Digital Signage M2M and IoT Applications

Digital Signage M2M and IoT Applications is the second consecutive report from Berg Insight analysing the latest developments on the global digital signage market.

This strategic research report from Berg Insight provides you with 55 pages of unique business intelligence including 5-year industry forecasts and expert commentary on which to base your business decisions.

Highlights from the second edition of the report:

♦ **Detailed** analysis of the digital signage industry.

♦ **Summary** of the latest industry trends and developments.

♦ **Updated** in-depth profiles of key players in the digital signage markets.

♦ **Reviews** of vendor strategies and competitive dynamics.

♦ **Perspectives** on the impact of new technological advancements.

♦ **Extensive** global and regional market forecasts lasting until 2021.

The number of connected digital signage displays will reach 87.2 million in 2021

Digital signage is an ambiguous term used in reference to a wide range of solutions for presenting media and information on digital displays. There is no universally accepted definition on what the term encompasses, but it generally includes a broad range of solutions as diverse as traffic signs, menu boards and in-flight entertainment displays. Berg Insight's definition is a system that comprises a connected display screen, a media player and a content management system that are managed over a local network or remotely. Systems that require manual intervention, such as swapping a SD card in the media player to load new content, are left outside of the scope of this report.

The first connected digital signage solutions were commercially launched nearly three decades ago. Since then, digital signage solutions have found their way into nearly every possible vertical market and a wide variety of application areas. The untapped potential is nevertheless still vast and the market shows no signs of slowing down. Berg Insight forecasts that global shipments of display screens for digital signage will grow from 10.5 million units in 2016 at a compound annual growth rate (CAGR) of 16.7 percent to reach 22.9 million units by 2021. The number of digital signage displays in active use is at the same time estimated to grow at a CAGR of 18.3 percent during the next five years from 37.6 million units in 2016 to 87.2 million units in 2021.
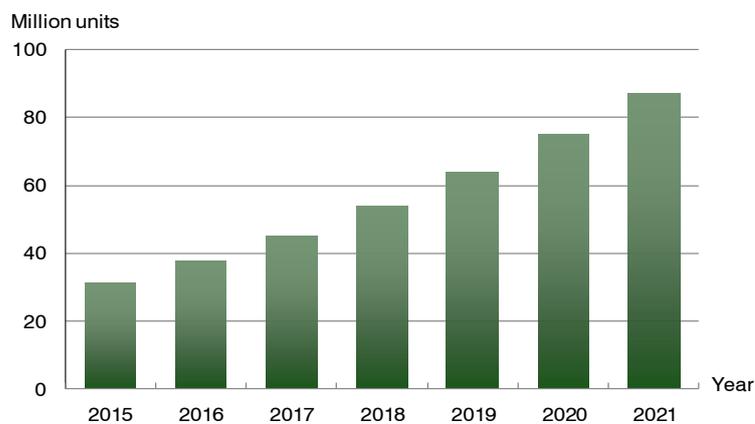
Leading providers of digital signage solutions include CMS software providers such as Scala and its new owner STRATACACHE as well as Four Winds Interactive and Signagelive; media player vendors such as AOPEN, BrightSign and IAdea; and display manufacturers such as Samsung, LG, Panasonic and NEC. Despite many well-known vendors active in the market, the value chain is still fragmented and hundreds of companies compete worldwide. Industry consolidation has however intensified with numerous high-profile M&As in recent time. Berg Insight anticipates that market developments will accelerate in the coming years and increase the legitimacy of digital signage as a central platform for digital marketing, especially in areas such as targeted delivery of content with the help of location-based technology and analytics.

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Who should buy this report?

Digital Signage M2M and IoT Applications is the foremost source of information about the adoption of wireless M2M and IoT solutions in the digital signage industry. Whether you are a device vendor, service provider, telecom operator, investor, consultant, or government agency, you will gain valuable insights from our in-depth research.

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Installed base of connected digital signage displays (World 2015–2021)

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