



IHS MARKIT TECHNOLOGY INTELLIGENCE SERVICE

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

Reports

Topical reports addressing key focus areas, market size and industry-level analysis.

Analyst Access

For prompt responses to urgent and unique questions

APPLICATIONS

- Education Signage
- Corporate Signage
- Transportation
- Hospitality/Healthcare
- Retail
- Pre-show Cinema Advertising
- Public Spaces
- Outdoor Sports
- Control Room
- Classroom Displays
- Conference Rooms

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

Digital Signage Applications		Professional Applications		Product types	8 Regions
Education Signage Corporate Signage Transportation Hospitality/healthcare Retail Pre-show Cinema Advertising Public Spaces Outdoor Sports		Classroom Displays Conference Room Displays Control Room		Public Display Public Display TV Consumer TV LED Video Displays	China Japan North America Asia Pacific Eastern Europe Western Europe Middle East and Africa Latin America
Technologies	Touch Technologies	Brightness	Resolution	Bezel-to-Bezel Width	
LCD PDP OLED LED video displays	Optical Infrared Projected Capacitive Surface Acoustic Wave Other	<=499 500-999 1000-1499 1500-1999 2000-2999 >=3000 Transparent	10 LCD resolutions 6 LED video ranges: <=1.99mm 2-4.99mm 5-9.99mm 10-14.99mm 15-19.99mm >=20mm	<=1.99mm 2.00mm-3.99mm 4.00mm-5.99mm 6.00-9.99mm >=10mm	
				Size	
				> 40 unique actual sizes	
Measurements	Brand Shares			Time Periods	
Unit & Share ASP Revenue & Share Area Average Size Price Range	Historical 8+ quarters Unit ASP Revenue	Specifications Product type Technology Size Regions Resolution	Height type Brightness Bezel-to-Bezel width Touch technologies	2 years rolling history, quarterly and annual 5 years rolling forecast, quarterly and annual	

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

Other Product Types	Asia Pacific	North America	China	Japan	Western Europe
Media Players & PCs Digital OOH Ad Revenue	Australia India Indonesia Korea	United States Canada	China Hong Kong	Japan	Austria Belgium Denmark Finland
Software: Premise-based SaaS	Malaysia Philippines Singapore Taiwan Thailand Rest of APAC	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	France Germany Greece Italy Netherlands Norway Portugal Spain Sweden Switzerland United Kingdom Rest of W. Europe

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