

# 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, provides 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 and 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) (5):** Australia, India, Korea, New Zealand, and rest of Asia/Pacific
- **Canada**
- **Central and Eastern Europe (4):** Czech Republic, Poland, Russia, and rest of CEE
- **Japan**
- **Latin America (3):** Brazil, Mexico, and rest of Latin America
- **The Middle East and Africa (7):** Qatar, Saudi Arabia, South Africa, Turkey, the United Arab Emirates, rest of Africa, and rest of the Middle East
- **PRC**
- **United States**
- **Western Europe (14):** 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 the Geographic Scope section)
- Country (same countries as outlined in the Geographic Scope section)
- Product group: Signage
- Product detail: TV monitor and tuneless
- Screen size
- Measurements: Units, ASP, and shipment value