

Digital Signage Summit 2026 Registration Opens



Marking its 20th anniversary, The Digital Signage Summit (The DSS) 2026, organised by invidis in a joint venture with Integrated Systems Events (ISE), will bring together the sector's most senior leaders for a strategic examination of the forces reshaping digital signage and DOOH. Over two decades, the Summit has evolved into the industry's principal platform for executive-level exchange, providing a neutral environment for high-level insight, peer dialogue, and long-term vision setting.

As the pre-eminent forum for the market's most influential decision-makers, The DSS presents strategic perspectives from the world's leading innovators and solution providers. By fostering cohesion across Retail Digital Signage, DOOH, and Retail Media, the Summit establishes shared priorities, guides capital allocation, and defines the sector's next phase of sustainable growth.

Under the theme NextGen Signage, The DSS 2026 will bring together leaders to reimagine, rethink, reinvent, recalibrate, and reset digital signage in a time of transformation. This milestone edition will examine the strategic and technological forces reshaping the global market, from economic shifts and consolidation to new competitive pressures and the accelerating impact of AI, while redefining content workflows, operations, and the broader value chain. Attendees will hear the Anniversary Keynote, "20 Years on Screen: The Stories, the Shifts, the Future", reflecting on the industry's evolution and looking ahead to the next chapter, with evening networking and 20th-birthday celebrations at Airbräu.

"Twenty years of DSS is the perfect moment to look back at the first two decades of digital signage and to do it in an entertaining way," says Florian Rotberg, Founder & Owner of invidis consulting GmbH. "Our industry has grown from a niche built on CRT tubes to a business-critical ecosystem powered by LEDs, commoditized screens, and increasingly sophisticated software and service platforms. The old silos

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are gone, and the future is wide open - intelligent, connected, and AI driven. We're excited to celebrate some of the best moments from 20 years of digital signage and to share our perspective on where the next five years will take us."

Reflecting on the sector's current trajectory, Stefan Schieker, Senior Partner of invidis consulting GmbH, adds: "Digital signage has matured. With easier tech and AI accelerating everything from content to analytics, we can finally focus on real value and future-ready business models. Despite global challenges, this moment is a turning point full of disruption, but even more full of opportunity."

Mike Blackman, Managing Director of Integrated Systems Events, emphasises the Summit's ongoing significance: "As we mark twenty years of Digital Signage Summit, the event remains the definitive forum for industry leaders to assess shifting priorities and emerging challenges in digital signage. This is where the industry's most forward-thinking leaders converge, and where the next big ideas take shape."

Don't miss this opportunity to stay at the forefront of the digital signage revolution. Early bird tickets are available for a limited time. Accommodation options for one or two nights at the Hilton Munich Airport are also available.

www.digitalsignagesummit.org