DBCI

Digital Signage Business Climate Index Poland
2nd Quarter 2017

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MUNICH
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digital signage summit europe

invidis CONSULTING

Further research | Windows in first and Android challenges

Question: How high was the percentage of operating systems used in Digital Signage Projects in 2016?

Windows is implemented most frequently with Digital Signage projects. However other operating systems have significantly gained ground in the last two years.

Particularly cost effective systems operating on Android basis currently have the highest dynamic in the market. Still many security and performance issues remain.

Also Linux based installations are becoming consistently popular. Here cost and security issues are dictating the decisions. With Digital Signage installations becoming more varied in size and required performance, the appliances running on a non-PC architecture like Raspberry Pi, Cisco, BrightSign, Spinetix etc. are more widely integrated.

Apple operating systems could establish a robust nice segment. However, many managers with IT responsibility dismiss it as an operating system for Digital Signage installations.

Market share of IT operating systems in Digital Signage installations 2016

Request dynamic

Android 16%

Embedded Linux 7%

DS Embedded Appliances 1%

Others 5%

Windows 53%

Linux 14%

Apple 4%

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Market penetration

- Windows auf x86 Platform
- Linux
- Apple (MacOS, iOS)
- Android
- Embedded Linux (Appliances
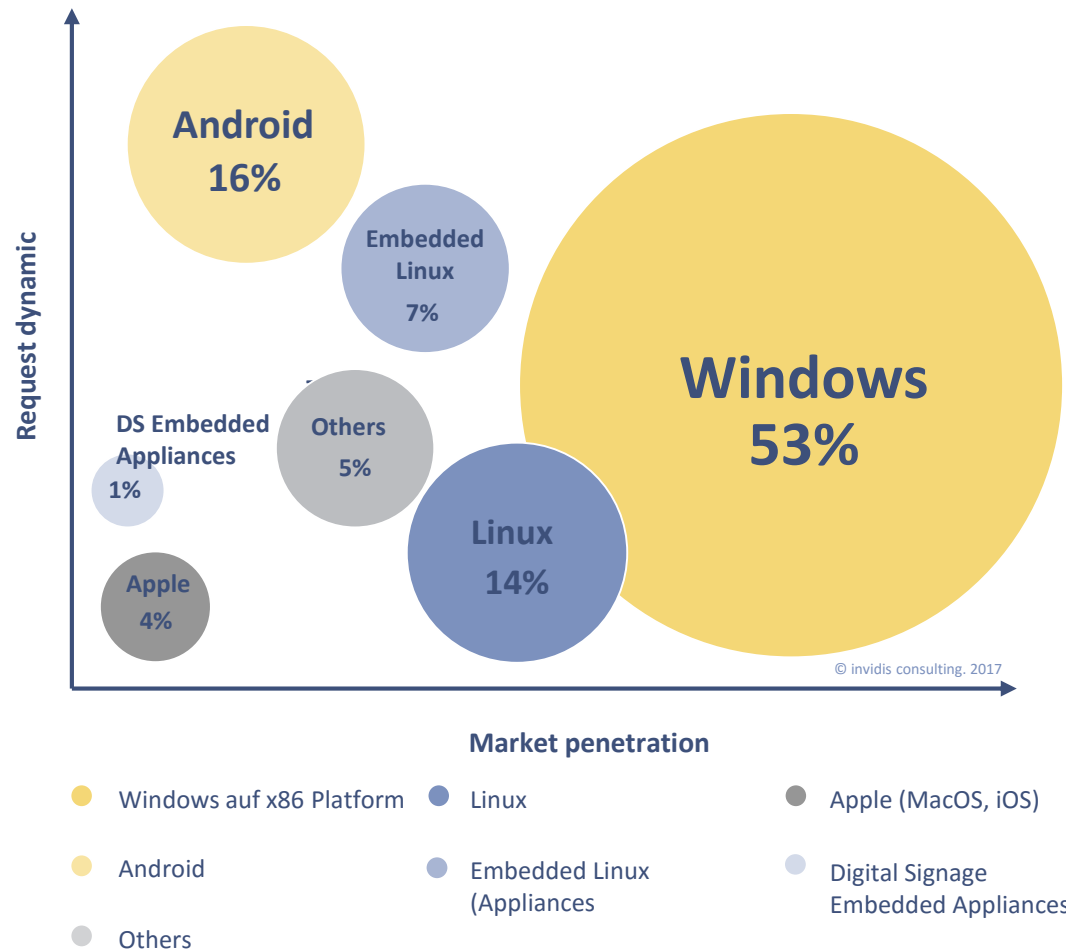- Digital Signage Embedded Appliances
- Others

Fig. 4: DBCI Poland Quarter 2017 "operating systems 2016", n=9