

# **Global Billboard Market Research Report 2016**

https://marketpublishers.com/r/G271F9204FDEN.html

Date: November 2016

Pages: 124

Price: US\$ 2,900.00 (Single User License)

ID: G271F9204FDEN

# **Abstracts**

Notes:
Production, means the output of Billboard
Revenue, means the sales value of Billboard
This report studies Billboard in Global market, especially in North America, Europe,

This report studies Billboard in Global market, especially in North America, Europe, China, Japan, Southeast Asia and India, focuses on top manufacturers in global market, with production, price, revenue and market share for each manufacturer, covering

Daktronics

Optec Display

Euro Display

Barco

FORMETCO

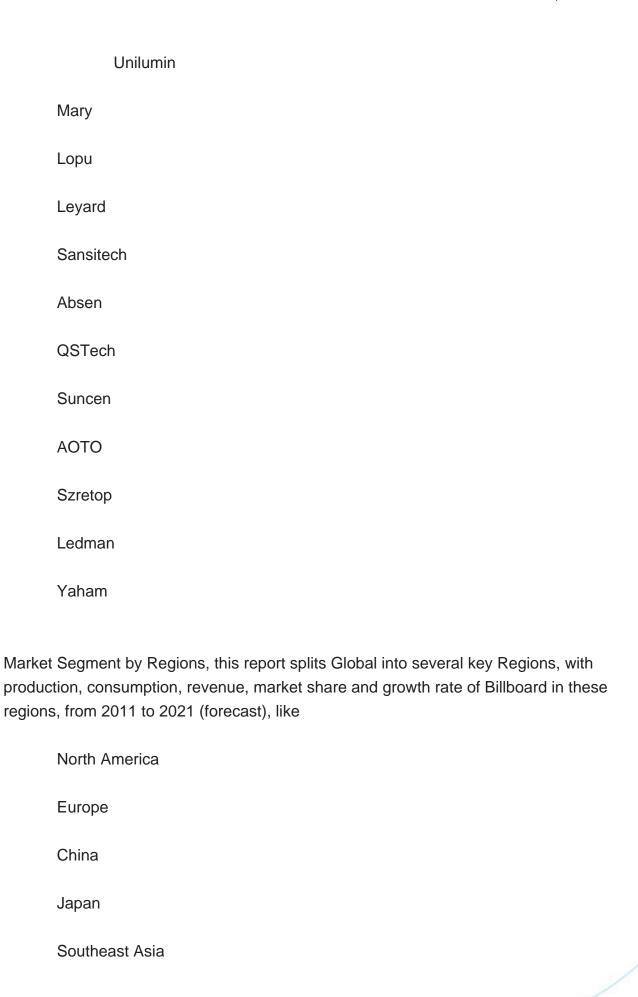
Watchfire

Lighthouse

Liantronics

Teeho







India

Split by product type, with production, revenue, price, market share and growth rate of each type, can be divided into

Indoor LED Billboard

Outdoor LED Billboard

Type III

Split by application, this report focuses on consumption, market share and growth rate of Billboard in each application, can be divided into

Application 1

Application 2

Application 3



# **Contents**

Global Billboard Market Research Report 2016

#### 1 BILLBOARD MARKET OVERVIEW

- 1.1 Product Overview and Scope of Billboard
- 1.2 Billboard Segment by Type
  - 1.2.1 Global Production Market Share of Billboard by Type in 2015
  - 1.2.2 Indoor LED Billboard
  - 1.2.3 Outdoor LED Billboard
  - 1.2.4 Type III
- 1.3 Billboard Segment by Application
  - 1.3.1 Billboard Consumption Market Share by Application in 2015
  - 1.3.2 Application
  - 1.3.3 Application
  - 1.3.4 Application
- 1.4 Billboard Market by Region
- 1.4.1 North America Status and Prospect (2011-2021)
- 1.4.2 Europe Status and Prospect (2011-2021)
- 1.4.3 China Status and Prospect (2011-2021)
- 1.4.4 Japan Status and Prospect (2011-2021)
- 1.4.5 Southeast Asia Status and Prospect (2011-2021)
- 1.4.6 India Status and Prospect (2011-2021)
- 1.5 Global Market Size (Value) of Billboard (2011-2021)

