

# Digital Signage & Professional Displays Spotlight Service

## **A Spotlight Service Complementing the Consumer Electronics & Display Applications Service Area Package**

A comprehensive set of data and analysis, which provides market insights on multiple aspects of flat panel displays technology and industry trends

“ Public displays are flat-panel displays intended to be used in out-of-home (OOH), public environments, and by multiple individuals simultaneously. Our team provides an in-depth view of the worldwide public displays market with detailed country-level data. ”

**Ken Park**  
Senior Manager of ProAV Devices

# Digital Signage & Professional Displays Spotlight Service

A Service Complementing the Consumer Electronics & Display Applications Service Area Package

## HOW OMDIA HELPS YOU

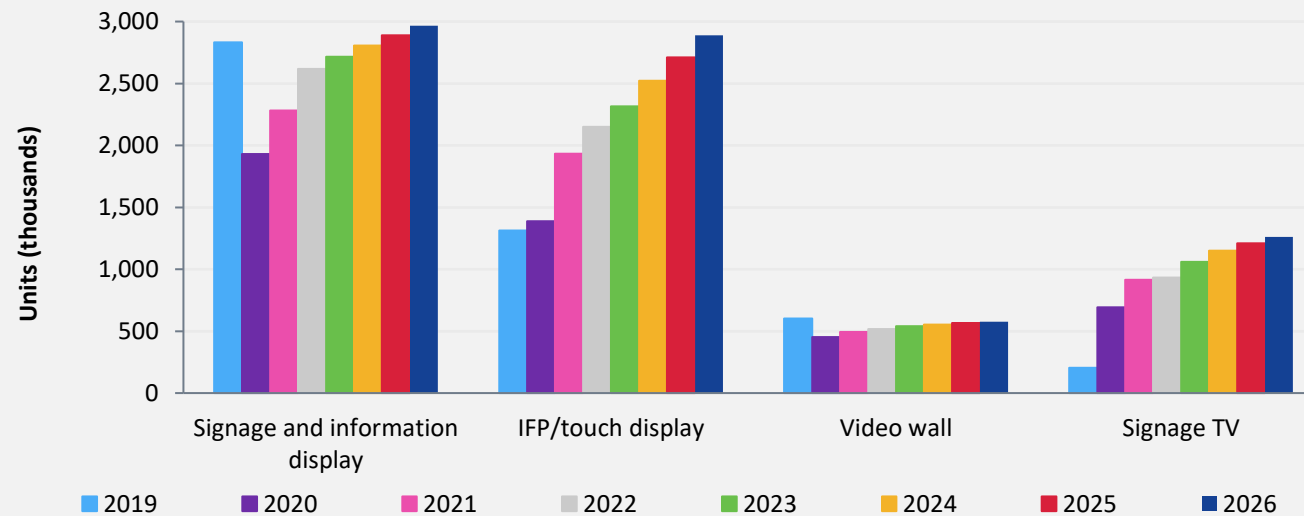
- Provide an in-depth view of worldwide digital signage displays for better decision making and business planning
- Provide detailed analysis of market drivers and reasons behind quarterly data variation, technology trends, competitive analysis, new products and industry announcements

## KEY QUESTIONS ADDRESSED

- What are the size, share, and forecasts for the public display and signage TV market, and furthermore specific signage and information display, interactive flat panel displays, and videowall markets for LCD and OLED?
- Who are the key players in the digital signage ecosystem, and what are their positions in the industry?
- What are the key growth applications and technologies in the digital signage market?
- Which features and technology trends are fastest growing by region for flat panel display technology?

