



Digital Signage Business Climate

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Industry survey gauging the sentiment of the digital signage in times of COVID19

18-22 March 2020

Markets covered:

DE|AT|CH - EMEA except German speaking countries - USA & Canada

in cooperation with SIXTEEN:NINE



How hard?

- Most players see the situation as a serious crisis with revenue losses of around 30% for 2020
- In EMEA, the situation is more critical than in Germany or North America, reflecting the different severity and timing of the COVID-19 outbreak in these regions
- Companies in North America are still most optimistic about the effects of the crisis

How long?

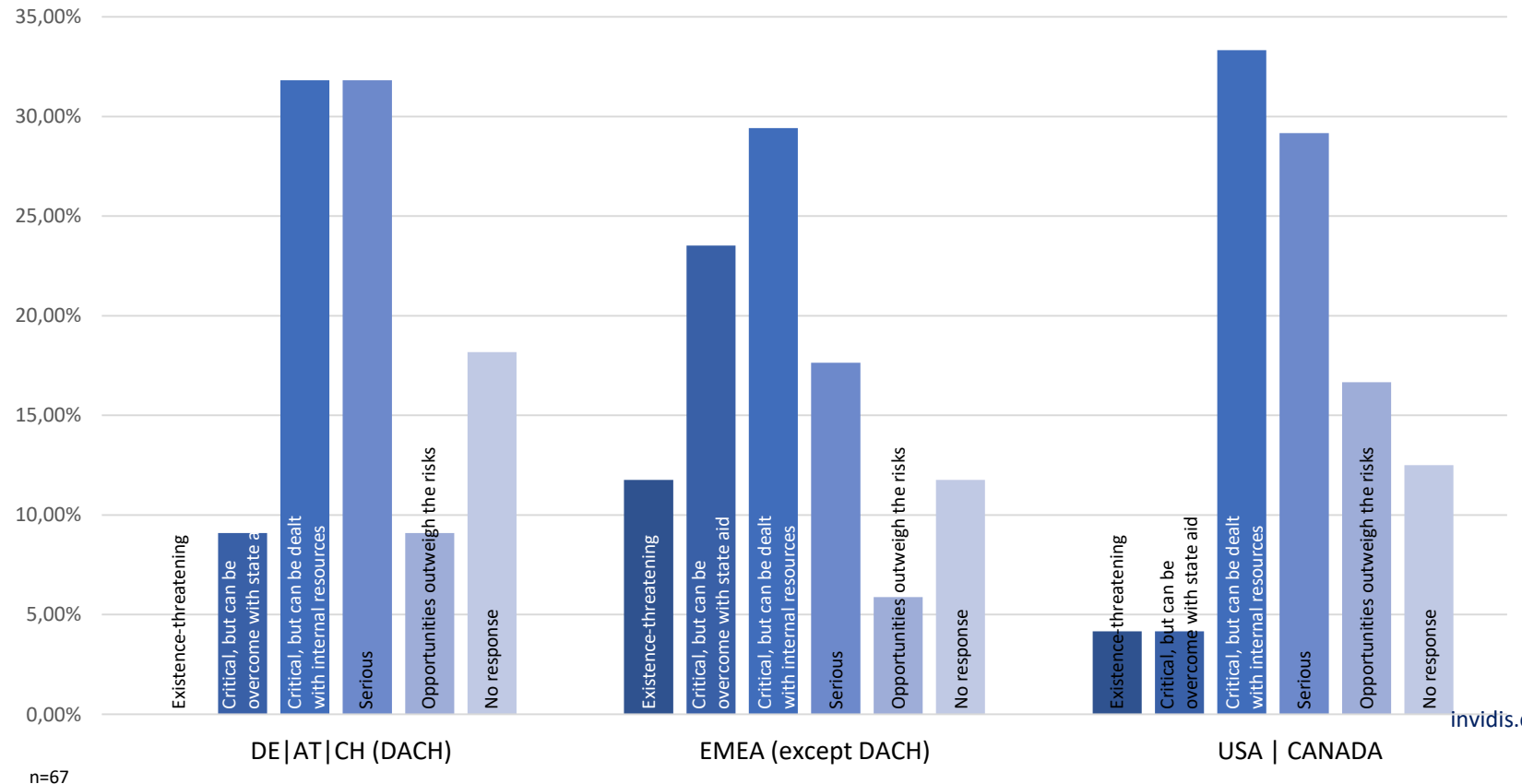
- Most businesses expect the (near) lockdown phase to last until May
- About 1/3 of all respondents expect an even longer lockdown

How fast?

