

# Windows in first, Linux challenges & Android picks up speed

**Question:** How high was the percentage of operating systems used in Digital Signage Projects in 2015?

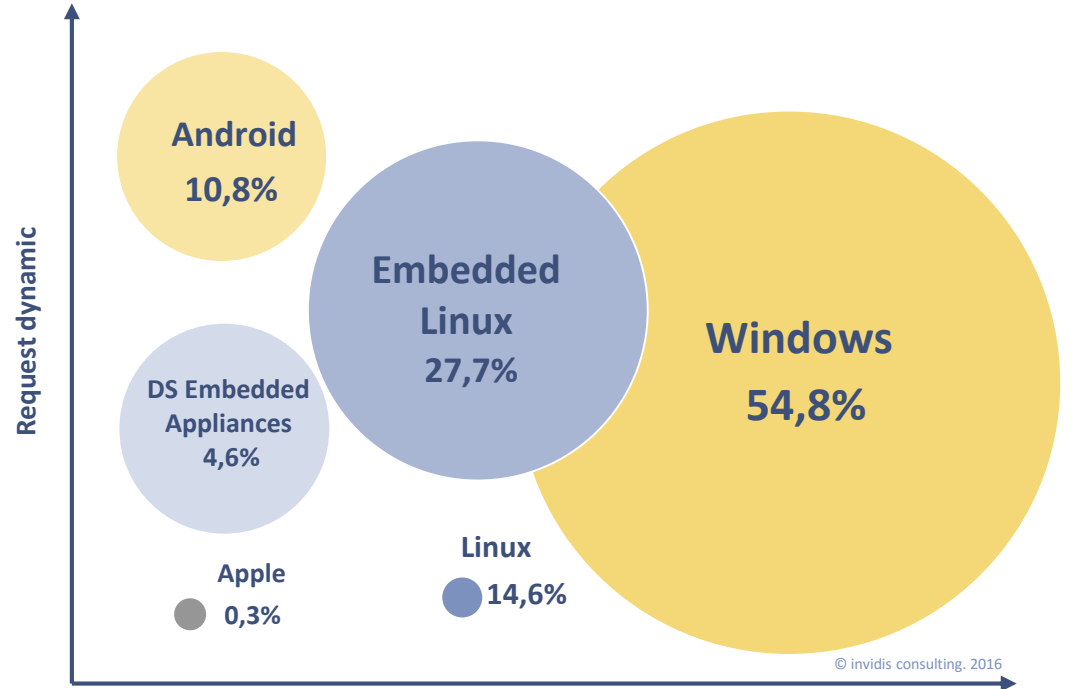
Windows is implemented most frequently with Digital Signage projects. However other operating systems have significantly gained ground in the last two years.

Particularly Linux based installations are becoming more and more popular. Here cost and security issues are dictating the decisions. With Digital Signage installations becoming more varied in size and required performance, the appliances running on a non-PC architecture like Raspberry Pi, Cisco, BrightSign, Spinetix etc. are more widely integrated.

Cost effective systems operating on Android or SoC basis currently have the highest dynamic in the market. Still many security and performance issues remain.

Apple operating systems could establish a robust nice segment. However, many managers with IT responsibility dismiss it as an operating system for Digital Signage installations.

Market share of IT operating systems in Digital Signage installations 2015



- Market penetration**
- Windows auf x86 Plattform
  - Android
  - Linux
  - Embedded Linux (Appliances)
  - Apple (MacOS, iOS)
  - Digital Signage Embedded Appliances

Fig. 4: DBCI GCC May | June 2016 "operating systems 2015", n=16