Digital Signage & Professional Displays

Market Trackers
Historical and forecasted, delivered quarterly in Excel, PowerPoint, and Flex files.

Databases
Collection of data tracking contents such as projects, companies, and specifications

Clients of this service will receive:

**Standard Intelligence Service includes:**

- **Public Display Market Tracker** – A quarterly worldwide pivot database focused on flat panel technologies including LCD, PDP, and OLED and contains two distinct product types, Public Display and Public Display TV. The two deliverables include historical shipments to the most recent quarter, then history and forecast by region.

- **Digital Signage & Professional Displays Specification Database** – Data is collected quarterly from public display brands for key countries. Profiles of brands are included as well.

- **LED Video Displays Market Tracker** – A comprehensive, worldwide pivot database delivered on a quarterly basis by region. This database focuses on direct view LED (LED Video) technology, which is further examined by both digital signage and professional applications.

- **Quarterly Digital Signage & Professional Displays Industry Analysis** – Detailed analysis of market shares, product/solution offerings and partnerships along with key forecast assumptions and market drivers and restraints. Emerging technologies and supply chain dynamics, including LCD panel supply situations and future roadmaps are covered.

**Premium Intelligence Service includes** all Standard IS deliverables, in addition to:

- **Public Display Market Tracker – Country Level** – Similar to the Public Display Market Tracker with a more detailed 58 country snapshot for the 8 regions globally.

- **Digital Signage Industry Market Tracker** – A quarterly worldwide pivot database focused on the total Digital Signage Eco-System, examining Displays, Media Player/Set-top Box and PCs, Software (premise and SaaS), service and maintenance and Digital Out-of-Home advertising revenue. Professional applications are excluded from this report.
## Research Coverage

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### Technologies

- **Touch Technologies**
  - Optical
  - Infrared
  - Projected
  - Capacitive
  - Surface Acoustic Wave
  - Other

- **Brightness**
  - <=499
  - 500-999
  - 1000-1499
  - 1500-1999
  - 2000-2999
  - >=3000
  - Transparent

- **Resolution**
  - 10 LCD resolutions
  - 6 LED video ranges:
    - <=1.99mm
    - 2-4.99mm
    - 5-9.99mm
    - 10-14.99mm
    - 15-19.99mm
    - >=20mm

- **Bezel-to-Bezel Width**
  - <=1.99mm
  - 2.00mm-3.99mm
  - 4.00mm-5.99mm
  - 6.00-9.99mm
  - >=10mm

### Measurements

- **Unit & Share**
- **ASP**
- **Revenue & Share Area**
- **Average Size**
- **Price Range**

**Brand Shares**

- **Specifications**
  - Product type
  - Technology
  - Size
  - Regions
  - Resolution

- **Height type**
- **Brightness**
- **Bezel-to-Bezel width**
- **Touch technologies**

### Brand Shares

- **Historical 8+ quarters**
- **Product type**
- **Technology**
- **Size**
- **Regions**

### Time Periods

- 2 years rolling history, quarterly and annual
- 5 years rolling forecast, quarterly and annual

### Premium Service

**Premium Service includes** Public Display Market Tracker - Country Level and Digital Signage Industry Market Tracker

### Other Product Types

- Media Players & PCs
- Digital OOH Ad Revenue

**Software:**

- Premise-based
- SaaS

### Regions

- **Asia Pacific**
  - Australia
  - Thailand
  - Rest of APAC
  - India
  - Indonesia
  - Korea
  - Malaysia
  - Philippines
  - Singapore
  - Taiwan
  
- **North America**
  - United States
  - Canada

- **Latin America**
  - Argentina
  - Brazil
  - Chile
  - Colombia
  - Mexico
  - Panama
  - Peru
  - Rest of Central America
  - Rest of South America

- **MEA**
  - Egypt
  - Iran
  - Israel
  - Saudi Arabia
  - South Africa
  - UAE
  - Rest of Africa
  - Rest of Middle East

- **Eastern Europe**
  - Czech Republic
  - Hungary
  - Kazakhstan
  - Poland
  - Romania
  - Russia
  - Turkey
  - Ukraine
  - Rest of E. Europe

- **Western Europe**
  - Austria
  - Belgium
  - Denmark
  - Finland
  - France
  - Germany
  - Greece
  - Italy
  - Netherland
  - Norway
  - Portugal
  - Spain
  - Sweden
  - Switzerland
  - United Kingdom
  - Rest of W. Europe

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**For more information** technology.ihs.com

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### About IHS Markit

IHS Markit (Nasdaq: INFO) is a world leader in critical information, analytics and solutions for the major industries and markets that drive economies worldwide. The company delivers next-generation information, analytics and solutions to customers in business, finance and government, improving their operational efficiency and providing deep insights that lead to well-informed, confident decisions. IHS Markit has more than 50,000 key business and government customers, including 85 percent of the Fortune Global 500 and the world’s leading financial institutions. Headquartered in London, IHS Markit is committed to sustainable, profitable growth.