#### 2 GLOBAL BILLBOARD MARKET COMPETITION BY MANUFACTURERS

- 2.1 Global Billboard Production and Share by Manufacturers (2015 and 2016)
- 2.2 Global Billboard Revenue and Share by Manufacturers (2015 and 2016)
- 2.3 Global Billboard Average Price by Manufacturers (2015 and 2016)
- 2.4 Manufacturers Billboard Manufacturing Base Distribution, Sales Area and Product Type
- 2.5 Billboard Market Competitive Situation and Trends
  - 2.5.1 Billboard Market Concentration Rate
  - 2.5.2 Billboard Market Share of Top 3 and Top 5 Manufacturers
  - 2.5.3 Mergers & Acquisitions, Expansion

# 3 GLOBAL BILLBOARD PRODUCTION, REVENUE (VALUE) BY REGION



# (2011-2016)

- 3.1 Global Billboard Production by Region (2011-2016)
- 3.2 Global Billboard Production Market Share by Region (2011-2016)
- 3.3 Global Billboard Revenue (Value) and Market Share by Region (2011-2016)
- 3.4 Global Billboard Production, Revenue, Price and Gross Margin (2011-2016)
- 3.5 North America Billboard Production, Revenue, Price and Gross Margin (2011-2016)
- 3.6 Europe Billboard Production, Revenue, Price and Gross Margin (2011-2016)
- 3.7 China Billboard Production, Revenue, Price and Gross Margin (2011-2016)
- 3.8 Japan Billboard Production, Revenue, Price and Gross Margin (2011-2016)
- 3.9 Southeast Asia Billboard Production, Revenue, Price and Gross Margin (2011-2016)
- 3.10 India Billboard Production, Revenue, Price and Gross Margin (2011-2016)

# 4 GLOBAL BILLBOARD SUPPLY (PRODUCTION), CONSUMPTION, EXPORT, IMPORT BY REGIONS (2011-2016)

- 4.1 Global Billboard Consumption by Regions (2011-2016)
- 4.2 North America Billboard Production, Consumption, Export, Import by Regions (2011-2016)
- 4.3 Europe Billboard Production, Consumption, Export, Import by Regions (2011-2016)
- 4.4 China Billboard Production, Consumption, Export, Import by Regions (2011-2016)
- 4.5 Japan Billboard Production, Consumption, Export, Import by Regions (2011-2016)
- 4.6 Southeast Asia Billboard Production, Consumption, Export, Import by Regions (2011-2016)
- 4.7 India Billboard Production, Consumption, Export, Import by Regions (2011-2016)

# 5 GLOBAL BILLBOARD PRODUCTION, REVENUE (VALUE), PRICE TREND BY TYPE

- 5.1 Global Billboard Production and Market Share by Type (2011-2016)
- 5.2 Global Billboard Revenue and Market Share by Type (2011-2016)
- 5.3 Global Billboard Price by Type (2011-2016)
- 5.4 Global Billboard Production Growth by Type (2011-2016)

## **6 GLOBAL BILLBOARD MARKET ANALYSIS BY APPLICATION**

- 6.1 Global Billboard Consumption and Market Share by Application (2011-2016)
- 6.2 Global Billboard Consumption Growth Rate by Application (2011-2016)
- 6.3 Market Drivers and Opportunities



