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 67 countries for flat panel display technology?
Digital Signage & Professional Displays: Our Expert Analysts

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Digital Signage  
USA

Tay Kim  
Principal Analyst  
Public Display  
South Korea

Hidetoshi Himuro  
Senior Principal Analyst  
Specialty & New Opportunities  
Japan

Cindy Liu  
Senior Analyst  
Public Display  
China

David Chai  
Analyst  
Professional AV  
Malaysia

Ken Park  
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.

<table>
<thead>
<tr>
<th>DETAILS</th>
<th>COVERAGE</th>
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<tbody>
<tr>
<td>Frequency: Quarterly and annual&lt;br&gt;2 years rolling history, 5 years rolling forecast</td>
<td>Flat panel displays technology (includes both LCD and OLED)&lt;br&gt;Signage and information displays, Interactive flat panel displays (IFPs), Video walls, Signage TVs&lt;br&gt;Regional and country-level coverage&lt;br&gt;Actual size&lt;br&gt;Actual resolution&lt;br&gt;Brightness categories&lt;br&gt;Bezel-to-bezel width categories&lt;br&gt;Touch technologies&lt;br&gt;Operating hours&lt;br&gt;Digital signage and professional application categories&lt;br&gt;In-depth qualitative analysis</td>
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<tr>
<th>Measurements</th>
<th>Regions</th>
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<tr>
<td>Unit &amp; Share&lt;br&gt;Revenue &amp; Share&lt;br&gt;QoQ &amp; YoY Growth&lt;br&gt;ASP&lt;br&gt;Display Area&lt;br&gt;Average Size</td>
<td>Asia &amp; Oceania&lt;br&gt;China&lt;br&gt;Japan&lt;br&gt;Western Europe&lt;br&gt;Eastern Europe&lt;br&gt;Middle East &amp; Africa&lt;br&gt;North America&lt;br&gt;Latin America &amp; the Caribbean</td>
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</table>

### 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.

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<td>China</td>
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</tbody>
</table>
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

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<td>✓ Public Display Market Tracker</td>
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<td>✓ Analyst Insight/Special Events Briefing</td>
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</table>
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

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

*Flat Panel Displays Vertical Market Tracker – China only
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

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<th>Small &amp; Medium Displays &amp; Touch Interface</th>
<th>Display Manufacturing, Technology &amp; Components</th>
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<td>• TV Display &amp; OEM</td>
<td>• Smartphone Display</td>
<td>• OLED &amp; LCD Supply Demand &amp; Equipment</td>
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<td>• Smart Home</td>
<td>• Notebook/ Tablet Display &amp; OEM</td>
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**Viewpoint & Spotlight Services**

- Consumer Electronics Viewpoint
- TV Sets Spotlight
- Smartphone Spotlight
- Digital Signage & Prof Spotlight

**Intelligence Service**

- TV Display & OEM
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- Display Dynamics

**Trackers**

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- Touch Panel

**Reports**

- Automotive Touch & Interface
- Display Fingerprint Tech
- Touch Panel Cover Lens

**Intelligence Service**

- Smartphone Display

**Trackers**

- OLED & LCD Supply Demand & Equipment
- OLED & Flexible Display

**Reports**

- Foldable Display Tech
Our “Ask an Analyst” Service Provides Best in Class Customer Support

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- 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:

96% of our customers rate our service as Excellent or Very Good

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Tom Coate  
Customer Success Manager

Kāren Dyer  
Customer Success Manager

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Information Classification: General
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.