

Digital Signage and Professional Displays Intelligence Service

Actionable insights and analysis across the public display technology landscape. A global coverage of digital signage and professional displays.

Key Questions Answered

- What are the size, share, and forecasts for signage and information display, IFP/touch display, videowall and signage TV markets?
- Who are the key players in the digital signage ecosystem, and what are their market positions?
- Which features and technology trends are growing fastest by region for public display technologies?
- What are the critical applications driving growth in digital signage markets?

What We Offer

- Comprehensive analysis of market drivers, quarterly data variations and competitive trends
- Detailed insights into technology trends, product innovations and industry announcements
- Actionable strategies for regional and global markets from seasoned industry analysts
- Direct access to Omdia's analysts via **"Ask an Analyst"** for tailored insights and consultation

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 global public display market across **8** regions.



Tay Kim

Senior Principal Analyst

SPEAK WITH OUR EXPERTS

Delivering strategic intelligence for digital signage and display innovation

Key Deliverables



Market Tracker

Quarterly database focused on public display technologies like LCD and OLED, EPD providing data on shipments, revenue, ASP and market share across **8** global regions.



Global Database

Tracks technology and specifications such as resolution, brightness, bezel width, touch technologies, aspect ratio and more, offering quarterly updates for major brands.



High-Quality Reports

Qualitative reports detailing market drivers, restraints and competitive analysis, along with insights into new products and technologies.



Analyst Insights and Access

Ongoing expert commentary and prompt responses to client queries, offering tailored insights into technology developments, regional trends and vendor performance.

Scope of Research

Public Display Market Tracker: Comprehensive quarterly database covering LCD, OLED, and EPD technologies, segmented by product types (public displays, signage TVs) and regions. Includes **2** years of historical data and a **5**-year forecast.

Flat Panel Displays Specifications Database: Tracks product specifications for major public display brands, updated quarterly. Data includes screen size, resolution, brightness, touch technologies & operating hours.

Public Display Market Analysis: Offers quarterly qualitative insights on market dynamics, including drivers, trends, vendor strategies, and product developments.

Coverage Areas:

- **Products:** Signage and Information displays, interactive flat panel displays (IFPs), videowalls, signage TVs
- **Regions:** Asia & Oceania, China, Japan, Western Europe, Eastern Europe, Middle East & Africa, North America, Latin America & the Caribbean
- **Technologies:** LCD, OLED, EPD (E-paper display)
- **Applications:** Corporate signage, classroom displays, retail, transportation, outdoor sports, hospitality and more
- **Measurements:** Shipments, revenues, market share, ASP, display area, average size

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