

Global Digital Signage Industry – PEST Framework Analysis

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Abstracts

Digital signage refers to customizable displays that deliver targeted content, such as product advertisements, weather updates, and news. These dynamic signs can be changed on-the-fly to reflect differences in the viewing audience from location to location, morning to afternoon, etc.

Aruvian's R'search analyzes The Global Digital Signage Industry in a PEST Framework Analysis. A PEST analysis is concerned with the environmental influences on a business. The acronym stands for the Political, Economic, Social and Technological issues that could affect the strategic development of a business. Identifying PEST influences is a useful way of summarizing the external environment in which a business operates.

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