Growing advertisement expenditure, increasing organized retail sector, increasing need to promote products & services through interactive medium is spurring the adoption of digital signage systems in India. Digital signage systems market in India is in its nascent stage, which is expected to witness remarkable growth over the next five years.

In India, digital signage systems are primarily found at indoor applications, but the market is expected to witness adoption in outdoor applications as well. India digital signage systems market is projected to reach $524 million by 2019, growing at a CAGR of 25.8% during 2014-19. At present, LCD based digital signage systems have accounted for majority of the market share, however, in the forecast period, LED based digital signage systems are projected to grow with highest rate than other competing display technologies. Power efficiency and better picture quality are the factors that are driving the market for LED based digital signage systems in the country.

In India, displays with size 32-40 inches have captured major pie of display market revenues due to its low cost. Although, in the coming years, larger size screens are expected to gain grounds in Indian market. Increasing demand for large size displays in outdoor applications is anticipated its penetration in the country. Video walls are emerging as the key trend in the Indian market, which are getting deployed at various events, exhibitions, shows, etc. Amongst all regions, western region in India is playing vital role for the growth of the overall India's digital signage systems market. Increasing investments, urbanization and growing organized retail sector have contributed for the growth of this region.

Key Highlights of the Report:
- Market dynamics including drivers, restraints, opportunity for India Digital Signage Market
- Historical market revenue trends for India Digital Signage Market, 2011 – 2013 ($ Million)
- Historical market volume trends for India Digital Signage Market, 2011 – 2013 (Units)
- Market Volume and Revenue Forecast and Estimations by display technologies, until 2019
- Market Volume and Revenue Forecast and Estimations by applications, until 2019
- Market Volume and Revenue Trends and Forecast by regions, until 2019
- Market Revenue Trends and Forecast by display size, until 2019
- Market Revenue Trends and Forecast by components, until 2019
- Existing market trends and challenges
- Overview of value chain
- Porter’s Five Forces Analysis

Contents:
1 Executive Summary
2 Introduction
2.1 Key Highlights of the Report
2.2 Report Description
2.3 Markets Covered
2.4 Assumptions and Methodology
2.5 Table of Acronyms
3 Market Overview
3.1 Digital Signage System
3.2 Global Market
3.3 India Market
3.4 Benefits of Digital Signage System
3.5 Ecosystem - Digital Signage
3.6 Industry Lifecycle
3.7 Value Chain
3.8 Digital Signage Solution Components
3.9 Porter’s Analysis
3.10 Company Developments

4 Market Dynamics
4.1 Impact Analysis
4.1.1 Drivers
4.1.1.1 Growing budget for advertising by various sectors
4.1.1.2 Declining Price Trend
4.1.1.3 Growing retail business and tourism industry
4.1.1.4 Growing infrastructure investment and number of air passengers
4.1.1.5 Time and Cost Efficient
4.1.2 Restraints
4.1.2.1 High Capital Cost
4.1.2.2 Power and maintenance issues
4.1.3 Opportunity
4.1.3.1 Accessibility to smaller businesses
4.1.3.2 Content projection in educational institutes
4.1.4 Trends
4.1.4.1 Increasing efforts towards customer engagement
4.1.4.2 Gesture controlled systems
4.1.4.3 “Go Green” Initiatives
4.1.4.4 Cloud based digital signage
4.1.4.5 Video Wall
4.1.5 Digital Signage System Price Trend
4.1.5.1 <32"
4.1.5.2 32 - 40"
4.1.5.3 40 - 50"
4.1.5.4 50 - 60"
4.1.5.5 60 - 70"
4.1.5.3 70" & Above

5 India Market Snapshot
5.1 Forecast By Segment
5.2 Market Share By Segment

6 Market By Technology
6.1 Introduction
6.1.1 LCD
6.1.2 LED
6.1.3 Plasma

7 Market By Screen Size
7.1 Introduction
7.1.1 <32"
7.1.2 32 - 40"
7.1.3 40 - 50"
7.1.4 50 - 60"
7.1.5 60 - 70"
7.1.6 70" and Above

8 Market By Application
8.1 Introduction
8.1.1 Indoor
8.1.2 Outdoor

9 Market By Region
9.1 Introduction
9.1.1 North India
9.1.2 East India
9.1.3 West India
9.1.4 South India
9.1.5 North East India
10 Market By Component
10.1 Introduction
10.1.1 Display
10.1.2 Media Player
10.1.3 Software

