

## Digital Signage Summit Europe 2023 celebrated its 50th Edition



Widely regarded as one of the industry's most important business events, Digital Signage Summit Europe (DSS Europe) celebrated its 50th edition at Hilton Munich Airport in Germany, earlier this month. A joint venture between Integrated Systems Events and invidis consulting, the summit attracted digital signage leaders from across Europe to explore this year's theme: Engaging Experiences - Concepts, Creation & Content.

Sponsored by Google Chrome Enterprise, DSS Europe welcomed over 350 delegates, exhibitors and speakers to enjoy two days of thought-leadership, insightful panel discussions, industry overviews and the latest innovations from exhibiting brands. This year's stellar line up of speakers, including experts from First Impression, Futuresource, Google, M-Cube, Trison, Visual Art and ZetaDisplay and spanning a wide range of sectors such as media, retail, and corporate, addressed the current market outlook and the impact of major trends.

Highlights included Dave Haynes, editor of Sixteen:Nine, and Mark McDermott, CEO at ScreenCloud, discussing 'How to get the message across to your employees' and why agnostic software solutions that integrate with other systems are helping to streamline internal communications. While Daan Berends, Creative Director at First Impression Audiovisual, explored 'Why digital solutions lack success without spot-on

content' with practical advice on how ordinary content can be just as engaging as digital spectacles.

During day one of the summit, Florian Rotberg, Chair of DSS Europe and Managing Director of invidis consulting, presented a comprehensive market overview in which he revealed that global advertising markets have increased by 6% year on year, driven by a DooH growth of 26%. Florian also revealed that the overall market forecast for 2024 is looking to be flat.

Further insights revealed that market growth in Europe is tracking ahead of the US and Asia, thanks to a wider implementation of smart digital signage and experiences. The creation of unique, immersive experiences in a physical space is increasing with 'Pop Up' and concept stores growing in popularity. Content, canvas, and location are key elements in creating a distinctive physical journey that differentiates from an online retail experience. Factors generating successful implementation include content being relevant and memorable. "There needs to be a balance between the things you want to present and the stories you want to tell." Hubert van Doorne, Nexmosphere - on the ideal placement of screens and sensors in the retail space.

Other themes driving industry development include Generative AI such as Adobe Firefly, Sustainability, Carbon Credits and Cyber Security. These topics formed the basis for many of the conversations, both on the main stage and at the networking sessions, during the summit. "Digital signage must bring something new and deliver added value to companies. Not just videos that play on a loop." commented Christophe Billaud, Telelogos.

On day two, the invidis team opened with a 'Wake Up Call' keynote, highlighting the best and worst practices in digital signage, with examples from their recent global tour. These included common pitfalls, including content that doesn't inspire (blank and poorly calibrated screens should be avoided), poor visibility, 24-hour power consumption, light pollution, and installation failures such as visible cables. Plus, a plea to use standardised APIs only.

Delegates were also the first to receive a copy of the new 2023 invidis Yearbook, widely regarded as the go-to industry reference point for exclusive insights and market trends. The latest issue features key topics; Engaging Experiences and Green Signage. invidis also hosted its annual Strategy Awards, celebrating excellence in the digital signage industry. Florian Rotberg and Stefan Schieker of invidis consulting GmbH presented the awards to companies that are leading the way in digital signage strategy.

The winners are:

- Engaging Experiences - TRISON
- Green Signage - PPDS - Professional Display Solutions
- Business Critical - Xovis

- Innovation - Google Chrome OS
- Rising Star - First Impression audiovisual
- Industry Leadership - PPDS - Professional Display Solutions

Rotberg concludes, “This year’s edition with over 500 visits was a resounding success with a wealth of market leaders and industry experts addressing the state of experiences and discussing trends and drivers for the year ahead. These valuable discussions pave the way for unlocking the potential of digital signage and DooH still to be explored. DSS Europe is a great opportunity for the industry to come together, explore and collaborate in a creative and effective way for a more sustainable future – see you next year!”

DSS Europe is a joint venture between Integrated Systems Events, producers of the Integrated Systems Europe exhibition, and invidis consulting, the leading German digital signage consultancy. DSS Europe 2024 takes place in Munich next July.

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