

# LED Video Displays Intelligence Service

## Part of the Consumer Electronics & Display Applications Service Area Package

A comprehensive set of data and analysis, which provides market insights on multiple aspects of LED video displays technology and industry trends. The goal of the service is to provide in-depth view of worldwide LED video displays industry for better decision making and business planning.

“ LED Video Displays is defined as ‘full color’ and ‘full video’ capable direct-view LED Video displays. The core value that our team is providing is detailed fine pixel pitch data analysis with sub 1 mm segment containing mini-LED and micro-LED technologies. ”

### Ken Park

Senior Manager of ProAV  
Devices

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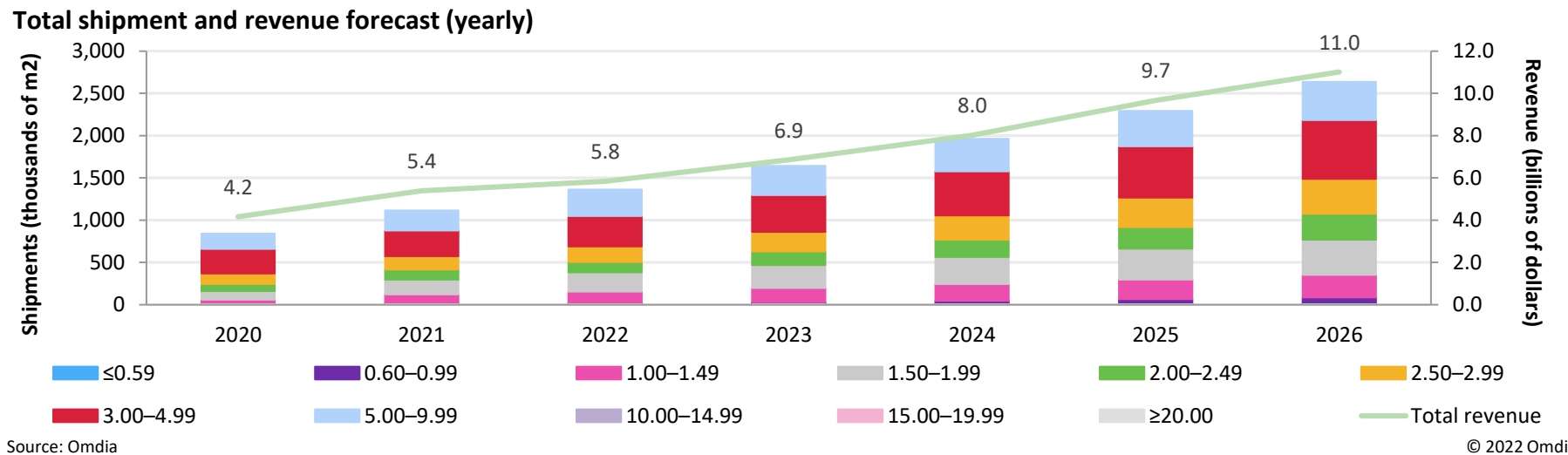
## HOW OMDIA HELPS YOU

- Size the markets for LED video displays
- Identify new models, including mini/micro LED
- Understand the latest strategies for key players
- Leverage surveys and forecasts to better understand this segment and players of both typical LED video and flat panel display makers
- Analyze adoption rates for fine pixel pitch

## KEY QUESTIONS ADDRESSED

- What are the size, share, and forecasts for the LED video display market by revenue and units?
- Who are the key players in the LED video display supply chain?
- What are the key growth applications and installation type in LED video market?
- Which category of pixel pitch are fastest growing by region?
- WHAT is mini/micro LED technology trend?

### Revenue and sqm forecast by pixel pitch



# LED Video Displays: Our Expert Analysts



**Tay Kim**  
Principal Analyst  
Public Display  
South Korea



**Hidetoshi Himuro**  
Senior Principal Analyst  
Specialty & New Opportunities  
Japan



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USA



**David Chai**  
Analyst  
Professional AV  
Malaysia



**Ken Park**  
Senior Research Manager  
Professional AV & TV  
Korea

# LED Video Displays: Deliverables



## MARKET TRACKERS

—Quarterly—

- LED Video Displays Market Tracker – Premium
  - Country-Level Report



## DATABASE

—Quarterly—

- Specifications Database & Vendor Profiles



## ANALYSIS

—Quarterly—

- LED Video Market Analysis
- Company Profiles Analysis



## 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—

Analyst inquiry time for prompt responses to urgent questions.

