



Further research | Strong demand in Retail, CC & Education

Question: We would like to assess the dynamic for Digital Signage in the different vertical markets. In which vertical markets has your company realised the most projects in 2014? Please rate the Top 3 vertical markets?

- Retail is with approximately one third 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. Important trends are full integration of signage by shop fitters and the high demand for shop window signage.
- The corporate communication vertical market has grown exponentially over the last few years. With rising IT budgets, the digitization of employee communications is now seen as a sustainable investment by many companies.
- Education is the third biggest vertical market. The trend towards the digital / paper-less communication in universities and schools has increased the digital transformation in western societies. Particularly in Scandinavia this trend has already resulted in a high Digital Signage penetration.

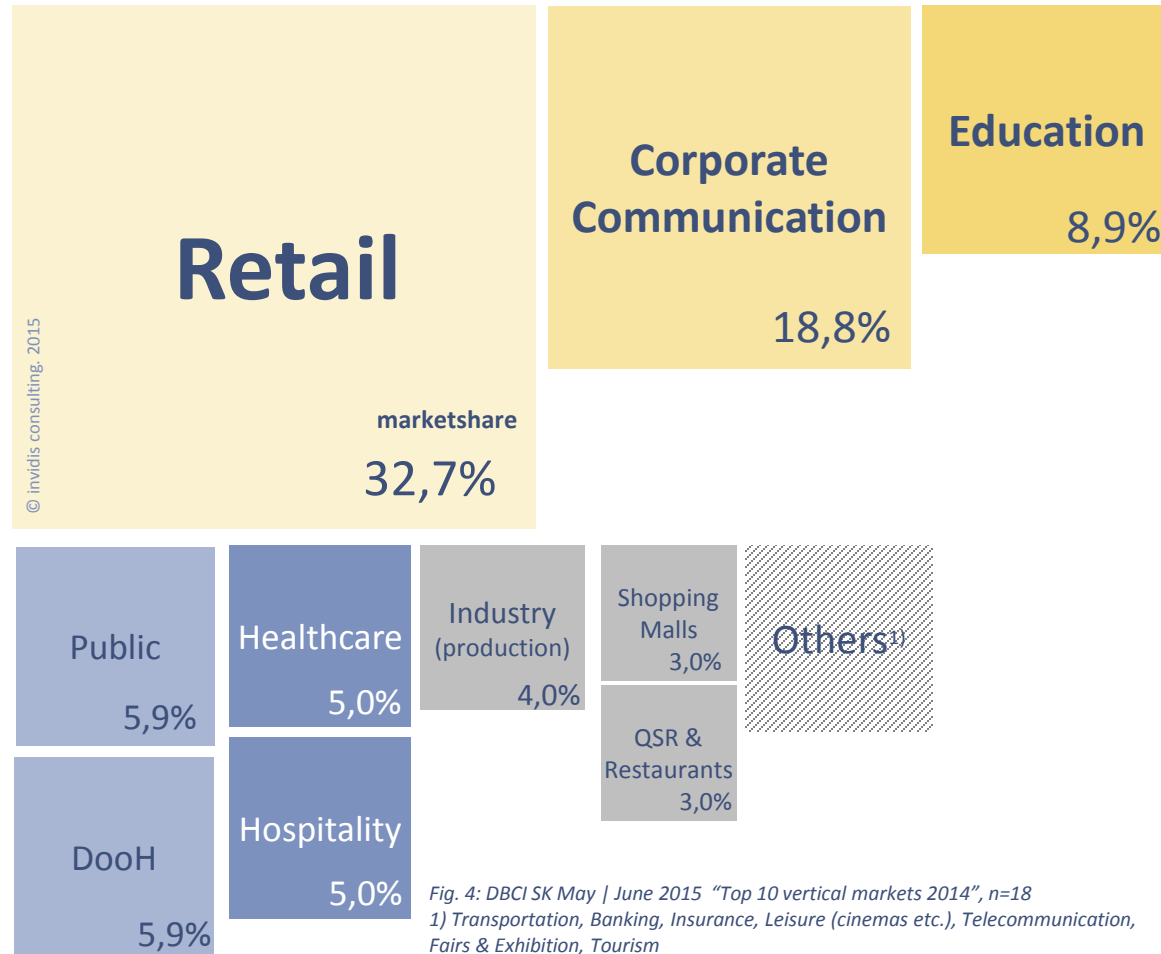


Fig. 4: DBCI SK May | June 2015 "Top 10 vertical markets 2014", n=18
1) Transportation, Banking, Insurance, Leisure (cinemas etc.), Telecommunication, Fairs & Exhibition, Tourism