Digital Signage Business Climate Index Italy July | August 2016

DIGITAL SIGNAGE FEDERATION



Legend

Further research | First semester 2016 with considerably higher revenues than 2015

"The revenues in the first half year 2016 5,6% have ... in comparison to the revenues of the same period in the previous year." 22.2% 66,7% of all polled companies could grown very strong (more than +20%) generate in parts a clear increase in grown strong (+10% to +19%) revenues in the first half year term 16,7% grown moderately (+5% to +9% in 2016 compared to the same grown slightly (+1% to +4%) period in the previous year unchanged (+/-0%) decreased slightly (-1% to -4%) 22,2% decreased moderately (-5% to -9%) decreased strong (-10% to -19%) decreased very strong (more than -20%) 11,1% Fig.: 4 DBCI Italia July | August 2016 "revenues H1 2015-2016". n=18 11,1% Only 22,3% of all polled companies had to accept a decrease in revenues compared to the previous year 5,6%