



Further research | Brexit with only limited influence on Digital Signage market in Poland

Question 1: How do you expect the Brexit will influence your company/business?

Question 2: How do you expect the Brexit will influence your national Digital Signage and Digital out of Home market?

- Roughly two thirds of the polled companies are not overly concerned for their business by the prospect of an economic fallout due to the Brexit vote in Great Britain
- The percentage who see no influence is even higher for the assessment of the general Digital Signage and Digital-out-of-Home economy in Poland
- The industry is still very much concentrated on a local or national region. Most companies have no or only loose business interests in Great Britain.
- Market participants who expect a negative influence are either dependent on exchange rates because of their purchasing policy or have customers respectively close business ties on the islands.

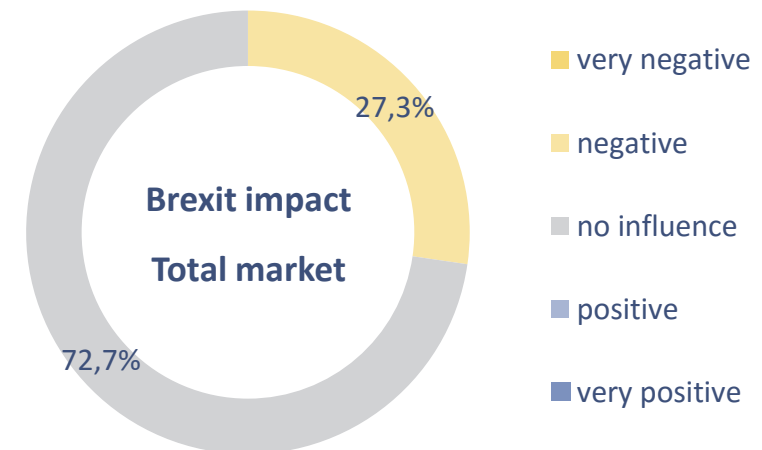
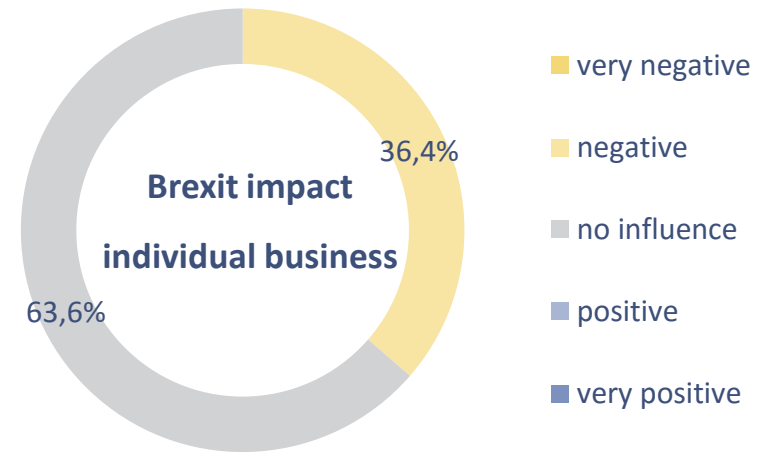


Fig. 7: DBCI Poland July | August 2016 "Brexit", n=11