

Digital Signage Infographic

Written by Digital Signage Today
19. 12. 2011

DIGITAL SIGNAGE HOW IT AFFECTS OUR EVERYDAY LIVES

HOME

\$1.41 BILLION
DIGITAL BILLBOARDS & SIGNAGE REVENUE
23.2% INCREASE GLOBALLY

2010 **\$1.3^B**
2016 **\$4.5^B**

THE GLOBAL MARKET FOR DIGITAL SIGNAGE WILL GROW FROM NEARLY \$1.3 BILLION IN 2010 TO ALMOST \$4.5 BILLION IN 2016
THIS INCLUDES
DISPLAYS / MEDIA PLAYERS / SOFTWARE
INSTALLATION / MAINTENANCE COSTS

DIGITAL BILLBOARDS

12:09^{PM}



INTERACTIVE SIGNAGE

7:30^{PM}

TAXI CAB

DIGITAL SIGNAGE



CONVENIENCE STORE

IN-STORE DISPLAYS

6:00^{AM}

PUMP-TOP

DIGITAL SIGNAGE

6:10^{AM}

TARGETED ADS

IN GYM-NETWORKS

7:00^{AM}



ELEVATOR

DIGITAL SIGNAGE

7:55^{AM}

WAYFINDING

LOBBY SIGNAGE

7:50^{AM}

LED VIDEO

SCOREBOARDS

DIGITAL MENU BOARDS

DIGITAL SIGNAGE

DIGITAL P.O.P. BOARDS

DIGITAL SIGNAGE

2:40^{PM}



3:00^{PM}

CONCESSION STAND

MENU BOARDS

5:30^{PM}

PHYSICIAN'S NETWORKS

PEDIATRICS & OB/GYN

4:35^{PM}

MASS TRANSIT SIGNAGE

BUS & SUBWAY DIGITAL SIGNAGE

3:30^{PM}

RETAIL

STOREFRONT SIGNAGE

GROCERY STORE

DIGITAL SIGNAGE

TRAM AD

P.O.S. DIGITAL SIGNAGE

5:15^{PM}

SHELF-EDGE

DIGITAL SIGNAGE

Maker's Mark

IN 2010, A MAKER'S MARK CONDUCTED A VERY SUCCESSFUL DIGITAL SIGNAGE MARKETING CAMPAIGN IN OFFICE BUILDING LOBBIES DURING PRE-HAPPY HOUR.

29% INCREASED BRAND AWARENESS
83% INCREASED AD AWARENESS

Digital Signage Infographic

Written by Digital Signage Today
19. 12. 2011

[Digital Signage: It's all around us \[Infographic\]](#) compliments of DigitalSignageToday.com