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# ProAV Vertical Market Viewpoint Service

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

A comprehensive analysis of ProAV sector by application-level data, which provides insights for the vertical market size of LCD, OLED, and direct-view LED video displays. The goal of the service is to provide focused worldwide vertical market application data and revenue for leading display technologies in the ProAV industry.

ProAV Vertical Market Viewpoint Service | MSCD-101326

“ Since the COVID-19 pandemic, vertical and solution markets have grown dynamically and selectively. Therefore, our team is determined to provide overall integrated vertical market - 10 applications by display area, revenue and ASP across multiple display technologies, along with dashboard analysis. ”

**Ken Park**

Senior Manager of ProAV Devices

**OMNIA**

# ProAV Vertical Market Viewpoint Service

## HOW OMDIA HELPS YOU

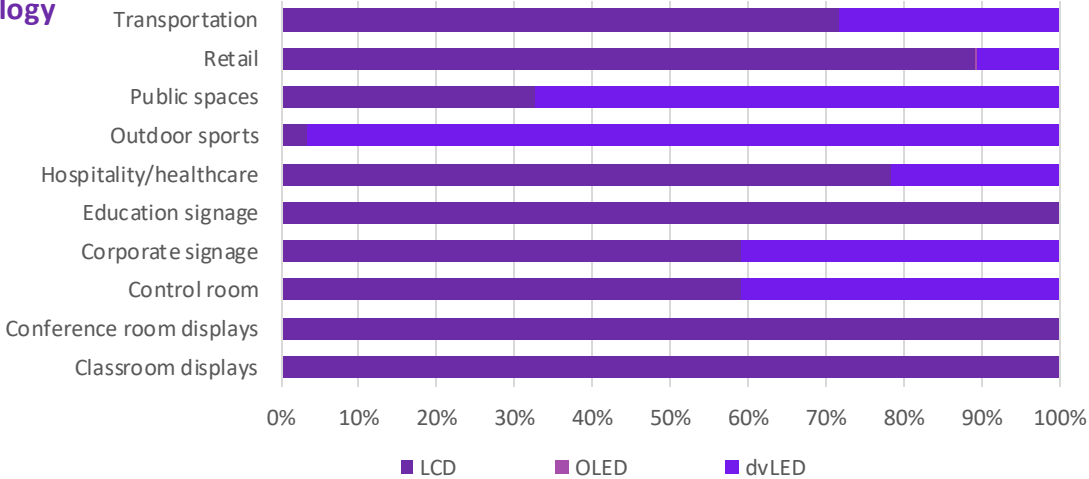
- Size the vertical markets of 10 applications
- Identify variety in end-market solutions and growth/decline of each vertical market
- Understand the latest penetration of each application by various display technologies
- Analyze top-level view of ProAV industry by product type, region, technology, indoor/outdoor, pixel pitch and applications

## KEY QUESTIONS ADDRESSED

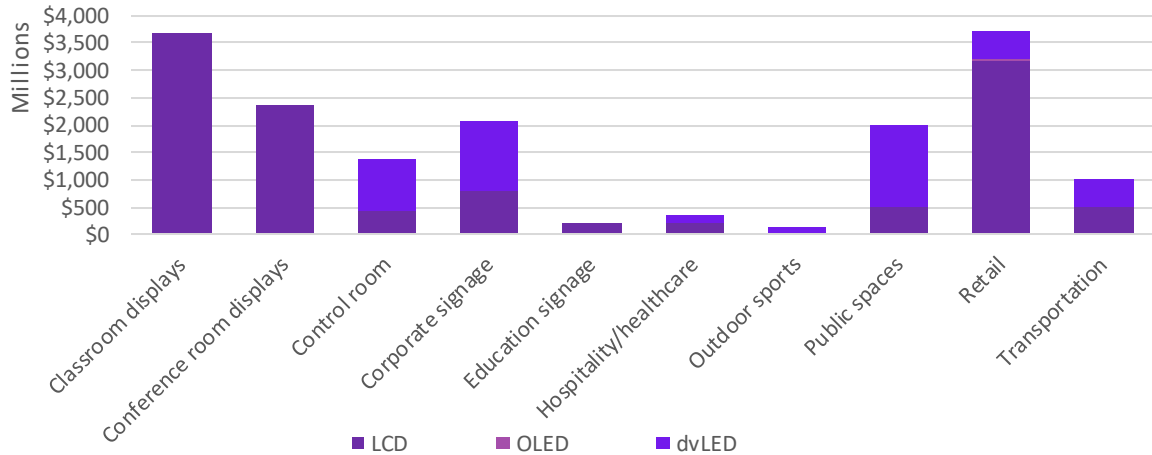
- What are the exact size of the ProAV applications market by revenue and area?
- Which display technology is the key growth driver in each application?
- What are the main areas of solution markets across LCD and LED video?
- Which application category is the fastest growing market by region beyond COVID-19?

