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Based on feedback from 500 organisations across W. Europe and the US, **Futuresource Consulting** says, **th e corporate vertical continues to show a strong propensity for growth in the adoption of digital signage at a time where the wider market is beginning to show signs of maturity (in some segments)**
and emerging territories are posting declines in the face of worsening economic conditions.

In short, look to the corporate market for growth.

The corporate market offers a large addressable audience, existing communications infrastructure (which signage solutions can leverage) and the growing desire of companies to communicate with employees and partners in increasingly diverse ways.

Ben Davis, Senior Market Analyst, reports **annual volume growth for commercial Large Format Display (LFD) product (excluding videowall and interactive whiteboard product) reached just 6% globally in 2015, down from 10% the year before**
and 20% in 2013.





Futuresource Consulting