- Two main scenarios for a return to “business-as-usual”:
 - Relatively fast recovery until September
 - Prolonged downturn until 2021

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How critical do you assess the situation of your company at present?



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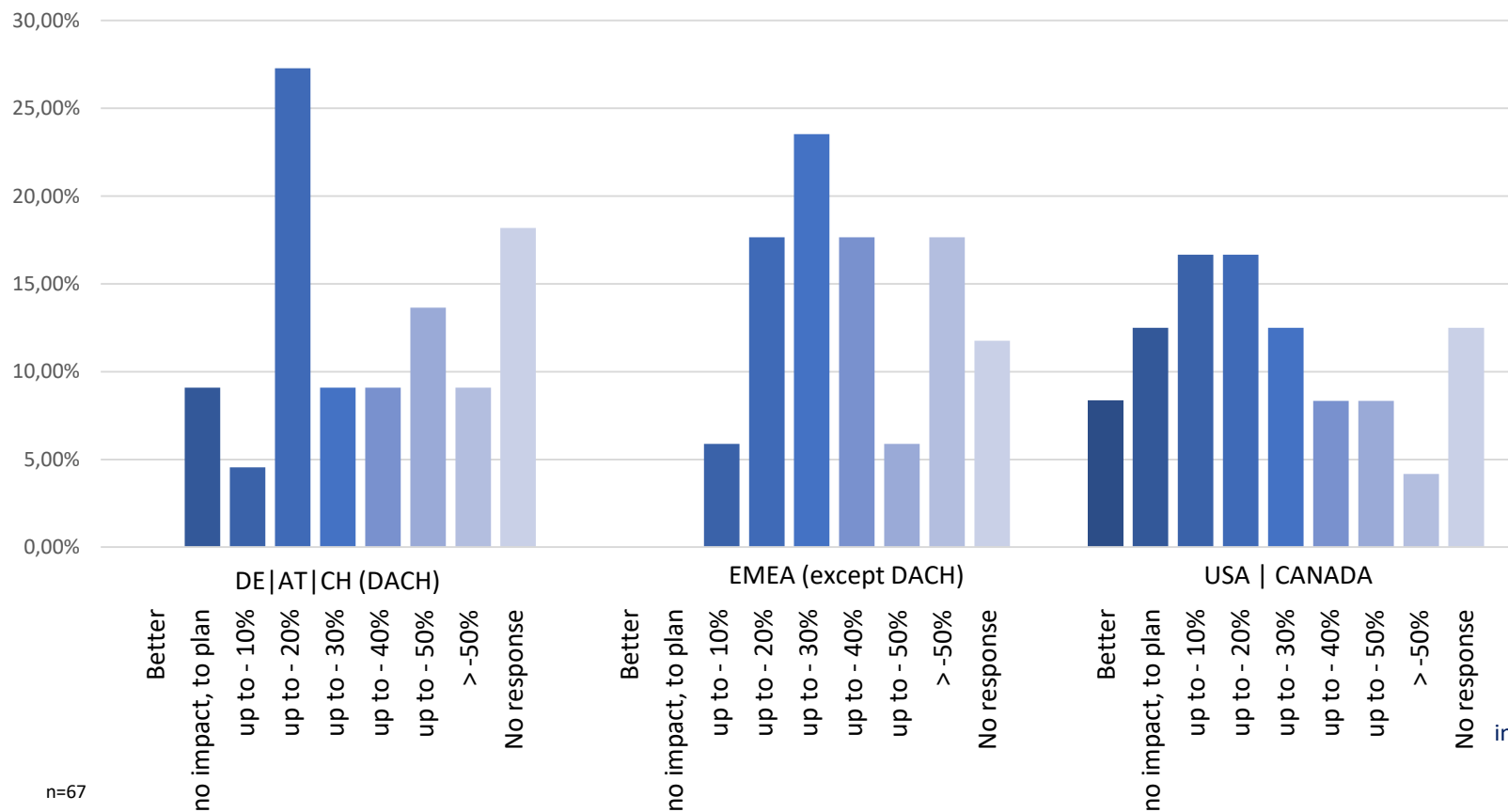
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How will the current crisis impact your 2020 top line results?

