

 Retail defends top spot, strong demand for Shopping Malls & Events

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 over 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.
- However, in the last year other vertical markets have become more important for the industry. Particularly, the shopping mall and Events/Exhibition segments registered a high dynamism in 2015. The Expo in Milano has given the events segment a big boost.
- Corporate communication is also a very interesting target market which has grown exponentially over the last few years. The digitization of employee communications is now seen as a sustainable investment by many companies.

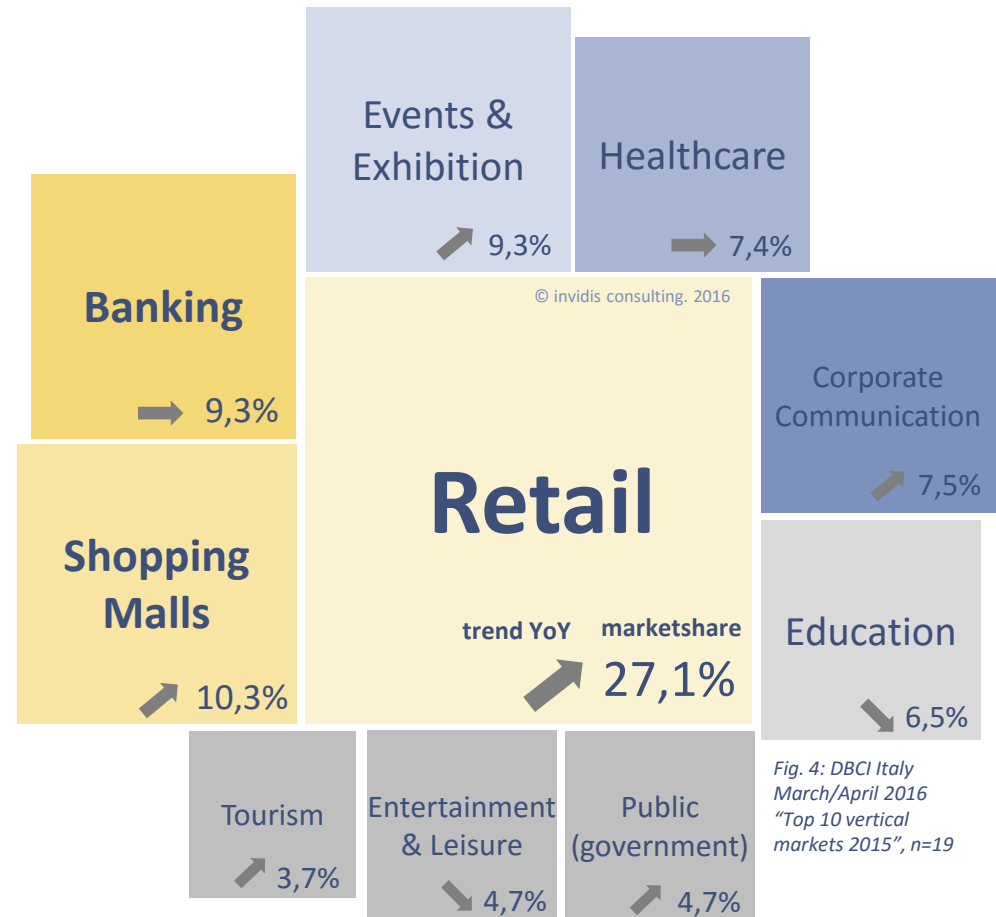


Fig. 4: DBCI Italy March/April 2016 "Top 10 vertical markets 2015", n=19