

# Digital Signage 2016 Global Market Expected to Grow at CAGR 5.6% and Forecast to 2020

*WiseGuyReports.Com Publish a New Market Research Report On – “Digital Signage 2016 Global Market Expected to Grow at CAGR 5.6% and Forecast to 2020”.*

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/EINPresswire.com/ --

The analysts forecast the [global digital signage market](#) to grow at a CAGR of 5.6% during the period 2016-2020.

Digital signage is used in navigation, placemaking, exhibitions, public installations, marketing, and outdoor advertising. It uses technologies like LCDs, LED displays, and projection to display content such as digital images, video, and information. These can be found in public spaces, transportation systems, museums, stadiums, retail stores, hotels, restaurants, and corporate buildings.

Digital signage displays make use of content management systems and digital media distribution systems that are installed on PCs and servers to display information. They are increasingly being used as an alternative to static signage due to the following advantages:

- Frequent and easy content updating
- Interactive abilities due to touch screens, movement detection, and image capturing
- Out-of-home advertising that shows video content along with traditional ads or messages
- Delivery of targeted messages to specific locations or consumers at specific times

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Covered in this report

The report covers the present scenario and the growth prospects of the global digital signage market for 2016-2020. To calculate the market size, the report considers the revenue generated from the use of digital signage for applications such as:

- Retail



- Quick service restaurants (QSRs) and other restaurants
- Education
- Healthcare

- Other (governments, corporations, public spaces, banking, transportation, and outdoor sports)

The report, Global Digital Signage Market 2016-2020, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the market landscape and its growth prospects over the coming years. The report also includes a discussion of the key vendors operating in this market.

#### Key vendors

- ADFLOW
- Cisco
- HP
- Panasonic
- Samsung

#### Other prominent vendors

- AU Optronics
- NEC Display Solutions
- Omnivex
- Planar Systems
- Sharp
- Sony
- BrightSign
- Intel
- KeyWest Technology
- LG
- Microsoft
- Scala
- Winmate.

#### Market driver

- Advantages over traditional advertisement boards
- For a full, detailed list, view our report

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#### Market challenge

- Lack of awareness regarding benefits of digital signage
- For a full, detailed list, view our report

#### Market trend

- Increasing adoption by educational institutions
- For a full, detailed list, view our report

#### Key questions answered in this report

- What will the market size be in 2020 and what will the growth rate be?
- What are the key market trends?
- What is driving this market?
- What are the challenges to market growth?

- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?
- What are the strengths and weaknesses of the key vendors?

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