

US Signage & Professional Displays Channel Tracker

The Battle for Public Displays is Won or Lost in the Channels

By Sanju Khatri, Principal Analyst

Forecast**Frequency**

- 6-year annual
- 3-year rolling quarterly forecasts

Measures

- Units
- Market Value
- Pricing by Channel

Regions Covered

- USA

Distribution Channel Covered

- Distributors/Value Added Distributors
- ProAV, System Integrators
- Direct Market Resellers
- Others

Applications/Products Covered

- Indoor Venues
- Hotel TV
- Outdoor Events
- Retail Signage
- Conference Room
- Education
- Transportation
- Financial Institutions
- Control Room/Simulation
- Rental/Staging

Technologies Covered

- LCD
- PDP

With a high growth rate and profit potential, the market for digital signage and professional displays heating up. While many display makers are vying for a share of this desirable segment, the winners will be those who understand how to leverage the complex and deeply entrenched channels that influence the selection of public displays.

Large format displays are showing up everywhere—in retail and department stores, fast food restaurants, museums, hotels, restaurants, auditoriums, tradeshows, banks, conference rooms and educational institutions.

Each application within the signage & professional displays market is unique, however, and can only be reached through a carefully developed channel strategy. ProAV dealers, system integrators and network operators, who are closest to the end customers, are many in number and widely dispersed. Traditional IT distributors are also actively pursuing this market, while DMRs do not want to be left out the game, either.

Not every channel participant is best suited for every application, so display manufacturers must investigate the strengths and weaknesses of potential channel partners in order to select the top companies for their target markets and customers.

iSuppli's US Channel Tracker provides a detailed database, profiling and analysis of the top signage & professional channel players. If this is your market, then you'll find the Tracker to be an essential tool for defining and executing your strategy.

**Critical Questions Answered**

- Who is the most influential member in the digital signage eco-system?
- How is it going to pan out in the next few years?
- Which channel members hold the most shares and why?
- What are they doing right and what needs to be improved?
- What are the key drivers and challenges in each application?
- How do you choose the right channel partner for your application?
- What are the channel margins by application?

Who Should Read This?

- Brand Manufacturers/OEMs/ODMs/ for Signage and Professional Displays
 - Product planning
 - Product marketing
 - Business development
 - Sales
- Financial Community
 - Fund management, investment, analysis with interest in display community

Lead Analyst

Sanju Khatri, Principal Analyst

Sanju joined iSuppli/Stanford Resources in 2001 as a senior analyst. At iSuppli, she is responsible for the multi-client reports and custom reports focusing on the Signage and Professional Displays. She is also responsible for the quarterly Worldwide Projection Market Tracker services.

Prior to joining iSuppli, she worked as a Senior Sales Analyst at Sega of America, conducting sales forecasts, pricing, inventory and market share analysis for the company's and hardware and software product lines. She also worked for Frost & Sullivan, where she had the opportunity to do numerous consulting projects and multi-client studies in the emerging technologies.

Sanju earned an MBA degree in Marketing from the Institute of Marketing and Management, in New Delhi.

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- Education