

ProAV Vertical Market Viewpoints Service

Part of the Consumer Electronics & Display Applications Service Area Package

A comprehensive analysis of ProAV sector by application-level data, which provides insights for the vertical market size of LCD, OLED, and direct-view LED video displays. The goal of the service is to provide focused worldwide vertical market application data and revenue for leading display technologies in the ProAV industry.

“ Since the COVID-19 pandemic, vertical and solution markets have grown dynamically and selectively. Therefore, our team is determined to provide overall integrated vertical market - 10 applications by display area, revenue and ASP across multiple display technologies, along with Dashboard analysis ”

Ken Park

Senior Manager of ProAV Devices

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HOW OMDIA HELPS YOU

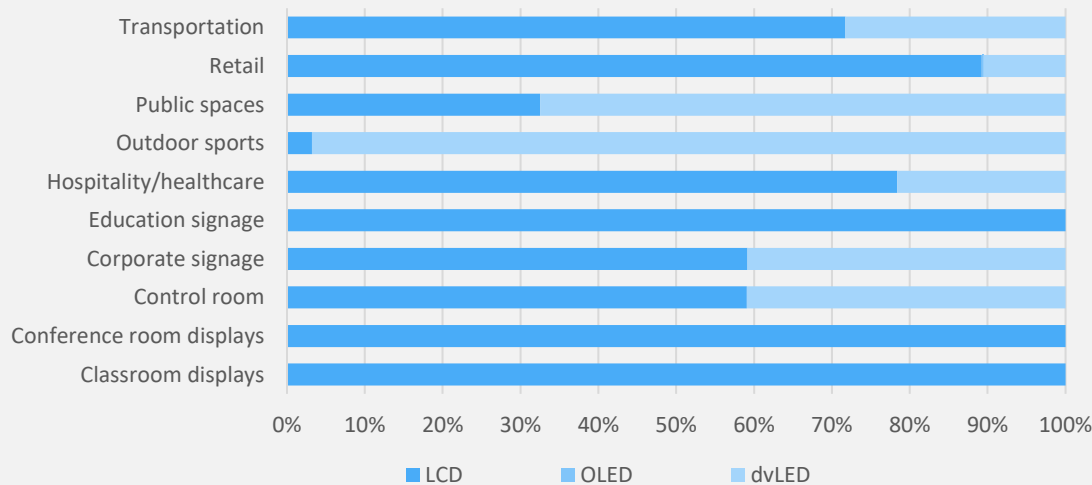
- Size the vertical markets of 10 applications
- Identify variety in end-market solutions and growth/decline of each vertical market
- Understand the latest penetration of each application by various display technologies
- Analyze top-level view of ProAV industry by product type, region, technology, indoor/outdoor, pixel pitch and applications

KEY QUESTIONS ADDRESSED

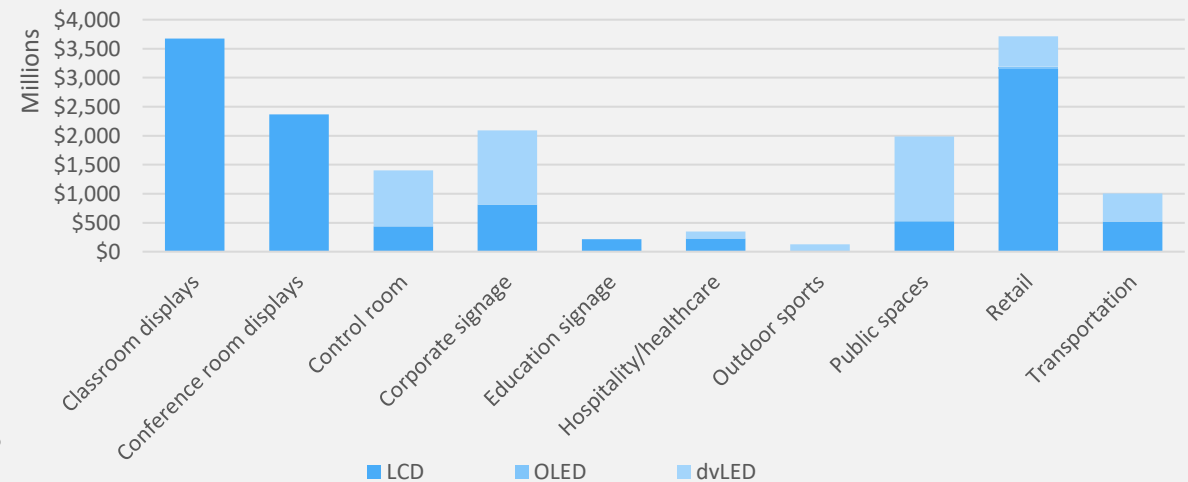
- What are the exact size of the ProAV applications market by revenue and area?
- Which display technology is the key growth driver in each application?
- What are the main areas of solution markets across LCD and LED video?
- Which application category is the fastest growing market by region beyond COVID-19?

