



NEXT UP!

Framtidens Digital Signage – trender och spaningar

EMIL LINDBLAD, BUSINESS DEVELOPMENT PLAYIPP

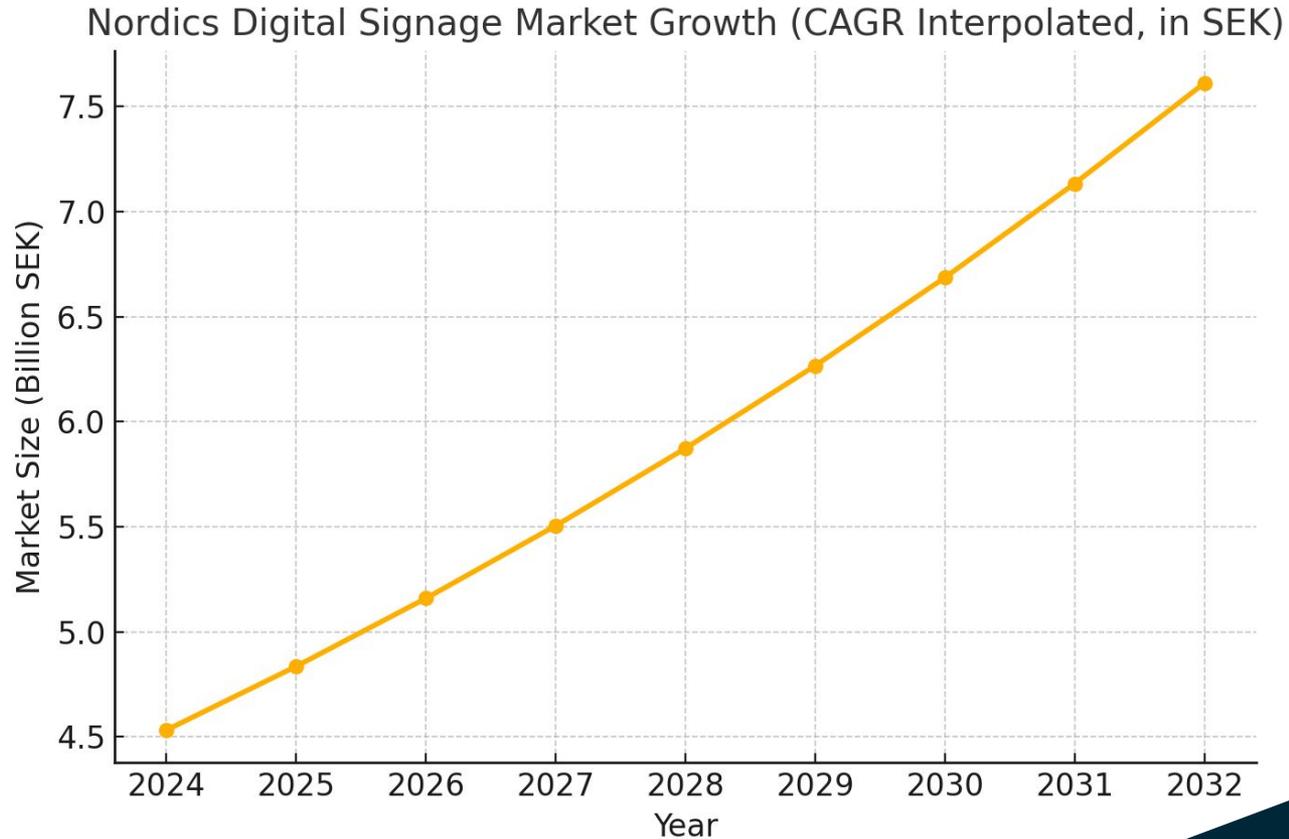
PLAYIPP
DIGITAL
SIGNAGE
2025 *Summit*

The logo for the Playipp Digital Signage 2025 Summit. It features the text "PLAYIPP DIGITAL SIGNAGE" in a bold, dark blue, sans-serif font. To the right of "SIGNAGE" is a green play button icon. Below this, the year "2025" is written in a smaller, dark blue font, followed by the word "Summit" in a green, cursive script font.