- 6.3.1 Potential Applications
- 6.3.2 Emerging Markets/Countries

#### 7 GLOBAL BILLBOARD MANUFACTURERS PROFILES/ANALYSIS

- 7.1 Daktronics
  - 7.1.1 Company Basic Information, Manufacturing Base and Its Competitors
  - 7.1.2 Billboard Product Type, Application and Specification
    - 7.1.2.1 Type I
    - 7.1.2.2 Type II
- 7.1.3 Daktronics Billboard Production, Revenue, Price and Gross Margin (2015 and 2016)
  - 7.1.4 Main Business/Business Overview
- 7.2 Optec Display
  - 7.2.1 Company Basic Information, Manufacturing Base and Its Competitors
  - 7.2.2 Billboard Product Type, Application and Specification
    - 7.2.2.1 Type I
    - 7.2.2.2 Type II
- 7.2.3 Optec Display Billboard Production, Revenue, Price and Gross Margin (2015 and 2016)
  - 7.2.4 Main Business/Business Overview
- 7.3 Euro Display
  - 7.3.1 Company Basic Information, Manufacturing Base and Its Competitors
  - 7.3.2 Billboard Product Type, Application and Specification
    - 7.3.2.1 Type I
    - 7.3.2.2 Type II
- 7.3.3 Euro Display Billboard Production, Revenue, Price and Gross Margin (2015 and 2016)
  - 7.3.4 Main Business/Business Overview
- 7.4 Barco
  - 7.4.1 Company Basic Information, Manufacturing Base and Its Competitors
  - 7.4.2 Billboard Product Type, Application and Specification
    - 7.4.2.1 Type I
    - 7.4.2.2 Type II
  - 7.4.3 Barco Billboard Production, Revenue, Price and Gross Margin (2015 and 2016)
  - 7.4.4 Main Business/Business Overview
- 7.5 FORMETCO
- 7.5.1 Company Basic Information, Manufacturing Base and Its Competitors
- 7.5.2 Billboard Product Type, Application and Specification



- 7.5.2.1 Type I
- 7.5.2.2 Type II
- 7.5.3 FORMETCO Billboard Production, Revenue, Price and Gross Margin (2015 and 2016)
  - 7.5.4 Main Business/Business Overview
- 7.6 Watchfire
  - 7.6.1 Company Basic Information, Manufacturing Base and Its Competitors
  - 7.6.2 Billboard Product Type, Application and Specification
    - 7.6.2.1 Type I
    - 7.6.2.2 Type II
- 7.6.3 Watchfire Billboard Production, Revenue, Price and Gross Margin (2015 and 2016)
  - 7.6.4 Main Business/Business Overview
- 7.7 Lighthouse
  - 7.7.1 Company Basic Information, Manufacturing Base and Its Competitors
  - 7.7.2 Billboard Product Type, Application and Specification
    - 7.7.2.1 Type I
    - 7.7.2.2 Type II
- 7.7.3 Lighthouse Billboard Production, Revenue, Price and Gross Margin (2015 and 2016)
  - 7.7.4 Main Business/Business Overview
- 7.8 Liantronics
  - 7.8.1 Company Basic Information, Manufacturing Base and Its Competitors
  - 7.8.2 Billboard Product Type, Application and Specification
    - 7.8.2.1 Type I
    - 7.8.2.2 Type II
- 7.8.3 Liantronics Billboard Production, Revenue, Price and Gross Margin (2015 and 2016)
  - 7.8.4 Main Business/Business Overview
- 7.9 Teeho
  - 7.9.1 Company Basic Information, Manufacturing Base and Its Competitors
  - 7.9.2 Billboard Product Type, Application and Specification
    - 7.9.2.1 Type I
    - 7.9.2.2 Type II
  - 7.9.3 Teeho Billboard Production, Revenue, Price and Gross Margin (2015 and 2016)
  - 7.9.4 Main Business/Business Overview
- 7.10 Unilumin
- 7.10.1 Company Basic Information, Manufacturing Base and Its Competitors
- 7.10.2 Billboard Product Type, Application and Specification