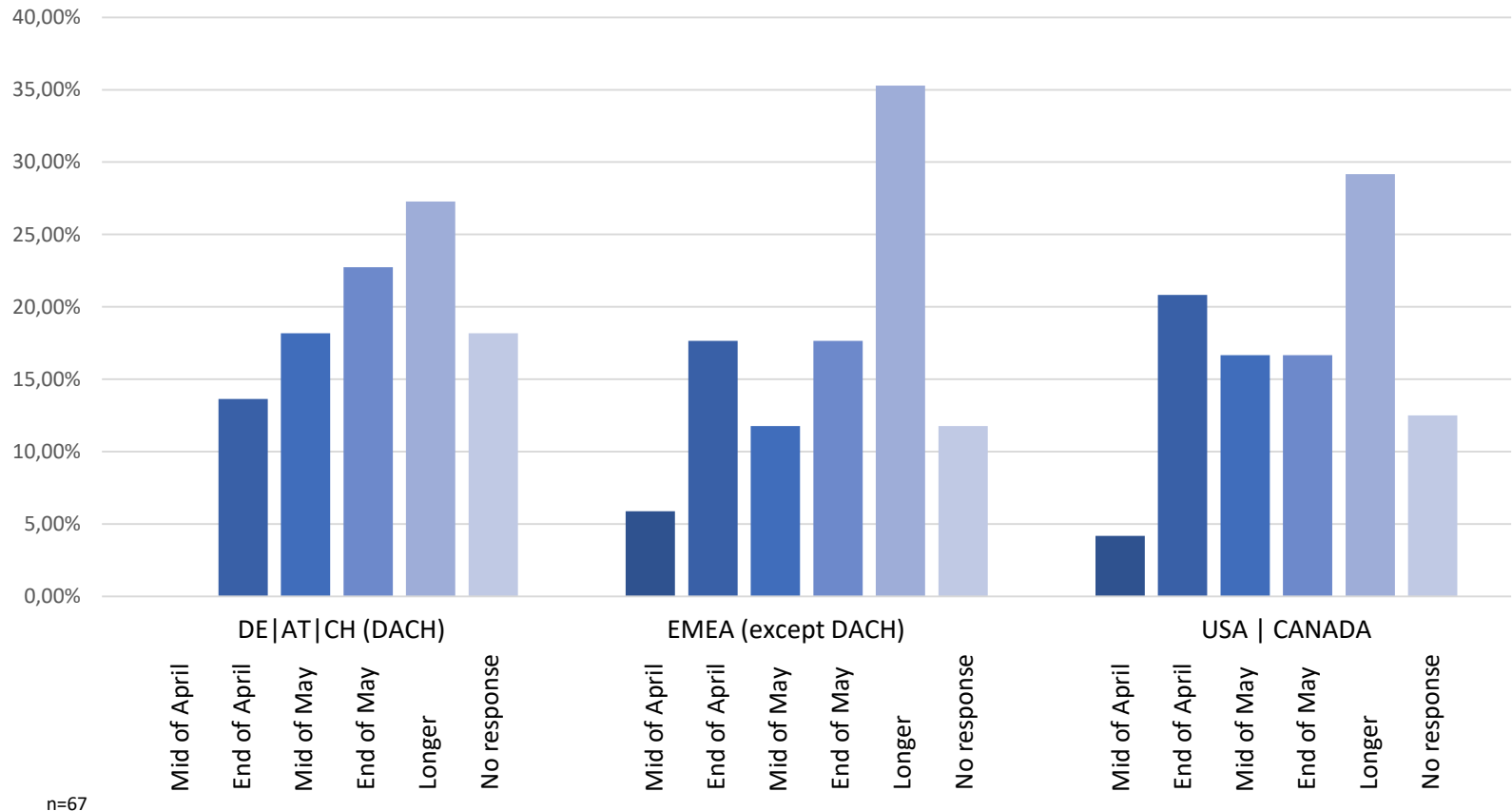




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How long do you expect the critical phase / (near) lockdown to last?

