

Digital Signage: Effektiver als traditionelle Außenwerbung (German Edition)

Markus Hofstetter

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Digital Signage: Effektiver als traditionelle Außenwerbung (German Edition) Markus Hofstetter Digital Signage hat in Deutschland lange Zeit ein Nischendasein geführt. Doch das Segment wird von den Werbungtreibenden nun ernst genommen. Digitale Außenwerbung soll sich in den kommenden Jahren zu einem Wachstumstreiber bei den Out-of-Home-Medien entwickeln. Der Anteil an der gesamten Außenwerbung soll in den kommenden Jahren rasant steigen. Helfen dabei soll die Entwicklung von einheitlichen Standards.



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