Digital signage display shipment forecast by usage category

Annual public display shipments by product type/usage category



Source: Omdia

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# Digital Signage & Professional Displays: Our Expert Analysts



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Malaysia



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Senior Research Manager  
Professional AV & TV  
Korea

# Digital Signage & Professional Displays Spotlight Service: Deliverables



## MARKET TRACKERS

—Quarterly—

- Public Display Market Tracker – Country Level
- Flat Panel Displays Vertical Market Tracker - China



## DATABASE

—Quarterly—

- Flat Panel Displays Specifications Database



## ANALYSIS

—Quarterly—

- Public Display Market Analysis
- Flat Panel Displays Vertical Market Analysis - China



## ANALYST INSIGHTS

—Ongoing—

Analyst commentary on market shifts, technology and regional developments, vendors, events, and more.



## PRESENTATIONS

—Ongoing—

Overall market briefings with analysts on research highlights from all aspects of the market.



## ANALYST ACCESS

—Ongoing—

For prompt responses to urgent and unique questions.

# Market Trackers

## Public Display Market Tracker – Country Level

A quarterly worldwide pivot database focused on flat panel technologies including LCD and OLED for two distinct product types, Public Display and Signage TVs. The two deliverables include historical shipments to the most recent quarter, then history and forecast by region.

### DETAILS

**Frequency:** Quarterly and annual  
2 years rolling history, 5 years rolling forecast

#### Measurements

- Unit & Share
- Revenue & Share
- QoQ & YoY Growth
- ASP
- Display Area
- Average Size

#### Regions

- Asia & Oceania
- China
- Japan
- Western Europe
- Eastern Europe
- Middle East & Africa
- North America
- Latin America & the Caribbean

### COVERAGE

- Flat panel displays technology (includes both LCD and OLED)
- Signage and information displays, Interactive flat panel displays (IFPs), Video walls, Signage TVs
- Regional and country-level coverage
- Actual size
- Actual resolution
- Brightness categories
- Bezel-to-bezel width categories
- Touch technologies
- Operating hours
- Digital signage and professional application categories
- In-depth qualitative analysis

## Flat Panel Displays Vertical Market Tracker – China

A quarterly pivot database specifically focused on the China region and includes shipments for the total available market for both Public Display and B2B TVs, spanning 11 vertical markets. The deliverable will also include analysis for the main applications driving the digital signage market in China.

### DETAILS

**Frequency:** Quarterly and annual  
2 years rolling history, 5 years rolling forecast

#### Measurements

- Unit
- Unit Share
- QoQ & YoY
- Display Area

#### Regions

- China

### COVERAGE

- Flat panel displays technology (includes both LCD and OLED)
- Signage and information displays, Interactive flat panel displays (IFPs), Video walls, B2B TV
- Indoor/Outdoor
- Size Category
- 11 Application categories
- In-depth qualitative analysis

# Database & Analysis

## Flat Panel Displays Specifications Database

Model specifications are collected from major flat panel display brands for key countries. Profiles of brands are also included.

**Frequency:** Quarterly

The key specifications tracked in report includes technology, product type, screen size, resolution, aspect ratio, brightness (max/typical), contrast ratio, bezel width, touch technology, operating hours, color component, warranties (parts/labor), connectors, etc.

## Flat Panel Displays Vertical Market Analysis – China

In-depth qualitative analysis of China's application market by indoor/outdoor and size category, with key forecast assumptions and market drivers and restraints.

**Frequency:** Quarterly

Detailed analysis of China's market drivers and reasons behind quarterly data variation, application trends, competitive analysis, new product and industry announcements.

## Public Display Market Analysis

In-depth qualitative analysis of market shares, product/solution offerings and partnerships along with key forecast assumptions and market drivers and restraints.

**Frequency:** Quarterly

Detailed analysis of market drivers and reasons behind quarterly data variation, technology trends, competitive analysis, new product and industry announcements.