Framtidens Digital Signage

– trender och spaningar

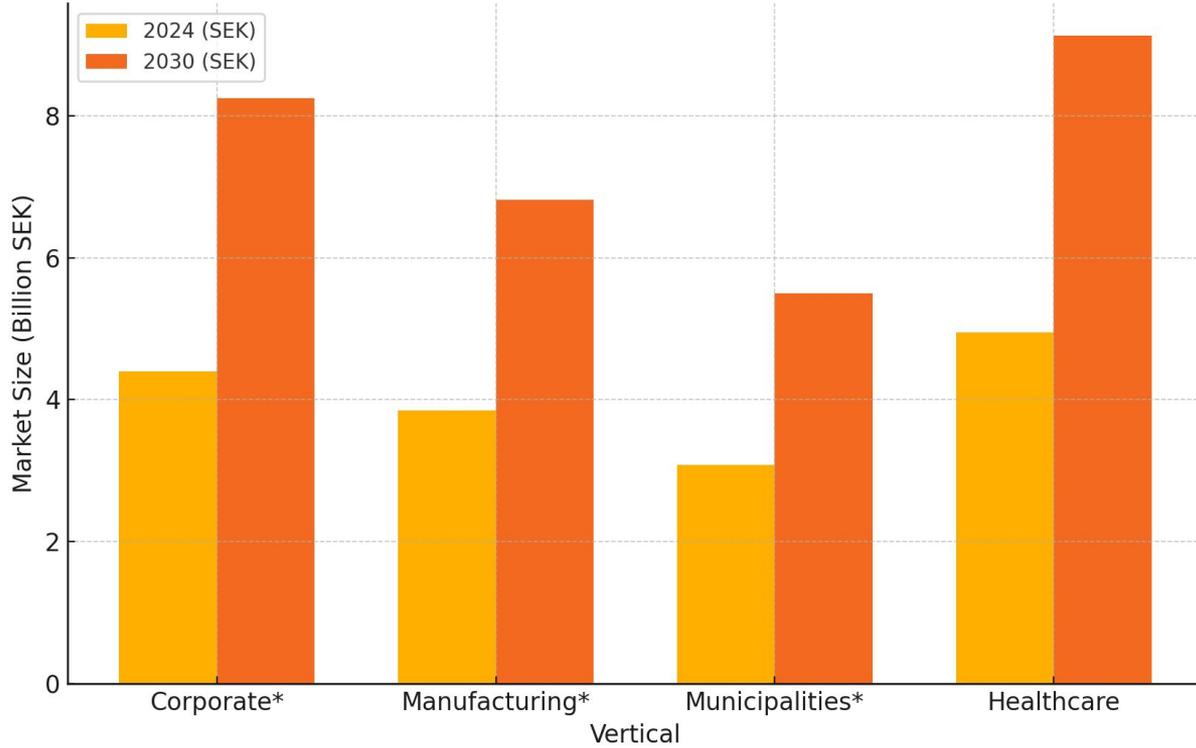
**Let's talk about
maturity.**



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.)



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

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

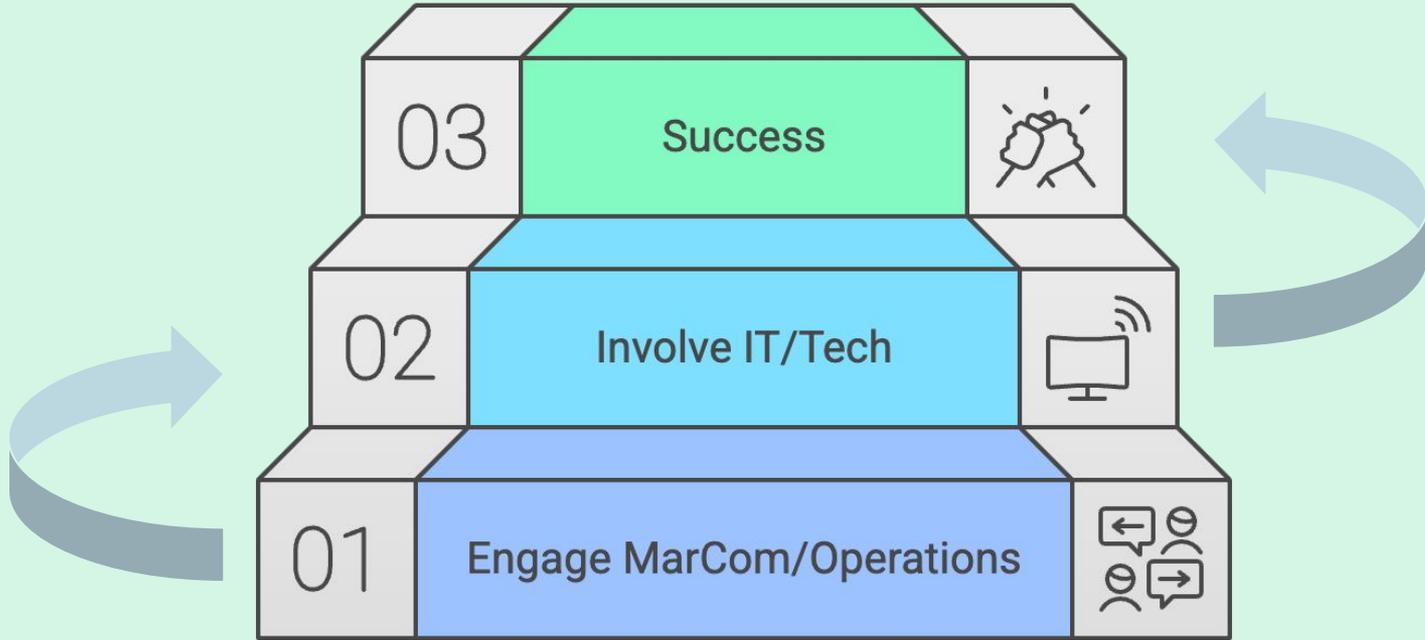
**Trends are only valuable
if we act on them.**

