

# Retail defends top spot, strong demand for Corporate Communications

**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 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.
- The corporate communication vertical market has grown exponentially over the last few years. The digitization of employee communications is now seen as a sustainable investment by many companies.
- Shopping Malls is the third biggest vertical market. Since new shopping malls are being equipped regularly with Digital Signage solutions, not only for the retail outlets, but also for information, wayguiding and marketing by the mall operator, consistent revenues can be generated here.

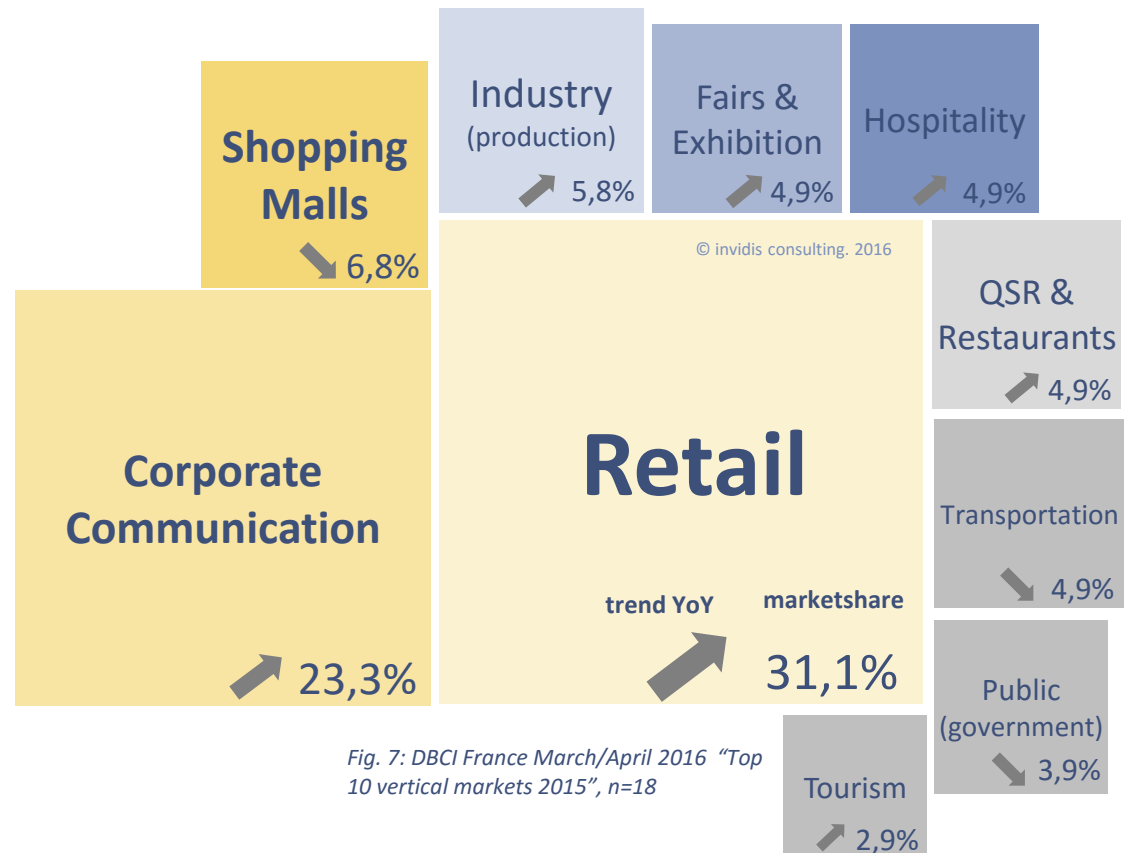


Fig. 7: DBCI France March/April 2016 "Top 10 vertical markets 2015", n=18