- 7.10.2.1 Type I
- 7.10.2.2 Type II
- 7.10.3 Unilumin Billboard Production, Revenue, Price and Gross Margin (2015 and 2016)
  - 7.10.4 Main Business/Business Overview
- 7.11 Mary
- 7.12 Lopu
- 7.13 Leyard
- 7.14 Sansitech
- 7.15 Absen
- 7.16 QSTech
- 7.17 Suncen
- 7.18 AOTO
- 7.19 Szretop
- 7.20 Ledman
- 7.21 Yaham

#### **8 BILLBOARD MANUFACTURING COST ANALYSIS**

- 8.1 Billboard Key Raw Materials Analysis
  - 8.1.1 Key Raw Materials
  - 8.1.2 Price Trend of Key Raw Materials
  - 8.1.3 Key Suppliers of Raw Materials
  - 8.1.4 Market Concentration Rate of Raw Materials
- 8.2 Proportion of Manufacturing Cost Structure
  - 8.2.1 Raw Materials
  - 8.2.2 Labor Cost
  - 8.2.3 Manufacturing Expenses
- 8.3 Manufacturing Process Analysis of Billboard

# 9 INDUSTRIAL CHAIN, SOURCING STRATEGY AND DOWNSTREAM BUYERS

- 9.1 Billboard Industrial Chain Analysis
- 9.2 Upstream Raw Materials Sourcing
- 9.3 Raw Materials Sources of Billboard Major Manufacturers in 2015
- 9.4 Downstream Buyers

### 10 MARKETING STRATEGY ANALYSIS, DISTRIBUTORS/TRADERS



- 10.1 Marketing Channel
  - 10.1.1 Direct Marketing
  - 10.1.2 Indirect Marketing
  - 10.1.3 Marketing Channel Development Trend
- 10.2 Market Positioning
  - 10.2.1 Pricing Strategy
- 10.2.2 Brand Strategy
- 10.2.3 Target Client
- 10.3 Distributors/Traders List

### 11 MARKET EFFECT FACTORS ANALYSIS

- 11.1 Technology Progress/Risk
  - 11.1.1 Substitutes Threat
  - 11.1.2 Technology Progress in Related Industry
- 11.2 Consumer Needs/Customer Preference Change
- 11.3 Economic/Political Environmental Change

# 12 GLOBAL BILLBOARD MARKET FORECAST (2016-2021)

- 12.1 Global Billboard Production, Revenue Forecast (2016-2021)
- 12.2 Global Billboard Production, Consumption Forecast by Regions (2016-2021)
- 12.3 Global Billboard Production Forecast by Type (2016-2021)
- 12.4 Global Billboard Consumption Forecast by Application (2016-2021)
- 12.5 Billboard Price Forecast (2016-2021)

### 13 RESEARCH FINDINGS AND CONCLUSION

#### 14 APPENDIX

Disclosure Section
Research Methodology
Data Source
China Disclaimer



# **List Of Tables**

#### LIST OF TABLES AND FIGURES

Figure Picture of Billboard

Figure Global Production Market Share of Billboard by Type in 2015

Figure Product Picture of Indoor LED Billboard

Table Major Manufacturers of Indoor LED Billboard

Figure Product Picture of Outdoor LED Billboard

Table Major Manufacturers of Outdoor LED Billboard

Figure Product Picture of Type III

Table Major Manufacturers of Type III

Table Billboard Consumption Market Share by Application in 2015

Figure Application 1 Examples

Figure Application 2 Examples

Figure Application 3 Examples

Figure North America Billboard Revenue (Million USD) and Growth Rate (2011-2021)

Figure Europe Billboard Revenue (Million USD) and Growth Rate (2011-2021)

Figure China Billboard Revenue (Million USD) and Growth Rate (2011-2021)

Figure Japan Billboard Revenue (Million USD) and Growth Rate (2011-2021)

Figure Southeast Asia Billboard Revenue (Million USD) and Growth Rate (2011-2021)

Figure India Billboard Revenue (Million USD) and Growth Rate (2011-2021)