# Digital Signage & Professional Displays: Intelligence vs. Spotlight Services

## Intelligence Service

Subscribers of this service will receive:

- ✓ Public Display Market Tracker
- ✓ Flat Panel Displays Specifications Database
- ✓ Public Display Market Analysis
- ✓ Analyst Insight/Special Events Briefing

## Spotlight Service

Subscribers of this service will receive:

- ✓ Public Display Market Tracker – Country level
- ✓ Flat Panel Displays Specifications Database
- ✓ Public Display Market Analysis
- ✓ Flat Panel Displays Vertical Market Tracker – China
- ✓ Flat Panel Display Vertical Market Analysis – China
- ✓ Analyst Insight/Special Events Briefing

# Research Coverage

## PRODUCT TYPE AND CATEGORY

- Signage and Information Display
- Interactive Flat Panel Displays (IFP)
- Video wall
- Signage TV
- Consumer TV
- B2B TV\*

*\*Flat Panel Displays Vertical Market Tracker – China only*

## REGIONS & COUNTRIES

- Asia & Oceania
- China
- Japan
- Western Europe
- Eastern Europe
- Middle East & Africa
- North America
- Latin America & the Caribbean
- 67 countries\*

*\*Public Display Market Tracker – Country-level only*

## TECHNOLOGY

- LCD
- OLED

## BRIGHTNESS CATEGORY

- <=399
- 400-599
- 600-999
- 1000-1499
- 1500-1999
- 2000-2999
- 3000-3999
- >=4000
- Transparent

## BEZEL-TO-BEZEL WIDTH CATEGORY

- <=0.99mm
- 1.00mm-1.99mm
- 2.00mm-3.99mm
- 4.00mm-5.99mm
- 6.00mm-9.99mm
- >=10mm

## SIZE AND RESOLUTION

- >50 actual sizes
- 27 LCD resolutions

## TOUCH TECHNOLOGIES

- Infrared
- FTIR
- Projected Capacitive

- Optical
- SAW
- Other

## MEASUREMENTS

- Unit & Share
- Revenue & Share
- ASP
- Display Area
- Average Size
- Aspect Ratio

## APPLICATIONS FOR PUBLIC DISPLAY MARKET TRACKER AND FLAT PANEL DISPLAYS VERTICAL MARKET TRACKER – CHINA

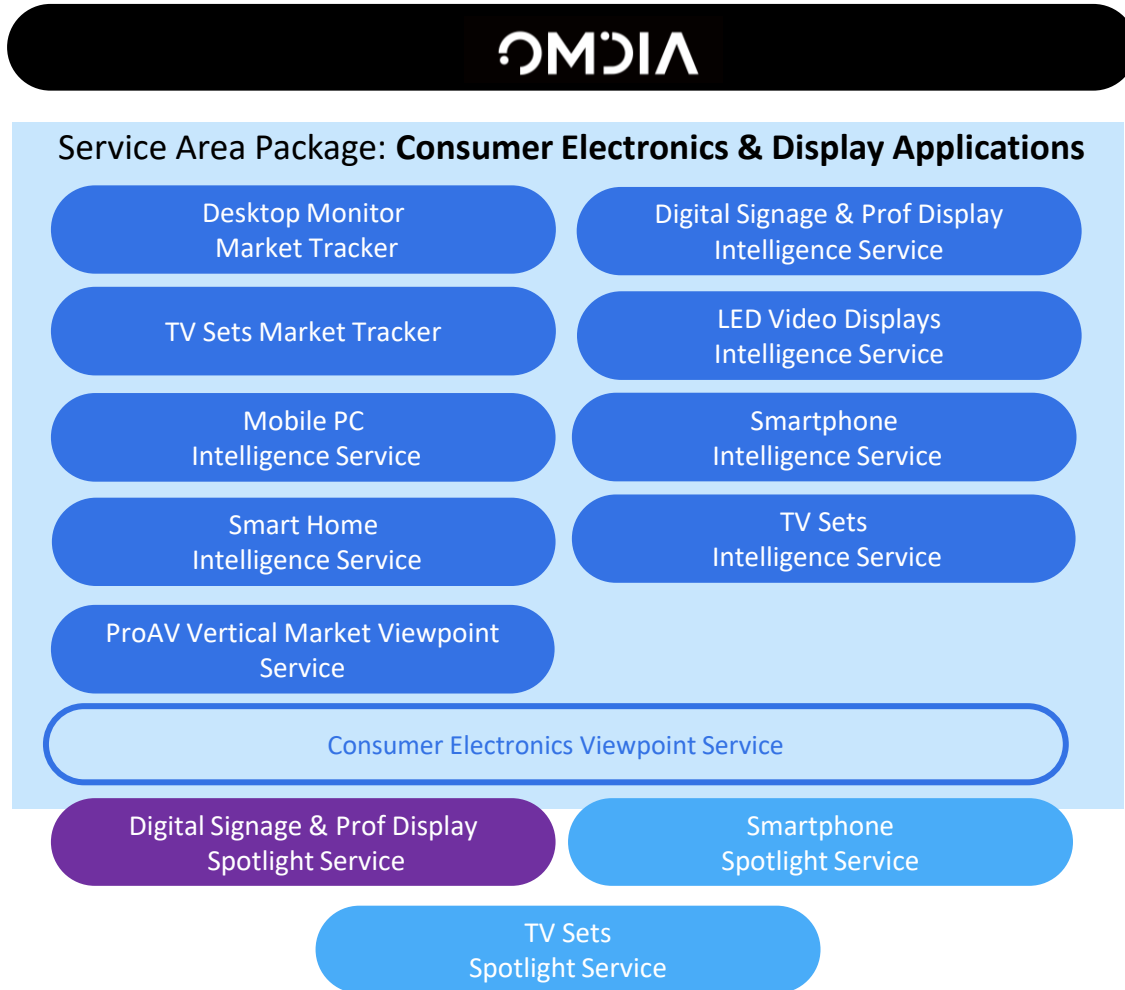
- Education Signage
- Classroom Displays
- Corporate Signage
- Conference Room Displays
- Control Room
- Hospitality / Healthcare
- Public Spaces
- Retail
- Transportation
- Outdoor Sports
- Pre-show Cinema Advertising

