



Further research | Retail defends top spot, strong demand for Banking & Transportation

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 2015? Please rate the Top 3 vertical markets.

- Retail is with approximately one quarter 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.
- Banking is also a very interesting target market. The trend towards the digitalization of the communication in the local branches will lead to networks with up to 1.000 displays. Particularly in Switzerland this trend has already resulted in a high Digital Signage penetration.
- The transportation vertical market has shown the highest dynamic over the last year. Particularly municipal transportation networks have seen strong investments in buses, trams and railways.

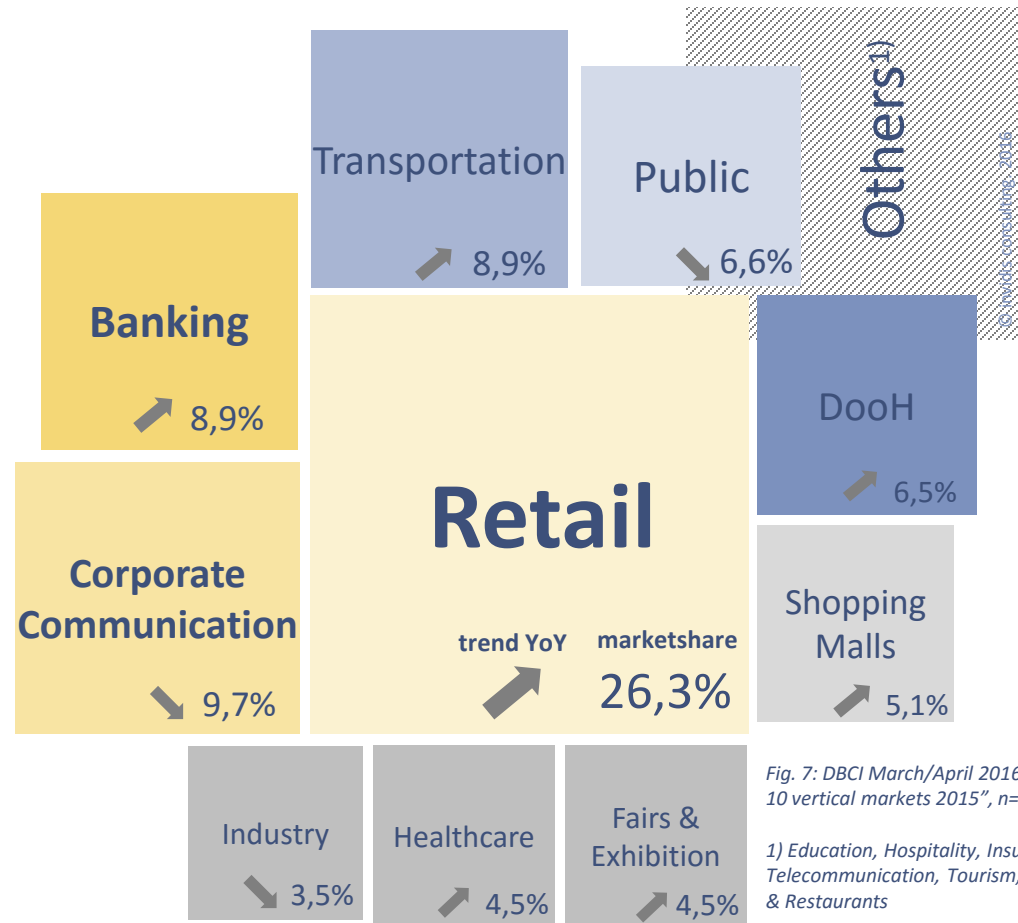


Fig. 7: DBCI March/April 2016 "Top 10 vertical markets 2015", n=109

1) Education, Hospitality, Insurance, Telecommunication, Tourism, QSR & Restaurants