Worldwide Quarterly Digital Signage Tracker

IDC’s Worldwide Quarterly Digital Signage Tracker® is an essential business analysis and planning tool for digital signage display vendors seeking to improve their positions in this increasingly competitive market segment and to address the growth opportunities offered by IDC’s extensive coverage of 8 regions and 38 local markets. This service provides a unique and comprehensive analysis of digital signage display shipments by vendor, product, and screen size in many regional/local key markets and, most importantly, a five- to eight-quarter forecast by display size and product for each country included in the service, all of which is provided through best-in-class online delivery tools.

Technology Coverage

This tracker provides total market size and vendor share for the following technology areas and segmentations, starting from 1Q13.

Core Historical Coverage
- Vendor
- Product group: Signage
- Product: CCFL, LED
- Product detail: TV monitor and tuneless
- Screen size and screen ratio
- Aspect ratio
- Screen resolution
- Resolution name
- Brightness
- Price band
- Interface: Touchscreen and regular
- Measurements: Units, ASP, and shipment value

Geographic Scope
- Asia/Pacific (excluding Japan and PRC) (APEJC) (4): Australia, India, Korea, New Zealand, and rest of Asia/Pacific
- Canada
- Central and Eastern Europe (3): Czech Republic, Poland, Russia, and rest of CEE
- Japan
- Latin America (2): Brazil, Mexico, and rest of Latin America
- Middle East and Africa (5): Qatar, Saudi Arabia, South Africa, Turkey, the United Arab Emirates, rest of Africa, and rest of the Middle East
- PRC
- United States
- Western Europe (13): Austria, Belgium, Denmark, Finland, France, Germany, Italy, the Netherlands, Norway, Spain, Sweden, Switzerland, the United Kingdom, and rest of Western Europe

Data Deliverables

This tracker is delivered on a quarterly basis via a web-based interface for online querying and downloads. Deliverables for this tracker are listed below. For a complete delivery schedule, please contact an IDC sales representative.

- Quarterly preliminary data
- Quarterly historical data
- Quarterly forecast data

Forecast Coverage

Forecasts for this tracker are updated quarterly and include two years of quarterly forecasts and an additional three years of annual market projections. Forecasts are available at the worldwide, regional, and country levels. Examples of the forecasts included in this tracker are as follows:

Core Forecast Coverage
- Region (same regions as outlined in Geographic Scope)
- Country (same countries as outlined in Geographic Scope)
- Product group: Signage
- Product detail: TV monitor and tuneless
- Screen size
- Measurements: Units, ASP, and shipment value
IDC's Tracker Methodology

IDC's tracker data is developed using a rigorous methodology that includes well-planned and well-coordinated local, regional, and worldwide data cross-checks combined with a proprietary advanced data consolidation and analysis data platform managed by IDC's Worldwide Tracker organization. Data sources used in the process of determining IDC's tracker numbers include, but are not limited to:

- In-country local vendor interviews
- Distribution data feeds
- Worldwide and regional vendor guidance
- ODM data
- In-country local channel partner discussions
- Import records
- Feedback from component suppliers
- Vendor briefings and public financial reports

Enabling Better Business Decisions Across the Organization

IDC trackers provide the accurate and timely market size, vendor share, and forecast information you need to identify market and product expansion opportunities, increase revenue, and win market share. IDC's tracker research is a critical input to the planning and monitoring cycles of the business process. Common uses of the tracker data include:

Planning Process

- Regional-, state-, or city-level planning — setting regional-, country-, state-, or city-level sales targets based on market opportunity
- Product marketing — creating a product strategy and road map based on currently available product features and expected growth
- Production planning — using customer demand data as an input in the creation of production schedules
- Product portfolio planning — accessing accurate and detailed data as an input into the product development process

Monitoring Process

- Performance measurement — comparing vendor performance on prior fiscal periods
- Competitive analysis — reviewing competitor performance across multiple dimensions: product, features, channel, segment, and geography
- Sales forecasting measurement — assessing internal sales forecast versus actual results
- Price benchmarking — comparing vendor versus market pricing data by model
- Marketing communications — using positive results for messaging in the press, at partner events, or in sales collateral

IDC's Global Tracker Process at Work