, Mall and DooH are the most significant markets for Digital Signage

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

- Retail is with approx. 22% 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
- Malls is the second biggest vertical market with 12% of all Digital Signage revenues generated. The harsh climatic conditions promote the construction of indoor shopping centers in Russia. Since new shopping malls are being equipped regularly with Digital Signage solutions, not only for the retail outlets, but also for information, way finding and marketing by the mall operator, consisted revenues can be generated here
- Like malls, DooH also takes up 12% of all Digital Signage revenues. Except for large LED boards almost all sites are indoor. Again due to the climatic conditions. Rendering the term DooH almost useless, as it rather should be called Digital-Indoor. The prime locations are in the transport sector like airports, trains and train/metro stations

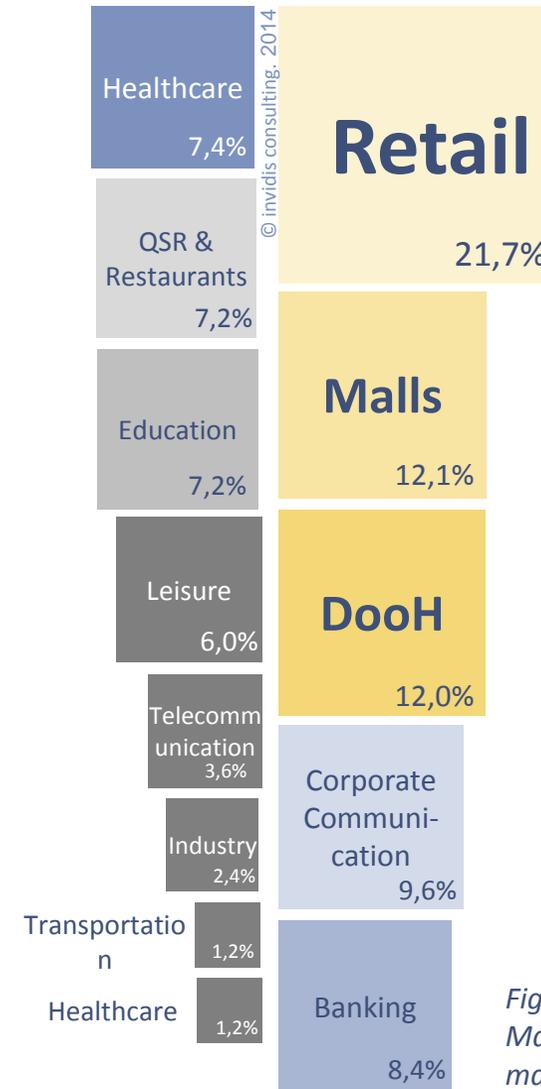


Fig. 5: DBCI Russia May/June 2014 "vertical markets 2013", n=15