

Digital Signage and Professional Displays Spotlight Service

Actionable insights 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 leading 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 the global digital signage landscape for decision-making
- Detailed insights into market drivers, quarterly data variations and competitive dynamics
- Ongoing updates on technology advancements, industry announcements and product trends
- 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 worldwide public displays market with detailed country-level data.



Tay Kim

Senior Principal Analyst

SPEAK WITH OUR EXPERTS

Empowering decisions with comprehensive digital signage insights

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 **67** countries.



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 – Country Level

Tracks global flat panel technology markets, including shipments, revenue, and ASP across LCD, OLED, and EPD displays. Includes **2** years of historical data and a **5**-year forecast for each quarterly and annual update.

- Metrics: Units, Revenue, ASP, Share, Display Area, Growth Trends
- Coverage: **67** countries within **8** regions, segmented by product type and category, size and resolution, along with brightness, bezel width and touch categories

Flat Panel Displays Vertical Market Tracker – China

A detailed view of China's digital signage and B2B TV markets, including shipments, revenue, and application trends across **11** verticals for each quarterly and annual update.

- Metrics: Units, Unit Share, QoQ & YoY Growth, Display Area
- Applications: Education, Retail, Transportation, Corporate, Control Room and more

Flat Panel Displays Specifications Database

Provides granular insights into product specifications for major brands globally.

Market Analysis Reports

- **Public Display Market Analysis:** Focused on market drivers, competitive dynamics, and forecast assumptions
- **Flat Panel Displays Vertical Market Analysis – China:** Tailored insights into China's market trends and application drivers

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