

 Shopping Malls defends top spot, dynamic demand for Public & Education

Question: We would like to assess the dynamic for Digital Signage in the different vertical markets. In which vertical markets has your company realised the most projects in 2015? Please rate the Top 3 vertical markets.

- Shopping Malls is with just under one fifth of all Digital Signage revenues the biggest vertical market. The harsh climatic conditions promote the construction of indoor shopping centers in Russia. Since new shopping malls are being equipped regularly with Digital Signage solutions, not only for the retail outlets, but also for information, way finding and marketing by the mall operator, consistent revenues can be generated here
- The Public (government) vertical market has seen a positive trend over the last few years. Government spending on digitalisation projects has slowly but continually increased and is not so dependent on volatile market situations.
- Corporate Communication is the third biggest vertical market. With rising IT budgets, the digitization of employee communications is now seen as a sustainable investment by many companies.

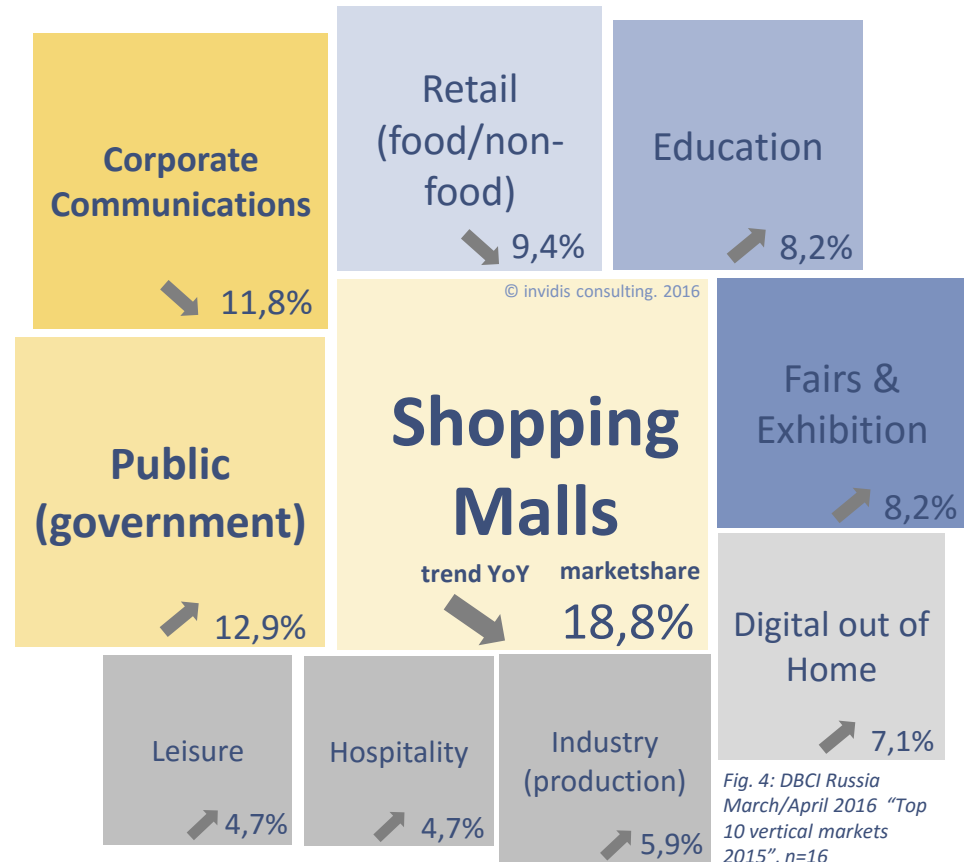


Fig. 4: DBCI Russia March/April 2016 "Top 10 vertical markets 2015", n=16