

North America Digital Signage Market (2018 - 2024)

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Abstracts

The North America Digital Signage Market would witness market growth of 7.2% CAGR during the forecast period (2018 – 2024).

Digital signage is generally in the form of a small to large billboard consisting of an LCD, LED or similar display system. It is usually linked by a content management system or software that directs the information to be presented to the display system. It is frequently used to display marketing material and ads in outdoor marketing activities. It is also common in sectors that depend on delivering real-time data to their employers or clients, such as stock exchanges, hospitals, and airports. The information displayed can be static data, charts and graphs, images, videos and/or content streaming.

North America's digital signage media player market is expected to expand over the forecast period and this can be attributed to increased spending on these devices by multiple industries such as retail, entertainment, BFSI, transportation, and corporate to show ads and promotional content. The increase in demand for efficient corporate communications to maximize return on investment and the cost-efficiency provided by such solutions add to the demand of the regional industry.

Based on Location, the market is segmented into Out-Store and In-Store. Based on Technology, the market is segmented into LCD, LED, and Projection. Based on Type, the market is segmented into Video Walls & Screen, Kiosks, Digital Posters, and Others. Based on Component, the market is segmented into Hardware, Software, and Services. Based on Size, the market is segmented into Below 32 Inches, 32 to 52 Inches, and More than 52 Inches. Based on End User, the market is segmented into Retail & Corporate, Hospitality & Entertainment, Infrastructural, Institutional, and Others. Based on countries, the market is segmented into U.S., Mexico, Canada, and Rest of North America.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include Samsung Electronics Co. Ltd., Omnivex Corporation, Panasonic Corporation, NEC Corporation, Sony Corporation, STRATACACHE Inc., Leyard Optoelectronic Co., Microsoft Corporation, Delta Electronics Inc., and LG Electronics Inc.

Scope of the Study

Market Segmentation:

By Location

Out-store

In-store

By Technology

LCD

LED

Projection

By Type

Video Walls & Screen

Kiosks

Digital Posters

Others

By Component

Hardware

Software

Services

By Size

Below 32 Inches

32 to 52 Inches

More than 52 Inches

By End User

Retail & Corporate

Hospitality & Entertainment

Infrastructural

Institutional

Others

By Country

US

Canada

Mexico

Rest of North America

Companies Profiled

Samsung Electronics Co. Ltd.

Omnivex Corporation

Panasonic Corporation

NEC Corporation

Sony Corporation

STRATACACHE Inc.

Leyard Optoelectronic Co.

Microsoft Corporation

Delta Electronics Inc.

LG Electronics Inc.

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