



# Hirings 2015 | Digital Signage creates of new jobs

- **61,9%** of all companies in the Digital Signage Market have hired new staff in the last year.
- In 2015 **up to 100 new jobs** were created in the Digital Signage market in Spain and Portugal.
- Now this unbroken positive trend in the IT industry overall has developed in a definite shortage of qualified personal. Companies are more and more concerned, how they can match recruiting with their growth strategy.
- As a whole there is a high demand for qualified personnel. Due to the digital transformation and the increasing integration of digital technologies the demand for personnel on a management level with new qualifications is very high (e.g. key account and project manager).
- The increasing expansion in vertical markets leads to a demand for more professionals from different industry branches by Digital Signage companies.

Company growth in new jobs created 2015

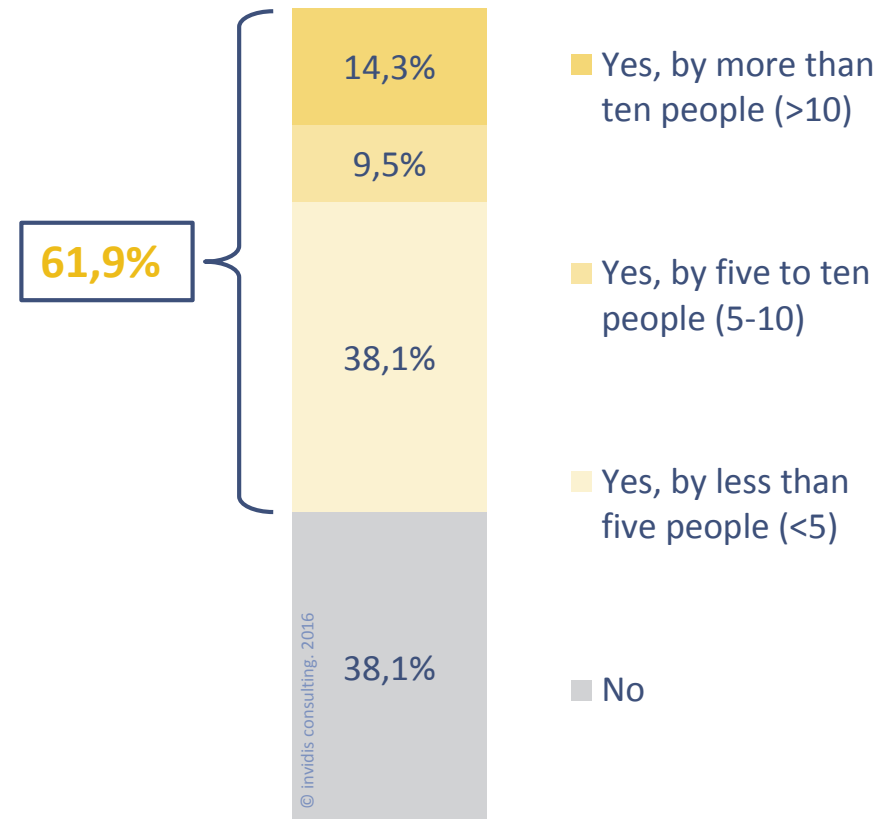


Fig. 4: DBCI ES/PT January/February 2016 "Hirings 2015", n=21