

Global Digital Signage Industry – Porter’s Five Forces Strategy 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 Michael Porter's Five Forces Analysis. It uses concepts developed in Industrial Organization (IO) economics to derive five forces that determine the competitive intensity and therefore attractiveness of a market. Porter referred to these forces as the microenvironment, to contrast it with the more general term macro-environment. They consist of those forces close to a company that affect its ability to serve its customers and make a profit. A change in any of the forces normally requires a company to re-assess the marketplace.

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