

# Digital Signage Summit 2026 Recap



From AI-driven platform strategies to cybersecurity, orchestration and industry consolidation, this year's Digital Signage Summit (The DSS) examined the forces actively reshaping how digital signage and DOOH networks are built, managed and scaled. In its 20th anniversary year, The DSS 2026 reinforced its position not simply as a conference, but as a strategic meeting point for the global digital signage industry. The event underscored how rapidly the industry is evolving, and why leadership dialogue has never been more important.

Across 2 days executives, technology leaders, strategists and innovators from across Europe, North America, MEA and beyond discussed how the sector is adapting during a period of significant transformation. Organised by invidis consulting in collaboration with Integrated Systems Events (ISE), this year's summit centred on 'NextGen Signage' with a focus on how the industry is evolving beyond traditional hardware-led models towards increasingly software-driven, platform-based and service-oriented ecosystems.

Keynote presentations, panels, spotlight sessions and networking events highlighted strategic direction, operational resilience and long-term value creation. Conversations around consolidation, acquisitions and changing market dynamics

made clear just how quickly the competitive landscape is shifting, and how critical strategic positioning has become for companies across the sector.

New breakout session formats introduced for The DSS 2026 proved highly successful, attracting strong attendance across both days and creating additional opportunities for focused discussion and direct audience engagement. Networking events and informal meeting formats further reinforced The DSS's reputation as a leadership-focused industry forum built around peer exchange and strategic dialogue.

Mike Blackman, Managing Director of Integrated Systems Events, said: "What makes The DSS unique is the calibre of people and conversations taking place across the event. The DSS brings together the leaders actively shaping the future of digital signage and creates an environment for meaningful discussion, collaboration and long-term strategic thinking."

"This year's summit really showed how much the industry has shifted. You can clearly feel the industry entering a new phase," added Florian Rotberg, Founder and Managing Director of invidis consulting. "Companies are no longer discussing what might happen one day, they are making strategic decisions now about platforms, AI, operations and long-term scalability. You can really see priorities changing, from rapid growth to making the right decisions for the long term."

The invidis Strategy Awards provided a snapshot of the technologies and business models currently defining the industry's direction.

The winners are:

- Shared Spaces & Engaging Experiences: M-Cube, Galeria Bombi
- Green Signage: Seoul Metropolitan Government, DooH Nighttime Brightness Limits
- Business Critical: Screenly, Cybersecurity
- Innovation: Pantheon Labs, Digital Human / AI agent solution
- Rising Star: TCL, Sony-JV / Global Digital Signage Launch
- Industry Leadership: Integrated Systems Europe (ISE), World's Leading Digital Signage Show
- Software & Platforms: ScreenCloud, Refreshed platform
- Managed Service: Econocom, Samsung MS Offering
- invidis Special Award: Roland Grassberger

Alongside the conference programme, the event further demonstrated the importance of peer-to-peer exchange at leadership level. With hundreds of C-Suite executives and senior decision-makers in attendance, The DSS 2026 reaffirmed its position as one of the few places where the industry's most influential players could openly exchange strategies, challenges and future priorities face-to-face.

The Digital Signage Summit will return 12-13 May 2027 to the Hilton Munich Airport.

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