ProAV Applications share by display technology

Display Area for Applications by Technology



Revenue for Applications by Technology



ProAV Vertical Market : Our Expert Analysts



Kelly Lum
Principal Analyst
Digital Signage
USA



Tay Kim
Principal Analyst
Public Display
South Korea



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Senior Principal Analyst
Specialty & New Opportunities
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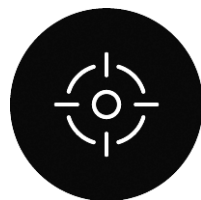


David Chai
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ProAV Vertical Market: Deliverables



MARKET TRACKERS

—Quarterly—

- ProAV Vertical Market Tracker



ANALYSIS

—Quarterly—

- ProAV Vertical Market Analysis



ANALYST INSIGHTS

—Ongoing—

Analyst commentary on market shifts, technology and regional developments, vendors, events, and more.



ANALYST ACCESS

—Ongoing—

Analyst inquiry time for prompt responses to urgent questions.

ProAV Vertical Market Viewpoints: Database and Analysis

ProAV Vertical Market Tracker

Focuses on 10 applications across display technologies which is further examined by both LCD/OLED and LED Video by product category and location. This includes units (sqm) and revenue market data by region by applications.

DETAILS

Frequency: Quarterly and annual
2 years rolling history, 5 years rolling forecast

Measurements

- Units (sqm)
- Revenues
- ASP

Regions

- Asia & Oceania
- China
- Japan
- Western Europe
- Eastern Europe
- Middle East & Africa
- North America
- Latin America & the Caribbean

COVERAGE

- LCD, OLED and LED Video Displays technology (also known as dvLED - direct-view LED)
- Product Type
- Product Category
- Pixel Pitch Category
- Indoor/outdoor
- Sub-applications & Main-applications
- Quarterly market forecast

Deliverables

Excel pivot database by region

ProAV Vertical Market Analysis

Detailed analysis of application market shares across display technologies, along with key forecast assumptions and market drivers. Reasons behind the performance, technology trends and competitive analysis in each vertical market.

DETAILS

Frequency: Quarterly

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Deliverables

Power-point analysis

ProAV Vertical Market Viewpoints: Research Coverage

Regions

- Asia & Oceania
- China
- Eastern Europe
- Japan
- Latin America & the Caribbean
- Middle East & Africa
- North America
- Western Europe

Application Category

- Professional
- Digital Signage

Applications

- Classroom displays
- Conference room displays
- Control room
- Corporate signage
- Education Signage
- Hospitality / Healthcare
- Public spaces
- Retail
- Transportation
- Outdoor sports

Pixel Pitch

- <=1.99mm
- 2.00 -4.99mm
- 5.00 -9.99mm
- >=10mm

Indoor/Outdoor

- Indoor
- Outdoor

Technology

- LCD
- OLED
- dvLED

Product Type

- Public Display
- Signage TV
- LED Video

Product Category

- Signage and Information Display
- IFP/Touch Display
- Signage TV
- LCD Videowall
- LED Videowall