## BRANDS TRACKED

- AG Neovo
- AOC
- BenQ
- Changhong
- Cisco
- Conrac
- Dahua
- Donview
- Goodview
- Google
- Haier
- Hikvision
- Hisense
- Hitevision
- HP
- Iiyama
- LGE
- MAXHUB
- Microsoft
- Mitsubishi
- NEC
- Newline
- Odin
- Orion
- Panasonic
- Philips
- Planar
- Promethean
- Samsung
- SeeWo
- Sharp
- Smart
- Sony
- Toshiba
- Uniview
- Vewell
- Viewsonic



# Related Content: Consumer Electronics & Display Applications Service Area Coverage



## About Omdia's Consumer Electronics & Display Application Research

World-class coverage of the consumer electronics industry, this research is led by analysts who come from the industry and have extensive experience from supply chain to market verticals.

This research services allows accessibility to Omdia expertise covering TVs, smartphones, mobile PC, smart home, and professional AV products.

With in-depth coverage of shipments, prices, install base, market opportunities, regional trends, companies and new technologies, our research coverage covers all important analysis incorporating context and industry implications.

# Related Content: Display and Consumer Devices Service Area Coverage

| SERVICE AREA PACKAGE  |  |  |  |
|---|--|--|--|
| Consumer Electronics & Display Applications   | Large Area Display & Supply Chain  | Small & Medium Displays & Touch Interface  | Display Manufacturing, Technology & Components   |
| <p><b>Intelligence Services</b></p> <ul style="list-style-type: none"> <li>• TV Sets</li> <li>• Smart Home</li> <li>• Mobile PC</li> <li>• Smartphone</li> <li>• Desktop Monitor</li> <li>• LED Video Displays</li> <li>• Digital Signage &amp; Prof</li> </ul> <p><b>Viewpoint &amp; Spotlight Services</b></p> <ul style="list-style-type: none"> <li>• Consumer Electronics Viewpoint</li> <li>• TV Sets Spotlight</li> <li>• Smartphone Spotlight</li> <li>• Digital Signage &amp; Prof Spotlight</li> <li>• ProAV Vertical Market Viewpoint</li> </ul> | <p><b>Intelligence Service</b></p> <ul style="list-style-type: none"> <li>• TV Display &amp; OEM</li> <li>• Notebook/ Tablet Display &amp; OEM</li> </ul> <p><b>Trackers</b></p> <ul style="list-style-type: none"> <li>• Display Long-Term Demand Forecast</li> <li>• Display Production &amp; Inventory</li> <li>• Large Area Display Price</li> <li>• Large Area Display Market</li> <li>• Large Area Display Production Strategy</li> <li>• Large Area Display Product Roadmap</li> <li>• Monitor Display &amp; OEM</li> </ul> <p><b>Viewpoint &amp; Spotlight Services</b></p> <ul style="list-style-type: none"> <li>• Display Dynamics Viewpoint</li> <li>• Display Dynamics Spotlight</li> </ul> | <p><b>Intelligence Service</b></p> <ul style="list-style-type: none"> <li>• Smartphone Display</li> </ul> <p><b>Trackers</b></p> <ul style="list-style-type: none"> <li>• Small Medium Display</li> <li>• Small Medium Display Supply Chain</li> <li>• OLED Display</li> <li>• Automotive Display</li> <li>• Touch Panel</li> </ul> <p><b>Reports</b></p> <ul style="list-style-type: none"> <li>• Automotive Touch &amp; Interface</li> <li>• Display Fingerprint Tech</li> <li>• Touch Panel Cover Lens</li> </ul> <p><b>Viewpoint &amp; Spotlight Services</b></p> <ul style="list-style-type: none"> <li>• Display Dynamics Viewpoint</li> <li>• Automotive Display Spotlight</li> </ul> | <p><b>Intelligence Services</b></p> <ul style="list-style-type: none"> <li>• OLED &amp; LCD Supply Demand &amp; Equipment</li> <li>• OLED &amp; Flexible Display</li> </ul> <p><b>Trackers</b></p> <ul style="list-style-type: none"> <li>• OLED Display Roadmap</li> <li>• Display Backlight</li> <li>• Display Glass</li> <li>• Display Optical Film</li> <li>• Display Driver IC</li> <li>• OLED Materials</li> <li>• OLED Display Cost Model</li> <li>• Large Area Display Cost</li> <li>• Smartphone &amp; Tablet</li> </ul> <p><b>Reports</b></p> <ul style="list-style-type: none"> <li>• Foldable Display Tech</li> <li>• Micro LED Display Tech</li> </ul> <p><b>Viewpoint Service</b></p> <ul style="list-style-type: none"> <li>• Display Dynamics Viewpoint Service</li> </ul> |

# Our “Ask an Analyst” Service Provides Best in Class Customer Support

Whether you need guidance to navigate the service, information regarding our methodologies or you want to better understand a data trend, Omdia’s support team is here to help.

## Draw on our expertise

- Make the right decisions
- Sanity-check your own findings
- Get the most out of your subscription
- Understand more about our methodologies

Our Ask an Analyst service gives you direct contact via telephone, email or face-to-face session with our expert analyst team:



**Tom Coate**  
Customer Success  
Manager



**Kâren Dyer**  
Customer Success  
Manager



## CONNECT WITH US

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### ABOUT OMDIA

Omdia is a global technology research powerhouse, established following the merger of the research division of Informa Tech (Ovum, Heavy Reading, and Tractica) and the acquired Omdia technology research portfolio\*. We combine the expertise of more than 400 analysts across the entire technology spectrum, covering 150 markets. We publish over 3,000 research reports annually, reaching more than 14,000 subscribers, and cover thousands of technology, media, and telecommunications companies.

Our exhaustive intelligence and deep technology expertise enable us to uncover actionable insights that help our customers connect the dots in today's constantly evolving technology environment and empower them to improve their businesses—today and tomorrow.

\* The majority of Omdia technology research products and solutions were acquired by Informa in August 2019 and are now part of Omdia.