### ProAV application share by display technology

Display Area for Applications by Technology



Revenue for Applications by Technology



# ProAV Vertical Market: Our Expert Analysts



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Public Display  
South Korea



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Senior Principal Analyst  
Specialty & New Opportunities  
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Senior Analyst  
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Principal Analyst  
Digital Signage  
USA



**David Chai**  
Analyst  
Professional AV  
Malaysia



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

# ProAV Vertical Market: Deliverables



## MARKET TRACKER

—Quarterly—

ProAV Vertical Market Tracker



## ANALYSIS

—Quarterly—

ProAV Vertical Market Analysis



## ANALYST INSIGHTS

—Ongoing—

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



## ANALYST ACCESS

—Ongoing—

Analyst inquiry time for prompt responses to urgent questions..

# Market Tracker & Analysis

## ProAV Vertical Market Tracker

Focuses on 10 applications across display technologies which is further examined by both LCD/OLED and LED Video by product category and location. This includes units (sqm) and revenue market data by region by applications.

### 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

- LCD, OLED and LED Video Displays technology (also known as dvLED - direct-view LED)
- Product Type
- Product Category
- Pixel Pitch Category
- Indoor/outdoor
- Sub-applications & Main-applications
- Quarterly market forecast

#### Deliverables

Excel pivot database by region

## ProAV Vertical Market Analysis

Detailed analysis of application market shares across display technologies, along with key forecast assumptions and market drivers. Reasons behind the performance, technology trends and competitive analysis in each vertical market.

### DETAILS

**Frequency:** Quarterly

#### Measurements

- Units (sqm)
- Revenues
- ASP

#### Regions

- Asia & Oceania
- China
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- Western Europe
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- Sub-applications & Main-applications
- Quarterly market forecast

#### Deliverables

Power-point analysis

# ProAV Vertical Market Viewpoint: Research Coverage

## Regions

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

## Application Categories

- Professional
- Digital Signage

## Applications

- Classroom displays
- Conference room displays
- Control room
- Corporate signage
- Education Signage
- Hospitality / Healthcare
- Public spaces
- Retail
- Transportation
- Outdoor sports

## Pixel Pitch

- <=1.99mm
- 2.00 -4.99mm
- 5.00 -9.99mm
- >=10mm

## Indoor/Outdoor

- Indoor
- Outdoor

## Technology

- LCD
- OLED
- dvLED

## Product Type

- Public Display
- Signage TV
- LED Video

## Product Category

- Signage and Information Display
- IFP/Touch Display
- Signage TV
- LCD Videowall
- LED Videowall