Dashboard

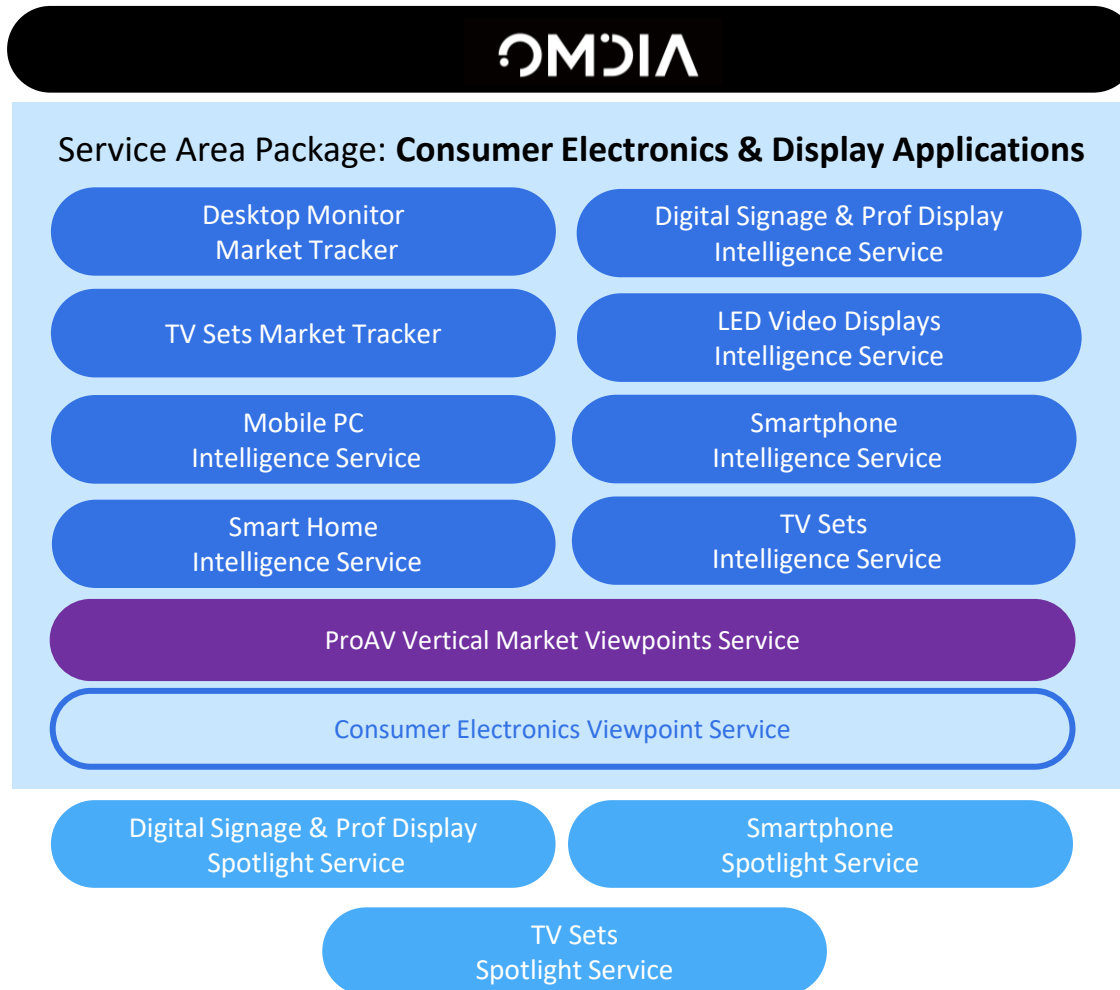
- Display Area for Applications by Technology
- Revenue for Applications by Technology
- LCD and LED Videowall Comparison – Area Units
- LCD and LED Videowall Comparison - ASP

Market Data

Units (sqm), Revenue (USD) and ASP (USD) forecast by Applications :

- Technology
- Eight geographical regions
- Pixel Pitch categories
- Main Application split by Professional and Digital Signage
- Sub-Applications
- Indoor/Outdoor

Related Content: Consumer Electronics & Display Applications Service Area Coverage



About Omdia's Consumer Electronics & Display Application Research

World-class coverage of the consumer electronics industry, this research is led by analysts who come from the industry and have extensive experience from supply chain to market verticals.