Talk to the Right Buyer Personas

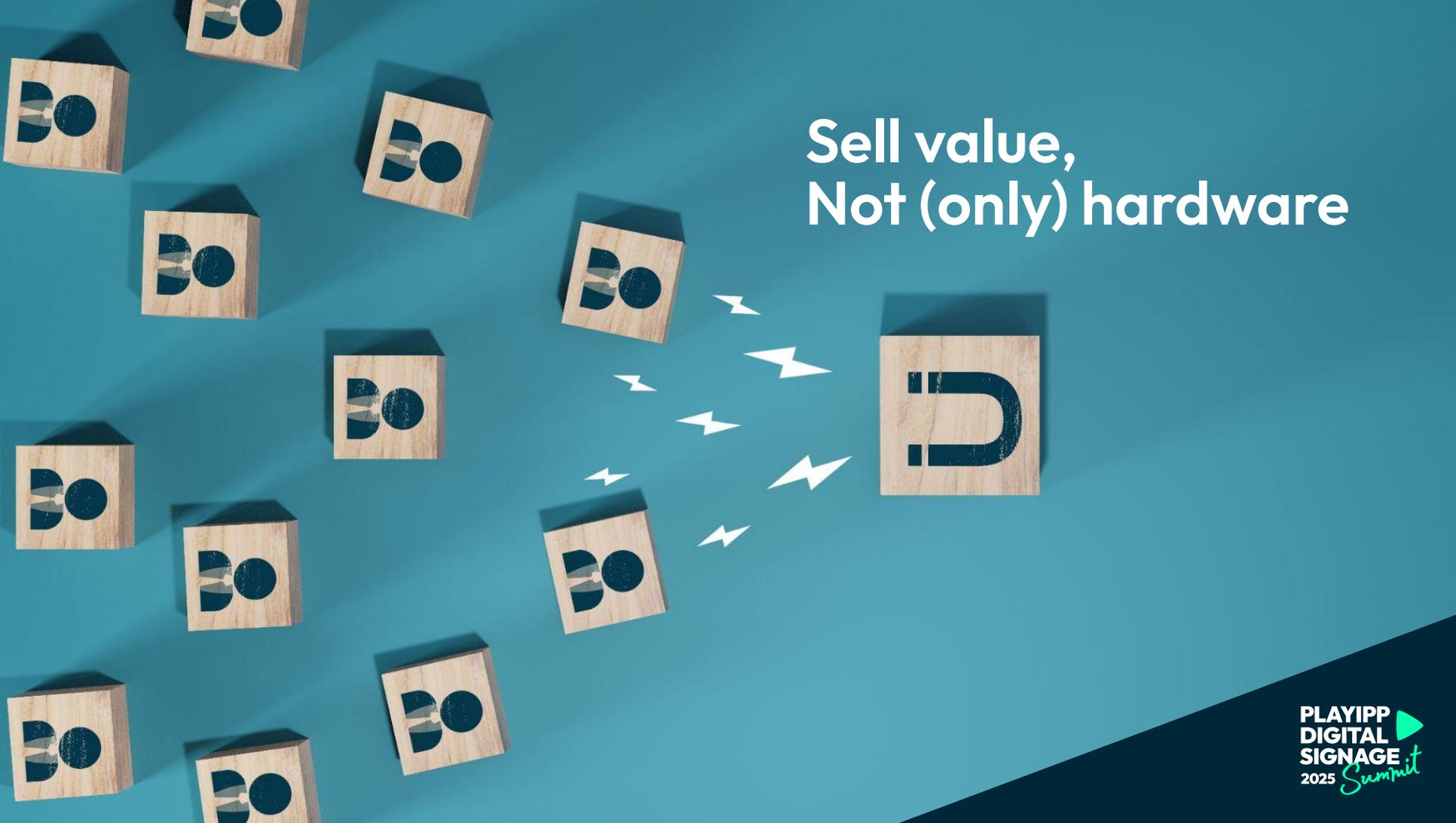
**Marketing/
Communications**

**Operational/
Workplace**

IT/Tech



Made with  Napkin



Sell value,
Not (only) hardware