# LED Video Displays: Market Trackers

## LED Video Displays Market Tracker – Premium

Focuses on LED Video Displays technology which is further examined by both digital signage and professional applications by pixel pitch category. This includes units and revenue brand market shares by pixel pitch and by region, with additional fixed and rental installation type.

### DETAILS

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

#### Measurements

- Units (sqm)
- Revenues
- ASP

#### Regions

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

### COVERAGE

- LED Video Displays technology (also known as direct-view LED)
- Pixel pitch starting from  $\leq 0.59\text{mm}$  to  $\geq 20\text{mm}$
- Fixed vs. Rental
- Indoor/outdoor
- Cabinet vs. All-in-one
- COB vs. SMD
- Average pixel pitch
- Sub-applications & Main-applications
- Quarterly history market share by brand in terms of unit and revenue
- Quarterly market forecast

#### Deliverables

Excel pivot database by region

## LED Video Displays Country-Level Market Tracker

Focuses on LED Video Displays technology for the leading countries that details both market shares and market forecast. This includes unit share by brand for historical periods and market forecast by units (sqm) and revenue by pixel pitch.

### DETAILS

**Frequency:** Quarterly

#### Measurements

- Units (sqm)
- Revenues
- ASP

#### Regions

- Western Europe
- North America
- Asia & Oceania

#### Countries

- France
- Germany
- Italy
- Netherlands
- Spain
- United Kingdom
- Australia
- India
- Korea
- Canada
- USA

### COVERAGE

- LED Video Displays technology (also known as direct-view LED)
- Pixel pitch starting from  $\leq 0.99\text{mm}$  to  $\geq 20\text{mm}$
- Market share by brand share
- Market forecast by unit, revenue, and pixel pitch

#### Deliverables

Excel pivot database by country-level

# LED Video Displays: Market Analysis

## LED Video Displays Market Analysis

Detailed analysis of market shares and size, along with key forecast assumptions and market drivers. Reasons behind the performance, technology trends, competitive analysis, new product and industry announcements.

### DETAILS

**Frequency:** Quarterly

**Measurements**

- Units (sqm)
- Revenues
- ASP

**Regions**

- Asia & Oceania
- China
- Japan
- Western Europe
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- Quarterly market forecast

**Deliverables**

Power-point analysis

# LED Video Displays: Database

## LED Video Displays Specifications Database

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

### DETAILS

**Frequency:** Quarterly

**Measurements**

- Spec & Profiles

**Regions**

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

- The key specifications tracked in this report include
  - Model name, Pixel Pitch, Package technology, Brightness, Outdoor/indoor, Outdoor rating, Contrast ratio, Screen size, Resolution, Aspect ratio, Touchscreen, Power consumption, Warranty, etc.
- Rental features
- Application type

# LED Video Displays: Research Coverage

## Regions

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

## Countries Covered

- France
- Germany
- Italy
- Netherlands
- Spain
- United Kingdom
- Australia
- India
- Korea
- Canada
- USA

## Indoor/ Outdoor

- Indoor
- Outdoor

## Pixel Pitch

- <=0.59mm
- 0.60 – 0.99mm
- 1.00 -1.49mm
- 1.50-1.99mm
- 2.00 -2.49mm
- 2.50 -2.99mm
- 3.00 -4.99mm
- 5.00 -9.99mm
- 10.0 -14.99mm
- 15.0 -19.99mm
- >=20mm

## Installation Type

- Fixed
- Rental

## Sales Type

- Cabinet
- All-in-one

## Module Type

- COB
- SMD

## Brands Tracked

- Absen
- Aoto
- Barco
- CreateLED
- Daktonics
- GTEK
- Ledman
- Leyard
- LG Electronics
- Liantronics
- Lighthouse
- Mitsubishi
- NanoLumens
- NEC
- Panasonic
- QSTECH
- Retop
- Samsung
- Sansi
- SiliconCore
- Sony
- Unilumin
- Watchfire
- Chinese Tier II
- Others

## Application

- Control room
- Corporate signage
- Hospitality / Healthcare
- Public spaces
- Retail
- Transportation
- Outdoor sports

## Company Profiles Covered

- Absen
- Aoto
- Daktronics
- Ledman
- Leyard
- Liantronics
- Sansi
- QSTECH
- Unilumin
- 10th brand will be rotated quarterly

