Global Digital Signage Market: Industry Insights, Market Size, Share, Growth, Trends Analysis and Forecast to 2021

Description: Digital signage, also known as dynamic signage, is a specialized form of silvercasting in which multimedia content or videos are displayed in public places for advertising or informational purposes. Digital signage uses technologies for displaying contents such as streaming media, digital images, information and videos. Digital signage is specifically used for out-of-home advertising where messages and videos are displayed with the objective of delivering target messages to specific consumers, at specific locations and time.

Digital Signage can be found in transportation systems, public places, and corporate buildings. The application of digital signage is largely found in the healthcare and veterinary, retail, banking, automotive and hospitality sectors among others. Digital signage can be used in various applications including sales kiosks, multi-screen ribbons, emergency messaging and interactive touch screens. Digital signage also finds applications in cloud-based apps and provides benefits ranging from reduction of on-premises infrastructure expenses to security of these cloud-based apps.

One of the major factors that can be attributed to the growth of the digital signage market is its growing demand in application areas such as retail and healthcare. Increased adoption of cloud computing and the emergence of internet of things (IoT) applications are also driving the market. Software applications are major growing market for digital signage. Increasing applications of Digital out Of home (DOOH) and fall in prices of LEDs are expected to boost the growth of the market.

The global digital signage markets can be segmented, by hardware into display, media players and mounts and other accessories. By software, the digital signage market can be segmented into edge server software, distribution and scheduling software, content management systems and analytics. The global digital signage market can be segmented into commercial, infrastructural, institutional and industrial by application. Furthermore, the market can be bifurcated, by products into indoor, outdoor and mobile. Digital signage market is geographically segmented into North America, Europe, APAC and rest of the world.

The key companies leading the digital signage market are ADFLOW Networks, Hewlett-Packard Company, Cisco System Inc., Samsung Corporations, and Panasonic Corporation. Other players include Keywest Technology, BrightSign LLC, and AU Optronics.

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