11 Market Outlook

LIST OF FIGURES

Figure 1 Global Digital Signage System Market Revenue, 2011 - 2019 ($ Billion)
Figure 2 India Digital Signage System Market Revenue Share (2013)
Figure 3 India Digital Signage System Market Revenue, 2011 - 2019 ($ Million)
Figure 4 India Digital Signage System Market Volume, 2011 - 2019 (000 Units)
Figure 5 India Advertising Expenditure, 2008 - 2014 ($ Million)
Figure 6 India Average Digital Signage System Price, 2011 - 2019 ($)
Figure 7 India Retail Sales, 2010 - 2015 ($ Billion)
Figure 8 India Tourism Industry Direct Contribution To GDP, 2010 - 2015 ($ Billion)
Figure 9 India Infrastructure Investment, 2012 - 2017 ($ Billion)
Figure 10 India Airport Passenger Traffic, 2010 - 2015 (Million)
Figure 11 Share of display screens in total digital signage system price by technology, by size (2013)
Figure 12 Up to 32" display digital signage system price trend, 2011 - 2019 ($)
Figure 13 32 - 40" display digital signage system price trend, 2011 - 2019 ($)
Figure 14 40 - 50" display digital signage system price trend, 2011 - 2019 ($)
Figure 15 50 - 60" display digital signage system price trend, 2011 - 2019 ($)
Figure 16 60 - 70" display digital signage system price trend, 2011 - 2019 ($)
Figure 17 Above 70" display digital signage system price trend, 2011- 2019 ($)
Figure 18 India Digital Signage Market Volume, By Technology, 2011 - 2019 (Units)
Figure 19 India Digital Signage Market Volume, By Screen Size, 2011 - 2019 (Units)
Figure 20 India Digital Signage Market Volume, By Region, 2011 - 2019 (Units)
Figure 21 India Digital Signage Market Volume, By Application, 2011 - 2019 (Units)
Figure 22 India Digital Signage Market Revenue, By Technology, 2011 - 2019 ($ Million)
Figure 23 India Digital Signage Market Revenue, By Technology, 2011 - 2019 ($ Million)
Figure 24 India Digital Signage Market Revenue, By Region, 2011 - 2019 ($ Million)
Figure 25 India Digital Signage Market Revenue, By Application, 2011 - 2019 ($ Million)
Figure 26 India Digital Signage System Market Volume Share, By Technology (2013)
Figure 27 India Digital Signage System Market Revenue Share, By Technology (2013)
Figure 28 India Digital Signage System Market Volume Share, By Screen Size (2013)
Figure 29 India Digital Signage System Market Revenue Share, By Screen Size (2013)
Figure 30 India Digital Signage System Market Volume Share, By Application (2013)
Figure 31 India Digital Signage System Market Revenue Share, By Application (2013)
Figure 32 India Digital Signage System Market Volume Share, By Region (2013)
Figure 33 India Digital Signage System Market Revenue Share, By Region (2013)
Figure 34 India Digital Signage System Market Volume Share, By Technology 2011 - 2019
Figure 35 India Digital Signage System Market Revenue Share, By Technology 2011 - 2019
Figure 36 India LCD Digital Signage System Market Volume, 2011 - 2019 (Units)
Figure 37 India LCD Digital Signage System Market Revenue, 2011 - 2019 ($ Million)
Figure 38 India LED Digital Signage System Market Volume, 2011 - 2019 (Units)
Figure 39 India LED Digital Signage System Market Revenue, 2011 - 2019 ($ Million)
Figure 40 India Plasma Digital Signage System Market Volume, 2011 - 2019 (Units)
Figure 41 India Plasma Digital Signage System Market Revenue, 2011 - 2019 ($ Million)
Figure 42 India Digital Signage System Market Volume Share, By Screen Size 2011 - 2019
Figure 43 India Digital Signage System Market Revenue Share, By Screen Size 2011 - 2019
Figure 44 India <32" Screen Digital Signage System Market Volume, 2011 - 2019 (Units)
Figure 45 India <32" Screen Digital Signage System Market Revenue, 2011 - 2019 ($ Million)
Figure 46 India 32 - 40" Screen Digital Signage System Market Volume, 2011 - 2019 (Units)
Figure 47 India 32 - 40" Screen Digital Signage System Market Revenue, 2011 - 2019 ($ Million)
Figure 48 India 40 - 50" Screen Digital Signage System Market Volume, 2011 - 2019 (Units)
Figure 49 India 40 - 50" Screen Digital Signage System Market Revenue, 2011 - 2019 ($ Million)
Figure 50 India 50 - 60" Screen Digital Signage System Market Volume, 2011 - 2019 (Units)
Figure 51 India 50 - 60" Screen Digital Signage System Market Revenue, 2011 - 2019 ($ Million)
Figure 52 India 60 - 70" Screen Digital Signage System Market Volume, 2011 - 2019 (Units)
Figure 53 India 60 - 70" Screen Digital Signage System Market Revenue, 2011 - 2019 ($ Million)
Figure 54 India 70" & Above Screen Digital Signage System Market Volume, 2011 - 2019 (Units)
Figure 55 India 70" & Above Screen Digital Signage System Market Revenue, 2011 - 2019 ($ Million)
Figure 56 India Digital Signage System Market Volume Share, By Application 2011 - 2019
Figure 57 India Digital Signage System Market Revenue Share, By Application 2011 - 2019
Figure 58 Indoor Digital Signage System Market Volume, 2011 - 2019 (Units)
Figure 59 India Indoor Digital Signage System Market Revenue, 2011 - 2019 ($ Million)
Figure 60 India Outdoor Screen Digital Signage System Market Volume, 2011 - 2019 (Units)
Figure 61 India Outdoor Screen Digital Signage System Market Revenue, 2011 - 2019 ($ Million)
Figure 62 India Digital Signage System Market Volume Share, By Region 2011 - 2019
Figure 63 India Digital Signage System Market Revenue Share, By Region 2011 - 2019
Figure 64 North India Digital Signage System Market Volume, 2011 - 2019 (Units)
Figure 65 North India Digital Signage System Market Revenue, 2011 - 2019 ($ Million)
Figure 66 East India Digital Signage System Market Volume, 2011 - 2019 (Units)
Figure 67 East India Digital Signage System Market Revenue, 2011 - 2019 ($ Million)
Figure 68 West India Digital Signage System Market Volume, 2011 - 2019 (Units)
Figure 69 West India Digital Signage System Market Revenue, 2011 - 2019 ($ Million)
Figure 70 South India Digital Signage System Market Volume, 2011 - 2019 (Units)
Figure 71 South India Digital Signage System Market Revenue, 2011 - 2019 ($ Million)
Figure 72 North East India Digital Signage System Market Volume, 2011 - 2019 (Units)
Figure 73 North East India Digital Signage System Market Revenue, 2011 - 2019 ($ Million)
Figure 74 India Digital Signage System Market Revenue Share, By Component (2013)
Figure 75 India Display Screen For Digital Signage System Market, 2011 - 2019 ($ Million)
Figure 76 India Media Player For Digital Signage System Market, 2011 - 2019 ($ Million)
Figure 77 India Software For Digital Signage System Market, 2011 - 2019 ($ Million)