## Market Shares

- Units (sqm) and Revenue (USD) by 8 geographical regions and 11-pixel pitch categories including quarter-over-quarter and year-over-year growth rate comparisons
- Installation Type by Fixed and Rental (sqm) at worldwide-level
- Sales Type by Cabinet and All-in-One (sqm) by brand at worldwide-level
- Module Type by COB and SMD (sqm) by brand at worldwide-level

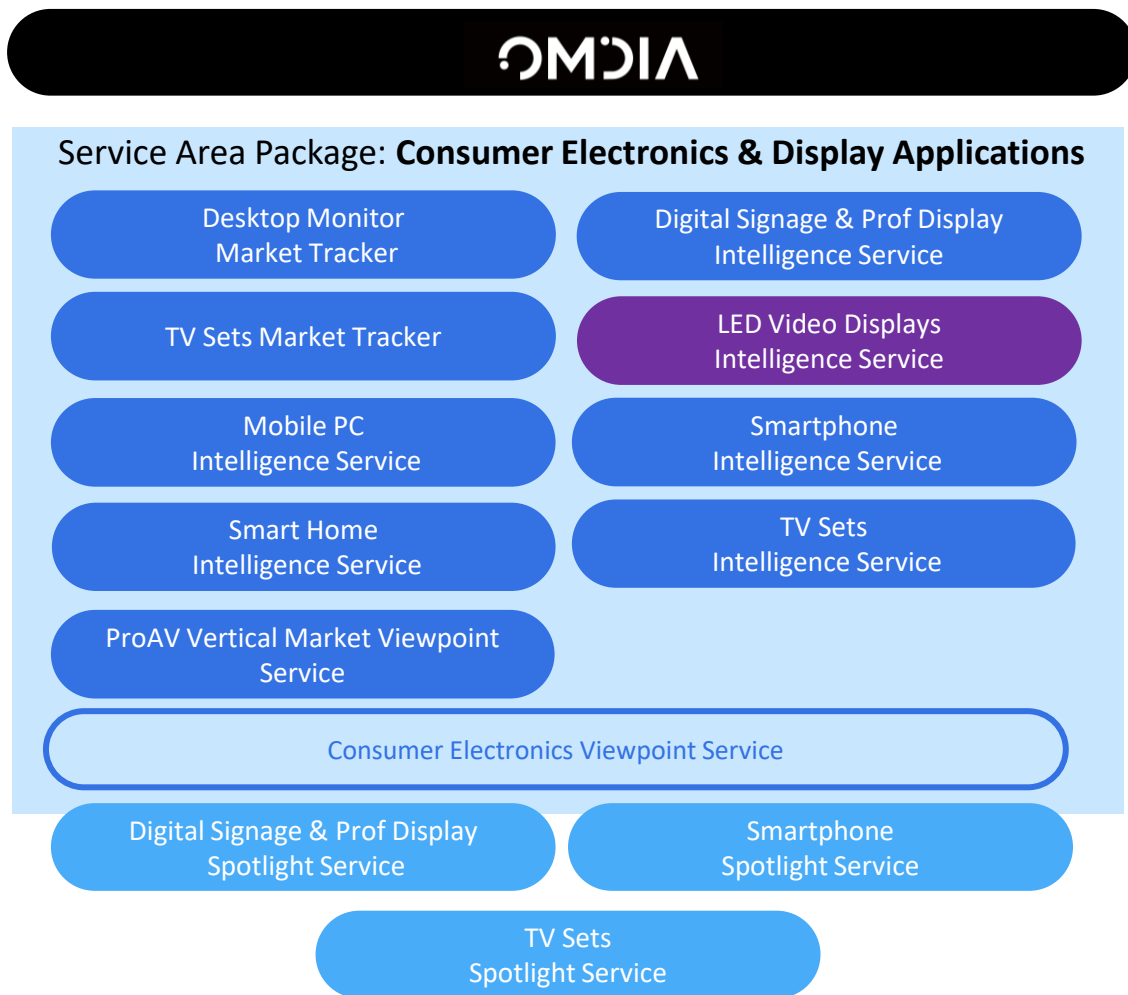
## Market Forecast

Units (sqm), Revenue (USD) and ASP (USD) forecast, including quarter-over-quarter and year-over-year growth rate comparisons, by:

- Eight geographical regions
- Eleven Pixel Pitch categories
- Main Application split by Professional and Digital Signage
- Seven Sub-Applications
- Indoor/Outdoor
- Installation Type
- Sales Type
- Module Type



# 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
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# 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

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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



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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.