Figure Global Billboard Revenue (Million UDS) and Growth Rate (2011-2021)

Table Global Billboard Capacity of Key Manufacturers (2015 and 2016)

Table Global Billboard Capacity Market Share by Manufacturers (2015 and 2016)

Figure Global Billboard Capacity of Key Manufacturers in 2015

Figure Global Billboard Capacity of Key Manufacturers in 2016

Table Global Billboard Production of Key Manufacturers (2015 and 2016)

Table Global Billboard Production Share by Manufacturers (2015 and 2016)

Figure 2015 Billboard Production Share by Manufacturers

Figure 2016 Billboard Production Share by Manufacturers

Table Global Billboard Revenue (Million USD) by Manufacturers (2015 and 2016)

Table Global Billboard Revenue Share by Manufacturers (2015 and 2016)

Table 2015 Global Billboard Revenue Share by Manufacturers

Table 2016 Global Billboard Revenue Share by Manufacturers

Table Global Market Billboard Average Price of Key Manufacturers (2015 and 2016)

Figure Global Market Billboard Average Price of Key Manufacturers in 2015

Table Manufacturers Billboard Manufacturing Base Distribution and Sales Area

Table Manufacturers Billboard Product Type



Figure Billboard Market Share of Top 3 Manufacturers

Figure Billboard Market Share of Top 5 Manufacturers

Table Global Billboard Capacity by Regions (2011-2016)

Figure Global Billboard Capacity Market Share by Regions (2011-2016)

Figure Global Billboard Capacity Market Share by Regions (2011-2016)

Figure 2015 Global Billboard Capacity Market Share by Regions

Table Global Billboard Production by Regions (2011-2016)

Figure Global Billboard Production and Market Share by Regions (2011-2016)

Figure Global Billboard Production Market Share by Regions (2011-2016)

Figure 2015 Global Billboard Production Market Share by Regions

Table Global Billboard Revenue by Regions (2011-2016)

Table Global Billboard Revenue Market Share by Regions (2011-2016)

Table 2015 Global Billboard Revenue Market Share by Regions

Table Global Billboard Production, Revenue, Price and Gross Margin (2011-2016)

Table North America Billboard Production, Revenue, Price and Gross Margin (2011-2016)

Table Europe Billboard Production, Revenue, Price and Gross Margin (2011-2016)

Table China Billboard Production, Revenue, Price and Gross Margin (2011-2016)

Table Japan Billboard Production, Revenue, Price and Gross Margin (2011-2016)

Table Southeast Asia Billboard Production, Revenue, Price and Gross Margin (2011-2016)

Table India Billboard Production, Revenue, Price and Gross Margin (2011-2016)

Table Global Billboard Consumption Market by Regions (2011-2016)

Table Global Billboard Consumption Market Share by Regions (2011-2016)

Figure Global Billboard Consumption Market Share by Regions (2011-2016)

Figure 2015 Global Billboard Consumption Market Share by Regions

Table North America Billboard Production, Consumption, Import & Export (2011-2016)

Table Europe Billboard Production, Consumption, Import & Export (2011-2016)

Table China Billboard Production, Consumption, Import & Export (2011-2016)

Table Japan Billboard Production, Consumption, Import & Export (2011-2016)

Table Southeast Asia Billboard Production, Consumption, Import & Export (2011-2016)

Table India Billboard Production, Consumption, Import & Export (2011-2016)

Table Global Billboard Production by Type (2011-2016)

Table Global Billboard Production Share by Type (2011-2016)

Figure Production Market Share of Billboard by Type (2011-2016)

Figure 2015 Production Market Share of Billboard by Type

Table Global Billboard Revenue by Type (2011-2016)

Table Global Billboard Revenue Share by Type (2011-2016)

Figure Production Revenue Share of Billboard by Type (2011-2016)



Figure 2015 Revenue Market Share of Billboard by Type

Table Global Billboard Price by Type (2011-2016)

