



Retail defends top spot, strong demand for Digital out of Home and Malls

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.
- However, in the last year other vertical markets have become more important for the industry. Particularly, the shopping mall and hospitality segments registered a high dynamism in 2015.
- Digital out of Home advertising is also a very interesting target market. 2015 saw good investments into this sector by the big advertising companies. The market is expecting to see more roll outs and technology renewal business in the near future

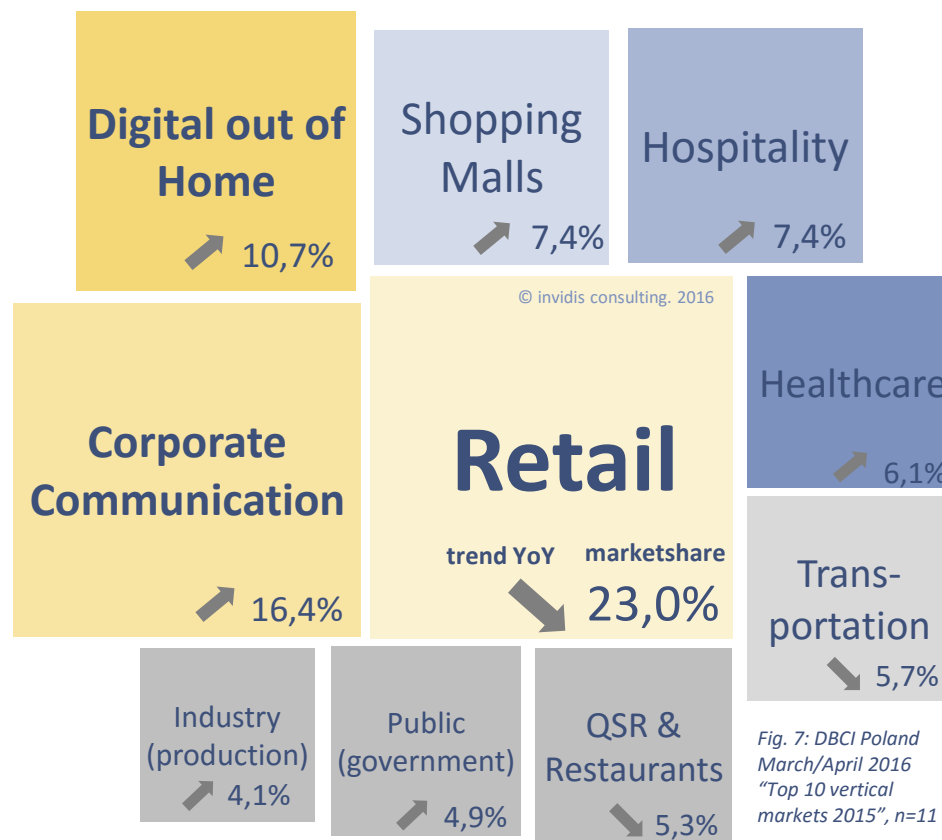


Fig. 7: DBCI Poland March/April 2016 "Top 10 vertical markets 2015", n=11