



## Hirings 2015 | Digital Signage creates many new jobs

- **44%** of all companies in the Digital Signage Market have hired new staff in the last year.
- In 2015 **up to 50 new jobs** were created in the Digital Signage market in Russia.
- In spite of the negative overall business situation in Russia, the Digital Signage industry managed to still grow enough to create new jobs. Now this unbroken positive trend in the IT industry overall has developed in a definite shortage of qualified personal. Companies are more and more concerned, how they can match recruiting with their growth strategy.
- As a whole there is a high demand for qualified personnel. Due to the digital transformation and the increasing integration of digital technologies the demand for personnel on a management level with new qualifications is very high (e.g. key account and project manager).
- The increasing expansion in vertical markets leads to a demand for more professionals from different industry branches by Digital Signage companies.

Company growth in new jobs created 2015

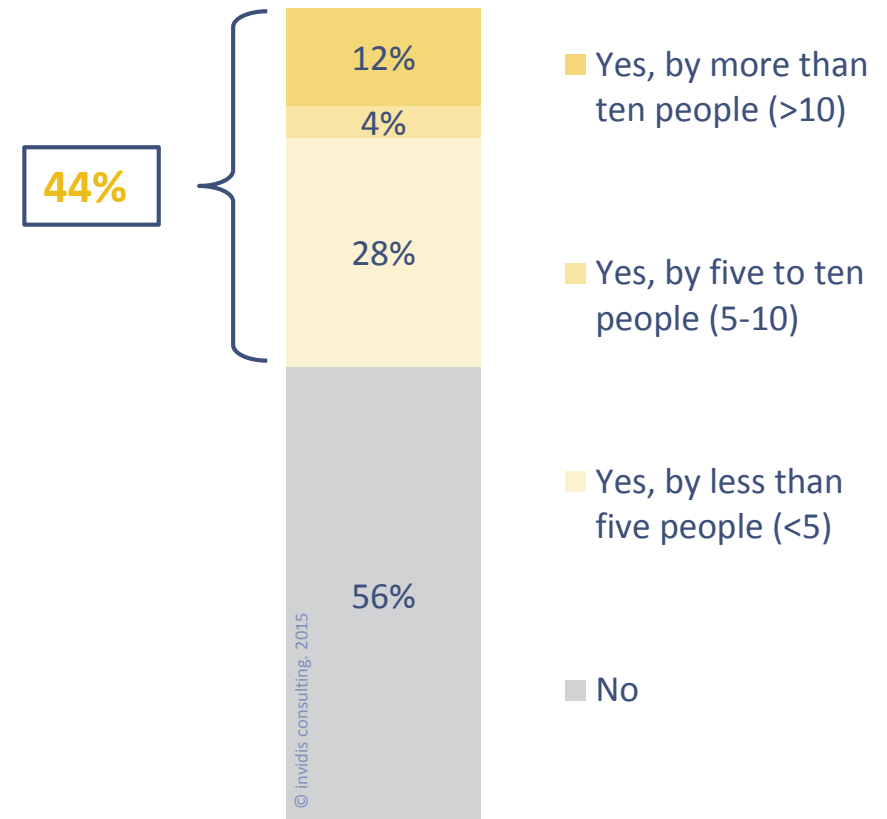


Fig. 4: DBCI Russia January/February 2016 "Hirings 2015", n=25