

# Digital Signage Market (By Display- LCD, LED, OLED and QLED; By Application- Education, Healthcare, Commercial, Restaurants, and Others. By Revenue Source- Equipment, Software, Services) – Global Industry Analysis, Size, Share, Growth, Trends and Forecast, 2016 – 2025

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## Abstracts

Digital signage is a technology which uses LED, LCD, to display video, digital images, web pages, and streaming media. The rising demand for digitally enabled products is enhancing the market growth for digital signage. Digital signage can be also alternatively named as dynamic signage, narrowcasting or electronic signage, networks of digital display have been deployed in numerous banks, travel hubs, corporate headquarters so as to deliver entertainment and informative content to passers by. Factors such as availability of high speed data connection, large displays like plasma screens, LED panels have together made digital signage more eye-catching and powerful medium than before. Technological innovations such as LED and LCD are the major factors behind driving the display market. The rise in demand for attractive design, high picture quality and also high specification displays is enhancing the growth of the market. Moreover, with this in recent year's improvement in public communication infrastructure is expected to boost the growth of the market during the projection period.

Digital signage offer wide range of benefits in the public sector. These benefits may include better business strategies as the business can be boosted by upgrading internal communication and helping people according to their needs. Further more, increase in adoption of digital signage in educational institutions enhances and changes the way of communication with staffs, students and visitors. Hence in the coming years, the rise in

use and adoption of digital signage in educational institution will certainly augment the market growth for digital signage during the forecast period of 2016-2025.

Major applications of digital signage covered in report are education centres, healthcare, commercial, restaurants and others. The digital signage market in report is segmented by display which includes LCD, LED, OLED and QLED. The report has been further segmented by revenue source that includes equipment, software and services. The global digital signage market has been moreover segmented geographically into North America, Europe, Asia-Pacific, and rest of the world.

Digital signage is one of a new kind of technology and is expected to grow at a high rate with the increase in public sector across the globe. Digital signage technology will be one of the major trends to gain traction in this market in the upcoming years. Technological advancement in display system causes the rise in demand of digital signage in various sectors such as, banking, corporate headquarters, restaurants and others. In recent years, the rise in demand of high specification display will certainly augment the market growth of digital signage.

Some of the major players in the digital signage market are Cisco Systems Inc., Panasonic Corporation, Adflow Networks, Hewlett Packard, Samsung Electronics Co. Ltd., Intel Corporation, and Microsoft Corporation.

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