

# Global Digital Signage Market - Opportunities and Challenges



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The shift of advertising expenditure from traditional media like television, radio and newspapers to outdoor is an indicator that digital signage will witness a major growth in the near future. However, the major factors that is going to drive the growth of digital signage in the near future will be lowering of the capital expenditure on signage devices and also the advancements in instant downloading of the new signs on the display panel.

The outdoor industry's move to digital signage means higher quality, better networking, faster time to market, and more efficient customer targeting.

Lamar Advertising is considered the most aggressive outdoor company in transforming to digital. But over the past few months, CBS has also taken on a more aggressive stance with regard to digital billboards. Digital signage has the power to accelerate revenue and cash flow growth of these signage companies. As the digital rollout moves into the second stage with advancements in technology, outdoor advertisers are likely to capture a larger portion of advertising dollars.

The report analyzes the complex supply chain of the digital signage industry and assesses the market opportunities for various types of players in this industry. It focuses on the outdoor advertising market that is gearing to provide digital signage solutions. The market drivers, trends and challenges for the digital signage industry have been analysed. Further, it highlights the positioning and strategies of top global digital signage players – CBS Outdoor, Lamar, Clear Channel and JCDecaux.

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