



OVAB Europe signs a working relationship with Digital Signage Federation (DSF) and will soon start operating as **DSF Europe**, an independent affiliate of the Digital Signage Federation.

By unifying efforts in USA with Europe, both organizations hope to benefit from an enlarged sphere of influence.

DSF Europe will maintain its own budget and annual agenda, participate in worldwide event and initiative planning, and have a seat on the DSF Board of Directors. This implicitly means the relationship is not an acquisition or merger but rather a cooperation (hence, the “working relationship” identified in the press release.)

This affiliation acknowledges the global nature of digital signage activity and the need for an industry association on a similar scale. It is expected to help drive DSF membership and participation in both No. America and Europe where many multi-national companies already do business, provide education, professional development and programming support for those organizations seeking to invest in or become more active in the digital signage sector.

## OVAB Europe Becomes DSF Europe

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[OVAB's Comment on DSF and OVAB Europe](#)