This research services allows accessibility to Omdia expertise covering TVs, smartphones, mobile PC, smart home and professional AV products.

With in-depth coverage of shipments, prices, install base, market opportunities, regional trends, companies and new technologies, our research coverage covers all important analysis incorporating context and industry implications.

Related Content: Display and Consumer Devices Service Area Coverage

SERVICE AREA PACKAGE			
Consumer Electronics & Display Applications	Large Area Display & Supply Chain	Small & Medium Displays & Touch Interface	Display Manufacturing, Technology & Components
<p>Intelligence Services</p> <ul style="list-style-type: none"> • TV Sets • Smart Home • Mobile PC • Smartphone • Desktop Monitor • LED Video Displays • Digital Signage & Prof <p>Viewpoint & Spotlight Services</p> <ul style="list-style-type: none"> • Consumer Electronics Viewpoint • TV Sets Spotlight • Smartphone Spotlight • Digital Signage & Prof Spotlight 	<p>Intelligence Service</p> <ul style="list-style-type: none"> • TV Display & OEM • Notebook/ Tablet Display & OEM • Display Dynamics <p>Trackers</p> <ul style="list-style-type: none"> • Display Long-Term Demand Forecast • Display Production & Inventory • Large Area Display Price • Large Area Display Market • Large Area Display Production Strategy • Large Area Display Technology • Monitor Display & OEM <p>Spotlight Services</p> <ul style="list-style-type: none"> • Display Dynamics Spotlight 	<p>Intelligence Service</p> <ul style="list-style-type: none"> • Smartphone Display <p>Trackers</p> <ul style="list-style-type: none"> • Small Medium Display • Small Medium Display Supply Chain • OLED Display • Automotive Display • Touch Panel <p>Reports</p> <ul style="list-style-type: none"> • Automotive Touch & Interface • Display Fingerprint Tech • Touch Panel Cover Lens 	<p>Intelligence Services</p> <ul style="list-style-type: none"> • OLED & LCD Supply Demand & Equipment • OLED & Flexible Display <p>Trackers</p> <ul style="list-style-type: none"> • Micro LED Display • OLED Display Roadmap • Display Backlight • Display Glass • Display Optical Film • Display Driver IC • OLED Materials • OLED Display Cost Model • LCD Display Cost <p>Reports</p> <ul style="list-style-type: none"> • Foldable Display Tech

Our “Ask an Analyst” Service Provides Best in Class Customer Support

Whether you need guidance to navigate the service, information regarding our methodologies or you want to better understand a data trend, Omdia’s support team is here to help.

Draw on our expertise

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- Sanity-check your own findings
- Get the most out of your subscription
- Understand more about our methodologies

Our Ask an Analyst service gives you direct contact via telephone, email or face-to-face session with our expert analyst team:



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ABOUT OMDIA

Omdia is a global technology research powerhouse, established following the merger of the research division of Informa Tech (Ovum, Heavy Reading, and Tractica) and the acquired Omdia technology research portfolio*. We combine the expertise of more than 400 analysts across the entire technology spectrum, covering 150 markets. We publish over 3,000 research reports annually, reaching more than 14,000 subscribers, and cover thousands of technology, media, and telecommunications companies.

Our exhaustive intelligence and deep technology expertise enable us to uncover actionable insights that help our customers connect the dots in today's constantly evolving technology environment and empower them to improve their businesses—today and tomorrow.

* The majority of Omdia technology research products and solutions were acquired by Informa in August 2019 and are now part of Omdia.