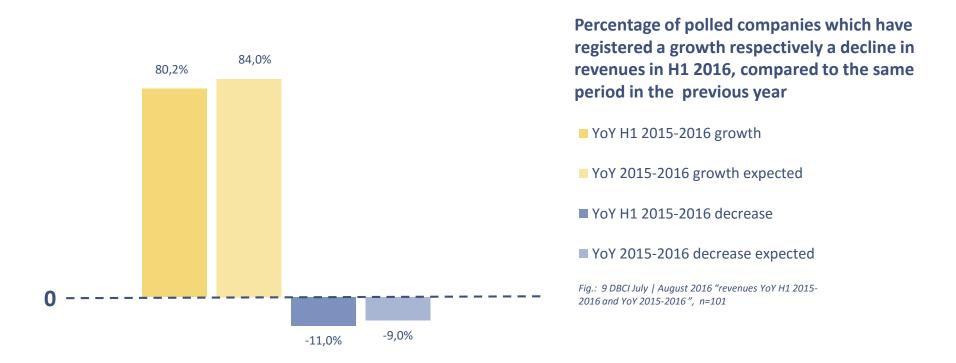


Digital Signage Business Climate Index Germany, Austria & Switzerland July | August 2016





Further research | First semester losses expected to be contained later this year



- Over 80% of the polled companies in Germany, Austria and Switzerland expect to have a growth in revenues in 2016 compared to 2015
- Still 11% of all polled companies had to accept a decline in revenues in the first six months of 2016. However many of those companies are expecting to have balanced the losses at the end of the year
- Traditionally the IT business has a relative calm period in the summer, followed by a strong showing towards the end
 of the year