

Strong Growth in European Digital Signage Market

A new report, titled 'Digital Signage in Europe: Opportunities for Digital Out-of-Home Advertising', produced in partnership between ReportLinker and German research company Goldmedia, has examined the digital out-of-home market in Western Europe.

The report's key findings are;

- Digital out-of-home (DOOH) advertising revenues in Western Europe will quadruple over the next five years from Euro160m in 2007 to Euro626m by 2012. By 2012 DOOH share is expected to grow to approximately 10 per cent of total OOH ad revenues.

- The out-of-home sector will be the only traditional advertising media to post real revenue growth in the next five year.

- Thanks to the increasing affordability of digital displays, digital signage networks will not only conquer brand new spaces for advertising (e.g. in-store point-of-sale advertising), but also the upgrade static poster format sites in a growing number of locations (airports, stations, roadsides, etc.).

- Sales of displays and other hardware for digital signage generated revenues in the amount of approximately Euro4m in Western Europe in 2007.

The report contains a comprehensive overview of the market, covering 112 companies, with descriptions of their value chain, business models and target revenues. The report covers; Austria, Belgium, France, Germany, Italy, Netherlands, Scandinavia, Spain, Switzerland and United Kingdom