

Indian survey shows 90% recall for Digital Signage

A report published by Out-of-Home Media (India) Ltd and The Nielsen Company has found that 90% of its surveyed audience recalled adverts being played on digital signage screens in the out-of-home environment.

The report is the first major study into the Indian market. It was conducted across 6 key cities and 175 'business' locations. They found that the average employee passes a screen around 4 times per day - giving a total opportunity to see of around 7 to 8 minutes.