LIST OF TABLES

Table 1 India Digital Signage System Market Volume, By Technology, 2011 - 2019 (Units)
Table 2 India Digital Signage System Market Revenue, By Technology, 2011 - 2019 ($ Million)
Table 3 India Digital Signage System Market Volume, By Screen Size, 2011 - 2019 (Units)
Table 4 India Digital Signage System Market Revenue, By Screen Size, 2011 - 2019 ($ Million)
Table 5 India Digital Signage System Market Volume, By Application, 2011 - 2019 (Units)
Table 6 India Digital Signage System Market Revenue, By Application, 2011 - 2019 ($ Million)
Table 7 India Digital Signage System Market Volume, By Region, 2011 - 2019 (Units)
Table 8 India Digital Signage System Market Revenue, By Region, 2011 - 2019 ($ Million)
Table 9 India Digital Signage System Market Revenue, By Component, 2011 - 2019 ($ Million)

Ordering:
- Order Online - http://www.researchandmarkets.com/reports/2828143/
- Order by Fax - using the order form below
- Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Address:</td>
<td><a href="http://www.researchandmarkets.com/reports/2828143/">http://www.researchandmarkets.com/reports/2828143/</a></td>
</tr>
<tr>
<td>Office Code:</td>
<td>SCDKLVP</td>
</tr>
</tbody>
</table>

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Electronic (PDF) - Single User</th>
<th>USD 1960</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Electronic (PDF) - Site License</td>
<td>USD 3120</td>
</tr>
<tr>
<td></td>
<td>Electronic (PDF) - Enterprisewide</td>
<td>USD 3535</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

<table>
<thead>
<tr>
<th>Title:</th>
<th>Mr [ ]</th>
<th>Mrs [ ]</th>
<th>Dr [ ]</th>
<th>Miss [ ]</th>
<th>Ms [ ]</th>
<th>Prof [ ]</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Name:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Last Name:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email Address: *</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Job Title:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organisation:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Address:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>City:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Postal / Zip Code:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Country:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phone Number:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fax Number:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer:

Please transfer funds to:

Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ______________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp