

Global Digital Signage Market: 2008 Edition



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The current global economic environment is full of uncertainties resulting from the turmoil in the credit and financial markets impacting all businesses. Advertising industry is not immune to this phenomenon - rather economic slowdown is likely to have a deeper and prolonged advertising downturn.

However, out-of-home or outdoor advertising, one of the major segments of advertising is bucking the trend with advertising dollars being diverted away from traditional media like newspapers, television and radio. Digital signage, a powerful and promising out-of-home advertising channel, appears to have the chance to resist this downturn in advertising expenditure by offering a dynamic messaging medium with an enhanced message impact.

One of the major growth drivers of digital signage is the advancement in technology which has helped retailers, marketing and entertainment companies, and many other organizations to 'narrowcast' dynamic video, graphical and editorial content on hundreds, or even thousands, of digital signage displays located virtually anywhere.

Advancement in technology along with declining input costs is making digital signage a lucrative business proposition for advertisers. Recent advancements in technology such as Bluetooth are helping to increase the attractiveness of the out-of-home advertising medium. And a major emphasis on targeted advertising by information, communications and education industries in North America and Europe is resulting in increased demand for this advertising medium.

Other factors driving growth of the global digital signage market include increased urbanization and growth of retail spaces, flourishing tourism industry, spending more time out of home by people and huge investments in transport infrastructure in the emerging markets.

The report provides an in-depth analysis of the worldwide growth of the digital signage industry. The potential opportunities that exist in this market have been assessed and the threats that the industry faces mainly from regulations have been highlighted. This report is a comprehensive view of the growth of out-of-home advertising industry and the increasing acknowledge of digital signage as a powerful medium to influence customer decision at the point of purchase and also as an information and communication medium.

As there are a number of players operating in the industry to provide integrated services, the supply chain of the digital signage industry has been analyzed in the report along with the major barriers to entry for new firms.

Finally, the future of the industry has been assessed in the light of the current downturn in the advertising industry and the underlying drivers of growth.

Table of Content

1. INDUSTRY DEFINITION

2. GLOBAL ADVERTISEMENT MARKET: CURRENT SCENARIO

3. GLOBAL OUTDOOR ADVERTISEMENT MARKET: AN OVERVIEW

- 3.1 Global outdoor advertising market: Size and Growth
- 3.2 US outdoor advertising market: Size and Growth
- 3.3 Outdoor Advertising: Asian and European Market
- 3.4 Outdoor Advertising: Potential Opportunities

4. DIGITAL SIGNAGE: AN OVERVIEW

- 4.1 Introduction to Digital Signage
- 4.2 Market Overview
- 4.3 Digital Signage Market: Growth by Regions
- 4.4 Markets for Digital Signage
 - Indoor venue
 - Retail
 - Airports
 - Entertainment Venues
 - Hospitality
 - Corporates

5. SUPPLY CHAIN ANALYSIS – DIGITAL SIGNAGE MARKET

6. DIGITIZATION OF PANELS: ECONOMICS AND ADVANTAGES

7. DIGITAL SIGNAGE MARKET: BARRIERS TO ENTRY

8. MARKET OPPORTUNITIES

- Tremendous Opportunity in Potential Sites
- Opportunities for LCD-PDP panel makers
- Opportunities for AV integrators
- Satellite-delivered digital signage

9. MARKET DRIVERS

- Declining cost of hardware
- Digital Allows Higher CPMs

10. COMPETITIVE LANDSCAPE

11. LEADING PLAYERS

- 11.1 Clear Channel Outdoor
- 11.2 JCDecaux
- 11.3 CBS Outdoor
- 11.4 Lamar Advertising

12. DIGITAL SIGNAGE: REGULATIONS AND OTHER THREATS

13. MARKET FORECAST

LIST OF FIGURES

Advertising Revenues (2007) - Leading Countries
Global Outdoor Advertising Expenditure (2005-07)
Global Advertising Expenditure by Media (2007)
Share of Outdoor Ad Expenditure in Global Ad Expenditure (2005-10)
US outdoor advertising expenditure: 2002-2007
Outdoor Advertisement Growth Rates – Leading Countries (2007)
Russian outdoor advertising expenditure: 2002-2007
Ad spend growth rate: China versus Europe and N. America
Growth in GDP versus Total Ad Spend & Outdoor Ad Spend: 2001-07
Global Digital Signage Market Size (2005-07)
Digital signage market size: Leading countries
Digital Signage Supply Chain
Global Digital Signage Display Unit Sales -Actual and Forecast (2007-10)
European Digital Signage Display Unit Sales -Actual and Forecast (2007-10)
Out-of-home advertising – Market Share of Leading Players: 2007
Clear Channel Revenues: Actual and Projected (2008-10)
Clear Channel Outdoor: Revenues by Segment (2007)
Clear Channel Outdoor: Revenues split by region - 2007
JCDecaux Revenues: Actual and Projected (2008-10)
JCDecaux: Revenues by Segment (2007)
JCDecaux: Revenues split by region - 2007
CBS Revenues: Actual and Projected (2008-10)
CBS: Revenues by Segment (2007)
CBS: Revenues split by region - 2007
Lamar Revenues: Actual and Projected (2008-10)
Lamar: Revenues by Segment (2007)
Global Outdoor Advertising Expenditure: Forecast (2008-10)
Global Market Forecast for Digital Signage (2008-2010)

LIST OF TABLES

Media spend in key categories – Global scenario
Advertising Revenues by Medium (2007): Leading Countries
US outdoor advertising market breakdown by segment: 2002-07
Top 10 Countries by Outdoor Spending: 2007
Digital Signage: Applications and examples of installations
Installation of digital displays in the US - Leading companies
Industry Characteristics that Restricting New Players
Potential Number of Sites for Digital Display Deployment
Outdoor advertising – Leading Players (Revenues and Region-Focus)
US Out-of-Home Advertising Growth Forecast (2008-10)

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