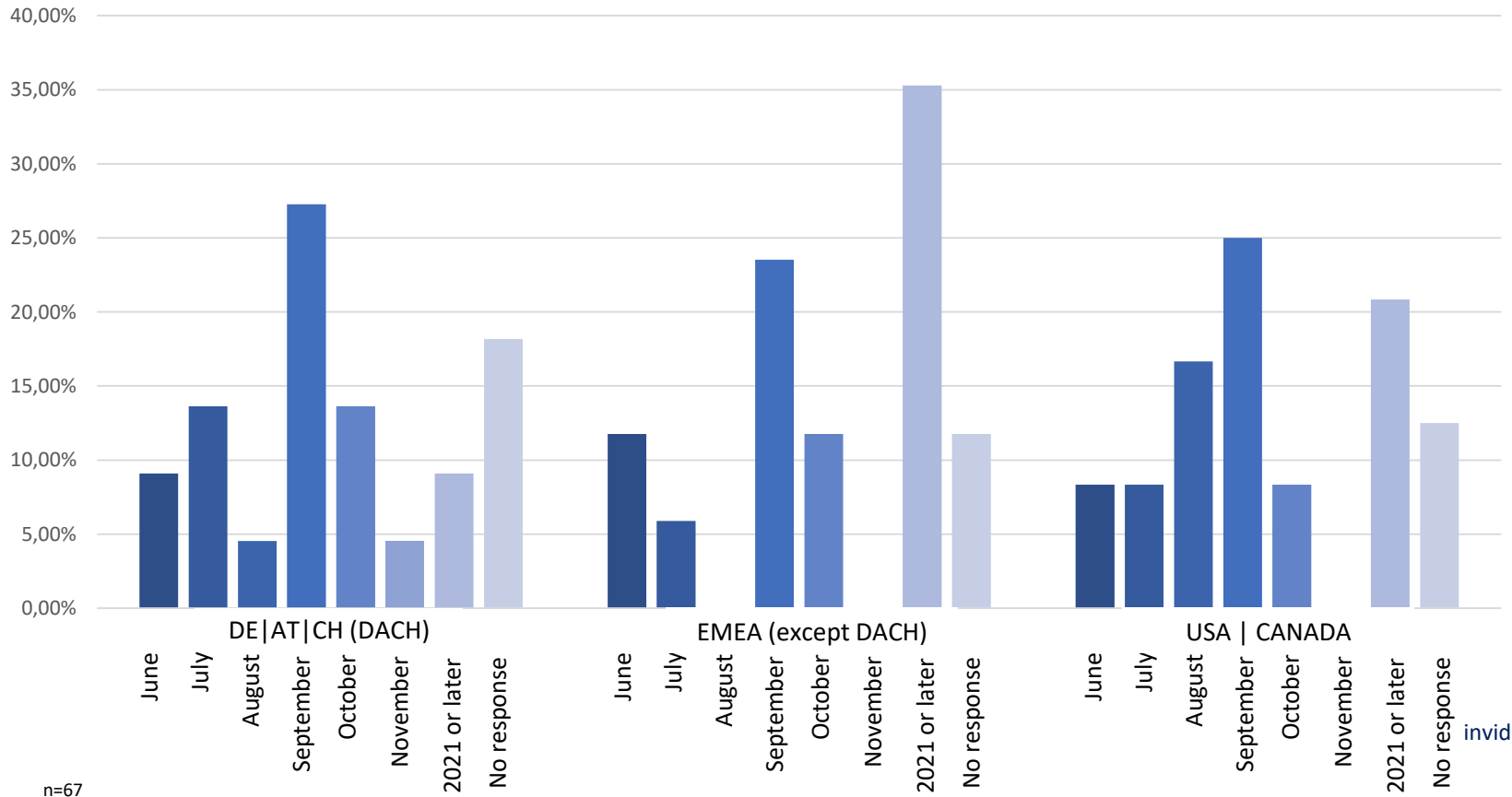




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When do you anticipate demand to be back to business as usual ?

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