



NEXT UP!

Digital Signage i fremtiden –trender og perspektiver

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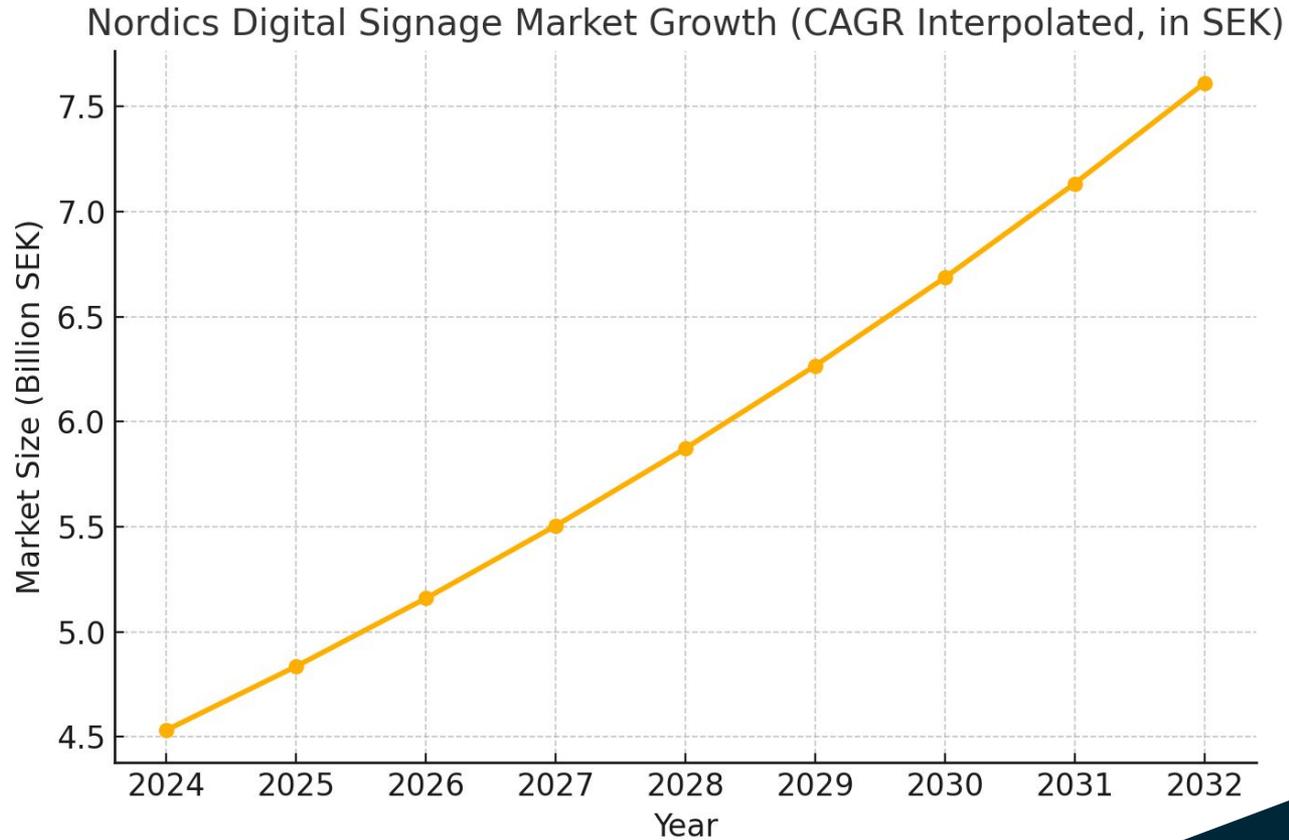
PLAYIPP
DIGITAL
SIGNAGE
2025 *Summit*



Digital Signage i fremtiden

– trender og perspektiver

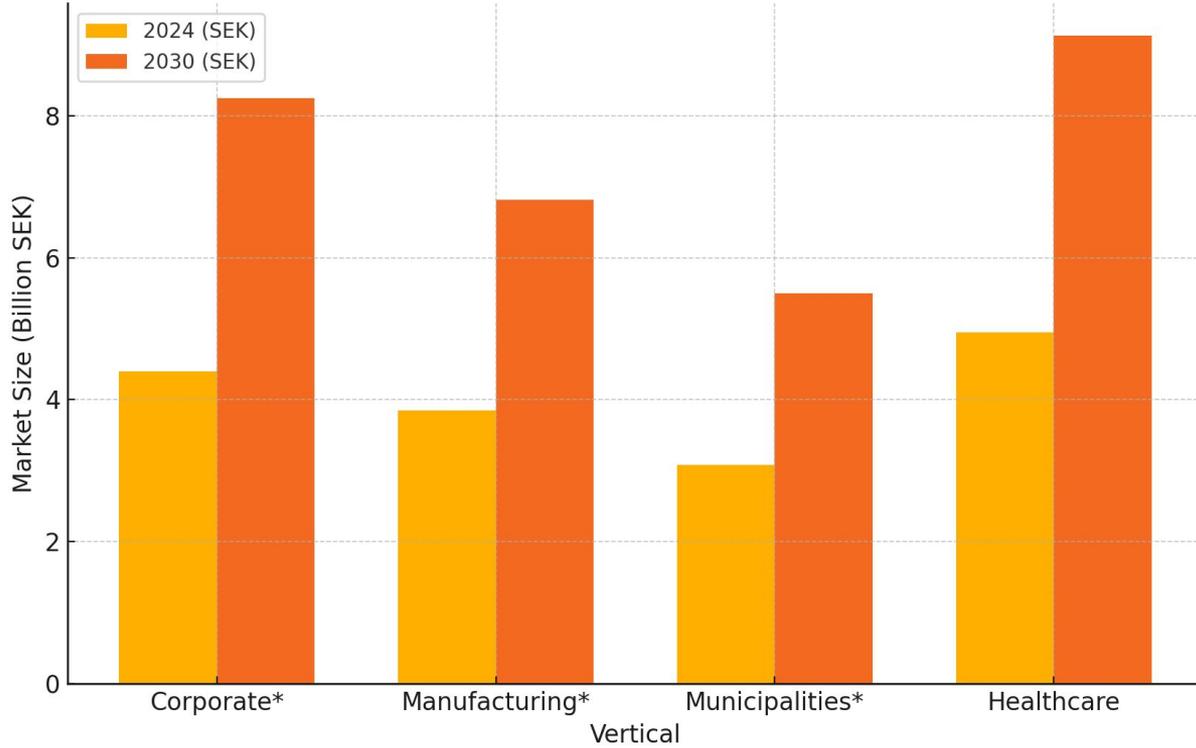
**Let's talk about
maturity.**



Source: Databridge, Grand View, Straits, MMR. Figures include hardware, software & services. Nordics values are estimates based on Europe market share.

**And explore new
business opportunities.**

Digital Signage Market by Vertical (Nordics, SEK, est.)



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Digital signage is no longer a gadget market - it's a valued communication tool.

**Clients are either
buying for the first
time or replacing
existing systems.**

How we win together

**Trends are only valuable
if we act on them.**

Talk to the Right Buyer Personas

Marketing/
Communications

Operational
Managers

IT/Workplace
Manager



Sell value,
Not (only) hardware

Win together

**The industry is maturing.
Let's make sure we mature
with it.**