

Global Digital Signage (Digital OOH) Market: 2011 Edition

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Abstracts

Digital Signage also known as dynamic signage, digital-out-of home, electronic signage or narrowcasting has become the fastest-growing marketing and communications medium. Digital signage is a form of out-of-home advertising in which content and messages are displayed on an electronic screen or digital sign such as LCD, LED, Plasma Displays typically with the goal of delivering targeted messages to specific locations at specific times. As people spend less time at home and less time watching TV, digital signage media attracts the attention of consumers outside the home. The digital signage market is comprised of two primary subsectors: digital place-based networks and digital billboards.

The overall digital signage market witnessed consistent growth over the years 2005-2010 except in 2009 wherein the market declined due to global economic slowdown and drastic corporate budget cuts. The upward momentum will definitely continue in the coming years due to several key trends including shift in consumer behaviors, improved audience metrics, more effective sales and marketing strategies. In addition, declining costs of digital display panels have also encouraged advertisers to shift to digital signage.

The U.S. is the world's largest market however Asia/Pacific also witnessed strong growth driven by gains in China and India. The digital signage market is a relatively new market that is characterized by high fragmentation and extremely intense competition. The report titled "Global Digital Signage (Digital OOH) Market: 2011 Edition" analyzes the global digital signage market with a special focus on country analysis like the US, China, India and the UK. The report assesses the opportunities for the digital signage market especially in high growth countries like China and India. The factors driving the growth of the industry are analyzed and the barriers to the growth of this niche

advertising sector have been discussed in the report. Also, the supply chain of the digital signage industry has been studied to focus on the different types of players engaged in the value chain. Also, the competitive aspect of the market is highlighted and the key players profiled with their strategies for this market.

By combining SPSS Inc.'s data integration and analysis capabilities with our relevant findings, we have predicted the future growth of the digital signage industry. We employed various significant variables that have an impact on this industry and created regression models with SPSS Base to determine the future direction of the industry. Before deploying the regression model, the relationship between several independent or predictor variables and the dependent variable was analyzed using standard SPSS output, including charts, tables and tests.

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