



# Top 10 | Retail defends top spot, strong demand for DooH & QSR

**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 little more than 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.
- Digital out of Home advertising is also a very interesting target market. 2015 saw good investments into this sector by the big advertising companies. With total revenues through selling advertising space rising by 12% YoY.<sup>1)</sup>
- The QSR & Restaurant vertical market has shown the highest dynamic over the last year. Particularly many menu board networks have been rolled out in 2015 like at Burger King, Pans and Company and 100 Montaditos.

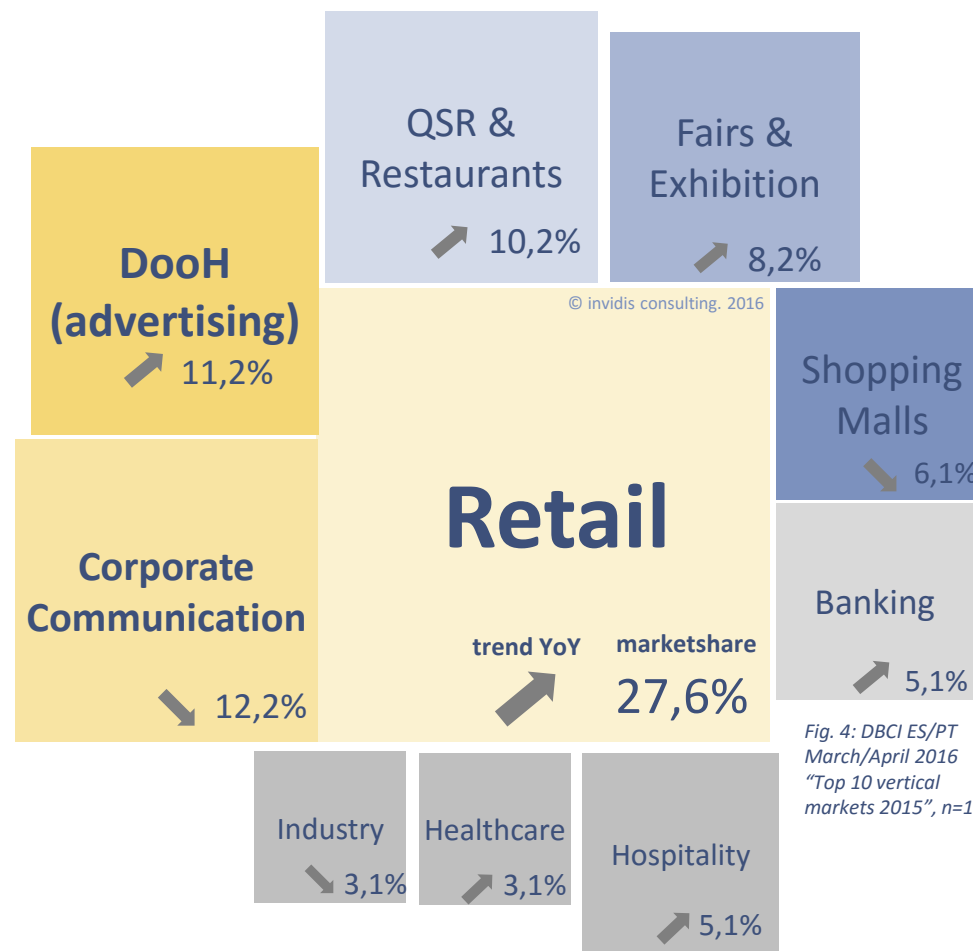


Fig. 4: DBCI ES/PT March/April 2016 "Top 10 vertical markets 2015", n=18

1) Source: Zenitmedia