Figure Global Billboard Production Growth by Type (2011-2016)

Table Global Billboard Consumption by Application (2011-2016)

Table Global Billboard Consumption Market Share by Application (2011-2016)

Figure Global Billboard Consumption Market Share by Application in 2015

Table Global Billboard Consumption Growth Rate by Application (2011-2016)

Figure Global Billboard Consumption Growth Rate by Application (2011-2016)

Table Daktronics Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Daktronics Billboard Production, Revenue, Price and Gross Margin (2011-2016)

Figure Daktronics Billboard Market Share (2011-2016)

Table Optec Display Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Optec Display Billboard Production, Revenue, Price and Gross Margin (2011-2016)

Figure Optec Display Billboard Market Share (2011-2016)

Table Euro Display Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Euro Display Billboard Production, Revenue, Price and Gross Margin (2011-2016)

Figure Euro Display Billboard Market Share (2011-2016)

Table Barco Basic Information, Manufacturing Base, Sales Area and Its Competitors Table Barco Billboard Production, Revenue, Price and Gross Margin (2011-2016) Figure Barco Billboard Market Share (2011-2016)

Table FORMETCO Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table FORMETCO Billboard Production, Revenue, Price and Gross Margin (2011-2016)

Figure FORMETCO Billboard Market Share (2011-2016)

Table Watchfire Basic Information, Manufacturing Base, Sales Area and Its Competitors Table Watchfire Billboard Production, Revenue, Price and Gross Margin (2011-2016) Figure Watchfire Billboard Market Share (2011-2016)

Table Lighthouse Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Lighthouse Billboard Production, Revenue, Price and Gross Margin (2011-2016) Figure Lighthouse Billboard Market Share (2011-2016)

Table Liantronics Basic Information, Manufacturing Base, Sales Area and Its Competitors



Table Liantronics Billboard Production, Revenue, Price and Gross Margin (2011-2016) Figure Liantronics Billboard Market Share (2011-2016)

Table Teeho Basic Information, Manufacturing Base, Sales Area and Its Competitors Table Teeho Billboard Production, Revenue, Price and Gross Margin (2011-2016) Figure Teeho Billboard Market Share (2011-2016)

Table Unilumin Basic Information, Manufacturing Base, Sales Area and Its Competitors Table Unilumin Billboard Production, Revenue, Price and Gross Margin (2011-2016) Figure Unilumin Billboard Market Share (2011-2016)

Table Production Base and Market Concentration Rate of Raw Material

Figure Price Trend of Key Raw Materials

Table Key Suppliers of Raw Materials

Figure Manufacturing Cost Structure of Billboard

Figure Manufacturing Process Analysis of Billboard

Figure Billboard Industrial Chain Analysis

Table Raw Materials Sources of Billboard Major Manufacturers in 2015

Table Major Buyers of Billboard

Table Distributors/Traders List

Figure Global Billboard Production and Growth Rate Forecast (2016-2021)

Figure Global Billboard Revenue and Growth Rate Forecast (2016-2021)

Table Global Billboard Production Forecast by Regions (2016-2021)

Table Global Billboard Consumption Forecast by Regions (2016-2021)

Table Global Billboard Production Forecast by Type (2016-2021)

Table Global Billboard Consumption Forecast by Application (2016-2021)



### I would like to order

Product name: Global Billboard Market Research Report 2016

Product link: https://marketpublishers.com/r/G271F9204FDEN.html

Price: US\$ 2,900.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer

Service:

info@marketpublishers.com

# **Payment**

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <a href="https://marketpublishers.com/r/G271F9204FDEN.html">https://marketpublishers.com/r/G271F9204FDEN.html</a>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:	
Last name:	
Email:	
Company:	
Address:	
City:	
Zip code:	
Country:	
Tel:	
Fax:	
Your message:	
	**All fields are required
	Custumer signature

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <a href="https://marketpublishers.com/docs/terms.html">https://marketpublishers.com/docs/terms.html</a>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970