



Corp. Comm. takes top spot, strong demand for Retail & 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.

- Corporate Communication is with approximately one third of all Digital Signage revenues the biggest vertical market and has grown exponentially over the last few years. The digitization of employee communications is now seen as a sustainable investment by many companies.
- The Retail vertical market has taken a step back. However it still is responsible for one fourth of all revenues. 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 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.

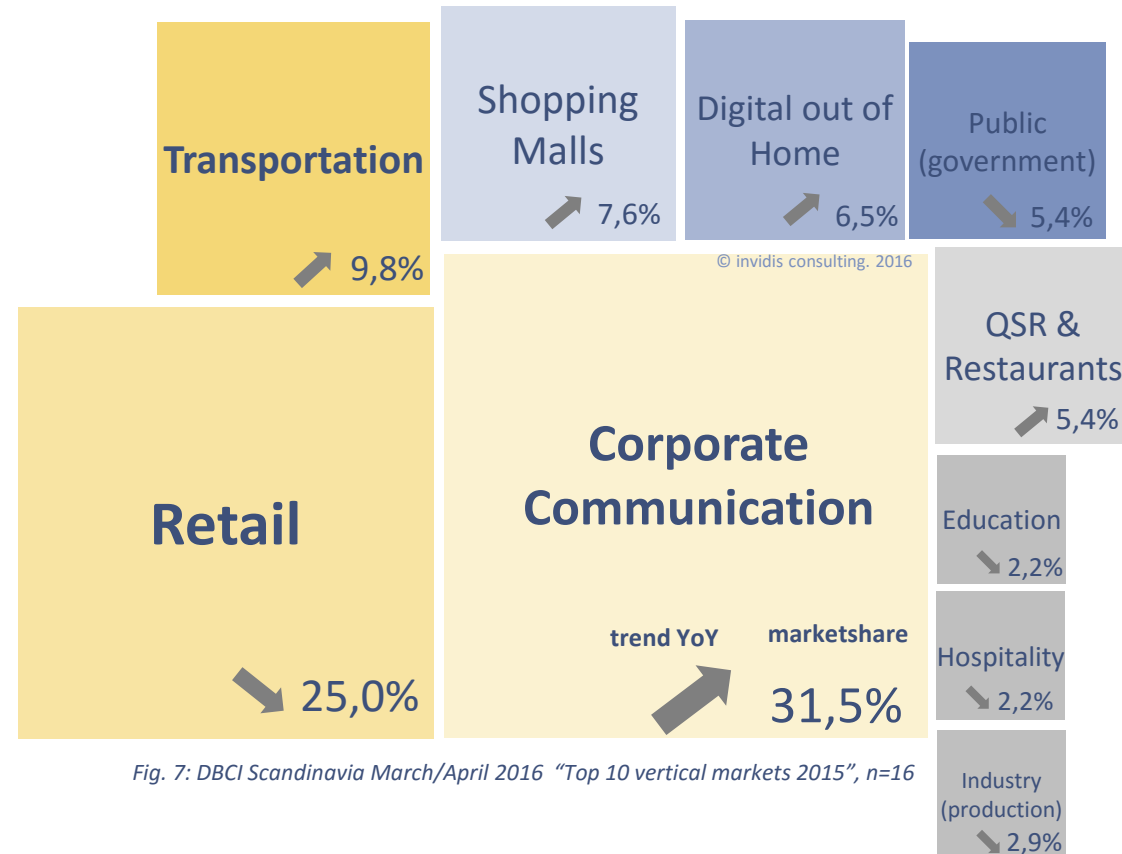


Fig. 7: DBCI Scandinavia March/April 2016 "Top 10 vertical markets 2015", n=16