



# Political situation with big influence on Digital Signage market

**Question 1:** How do you expect the current challenging political situation in Spain will influence your company/business?

**Question 2:** How do you expect the current challenging political situation in Spain will influence your national Digital Signage and Digital out of Home market?

- Almost 65% of the polled companies are definitely concerned for their business by the prospect of an economic fallout due to the current challenging political situation in Spain.
- The percentage who see a big influence of the crisis is even higher for the assessment of the general Digital Signage and Digital-out-of-Home economy in the country.
- In Europe the Digital Signage industry is still very much concentrated on a local or national region. Therefore most companies are effected greatly by regional economic uncertainty

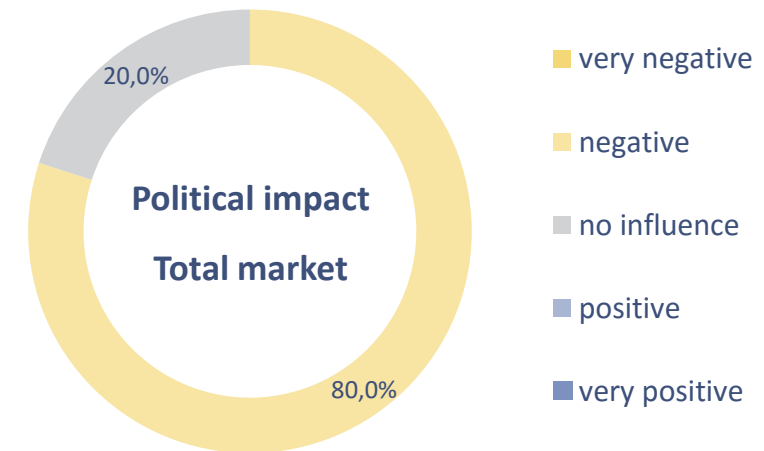
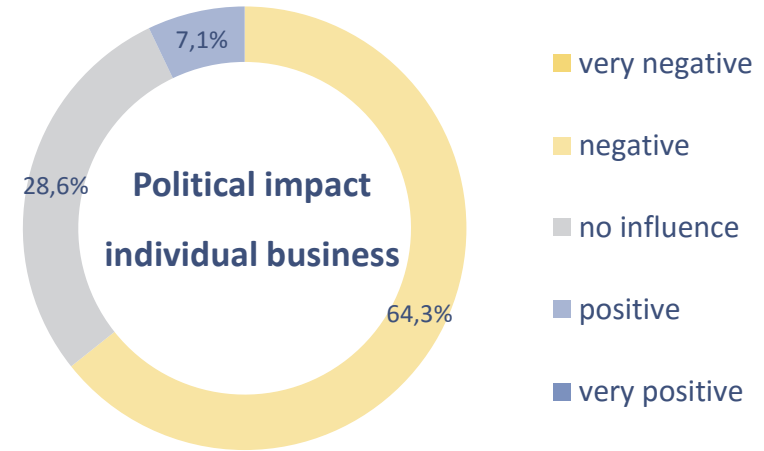


Fig. 7: DBCI ES/PT July | August 2016 "political situation", n=15