## Dashboard

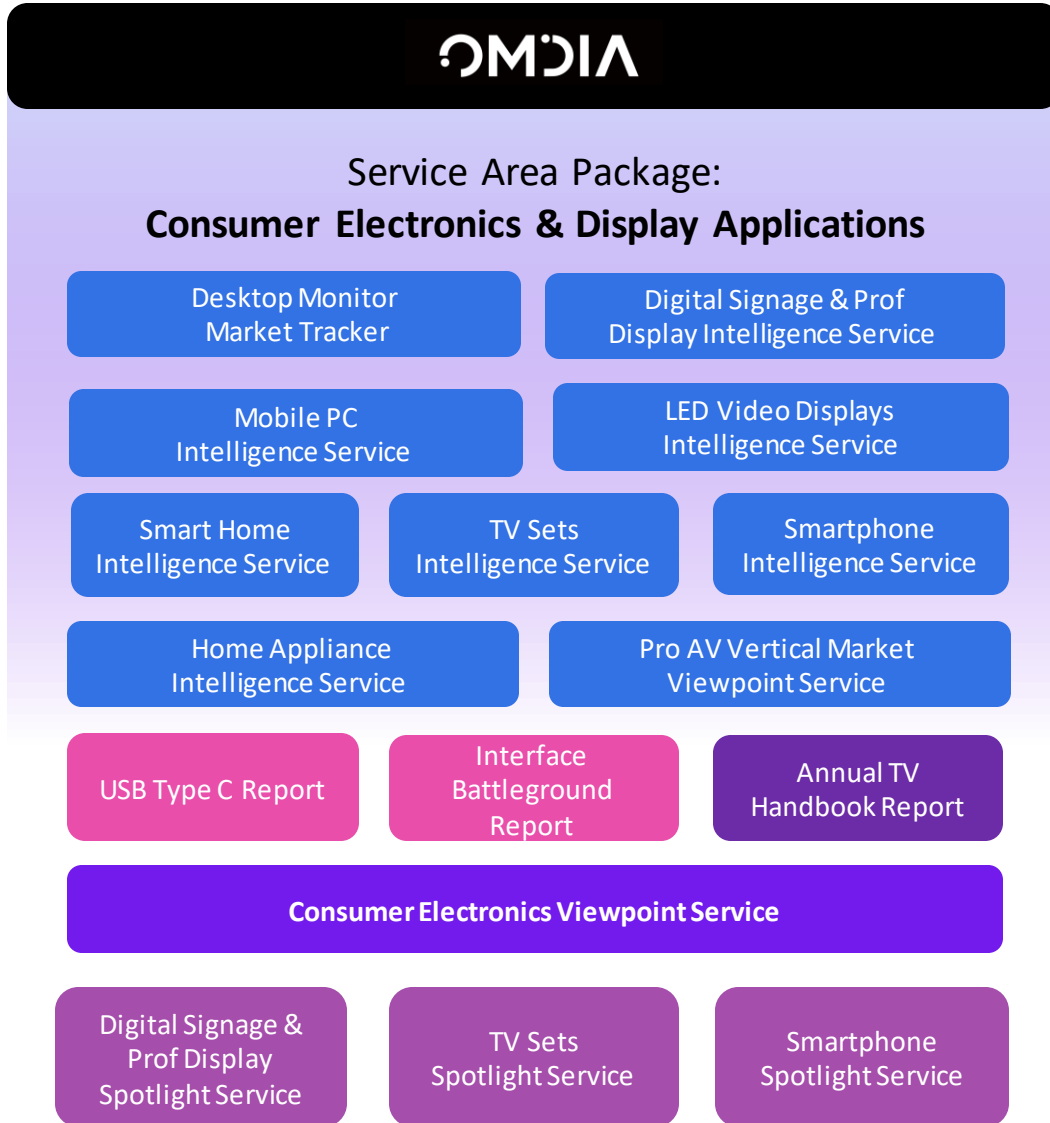
- Display Area for Applications by Technology
- Revenue for Applications by Technology
- LCD and LED Videowall Comparison – Area Units
- LCD and LED Videowall Comparison - ASP

## Market Data

Units (sqm), Revenue (USD) and ASP (USD) forecast by Applications :

- Technology
- Eight geographical regions
- Four-pixel pitch categories
- Main application split by Professional and Digital Signage
- Sub-Applications
- Indoor/Outdoor

# 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, home appliance 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

#### Intelligence Services

- TV Sets
- Smart Home
- Mobile PC
- Home Appliance
- Smartphone
- Desktop Monitor
- LED Video Displays
- Digital Signage & Prof

#### Viewpoint & Spotlight Services

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

### Large Area Display & Supply Chain

#### Intelligence Services

- TV Display & OEM
- Notebook/ Tablet Display & OEM

#### Trackers

- Display Long-Term Demand Forecast
- Display Production & Inventory
- Large Area Display Price
- Large Area Display Market
- Large Area Display Production Strategy
- Large Area Display Product Roadmap
- Monitor Display & OEM

#### Viewpoint & Spotlight Services

- Display Dynamics Viewpoint
- Display Dynamics Spotlight

# Related Content: Display and Consumer Devices Service Area Coverage

## SERVICE AREA PACKAGE

### Small & Medium Displays & Touch Interface

#### Intelligence Services

- Smartphone Display

#### Trackers

- Small Medium Display
- Small Medium Display Supply Chain
- OLED Display
- Automotive Display
- Touch Panel

#### Reports

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

#### Viewpoint & Spotlight Services

- Display Dynamics Viewpoint
- Automotive Display Spotlight

### Display Manufacturing, Technology & Components

#### Intelligence Services

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

#### Trackers

- OLED Display Roadmap
- Display Backlight
- Display Glass
- Display Optical Film
- Display Driver IC
- OLED Materials
- OLED Display Cost Model
- Large Area Display Cost
- Smartphone & Tablet

#### Reports

- Foldable Display Tech
- Micro LED Display Tech

#### Viewpoint Service

- Display Dynamics Viewpoint Service

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[askananalyst@omdia.com](mailto:askananalyst@omdia.com)

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

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**Shelley Hunter**  
Customer  
Success Manager



**Kâren Dyer**  
Customer Success  
Manager



# Get in touch!

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# Thank you

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