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# Commercial Digital Display Systems:

*The Worldwide Market Outlook for Narrowcasting*



# Study Objectives

- Assess the extent and causes of changes in the industry since 2001
- Identify key trends in the technology and the markets
- Establish market size, segmented by type of product or service, and key environment
- Re-cast the original forecast and extend to 2009

## Study Objectives (cont.)

- Identify key factors for success and key obstacles to rapid adoption
- Obtain views of current and potential users, and systems integrators
- Segment and profile the current industry vendors

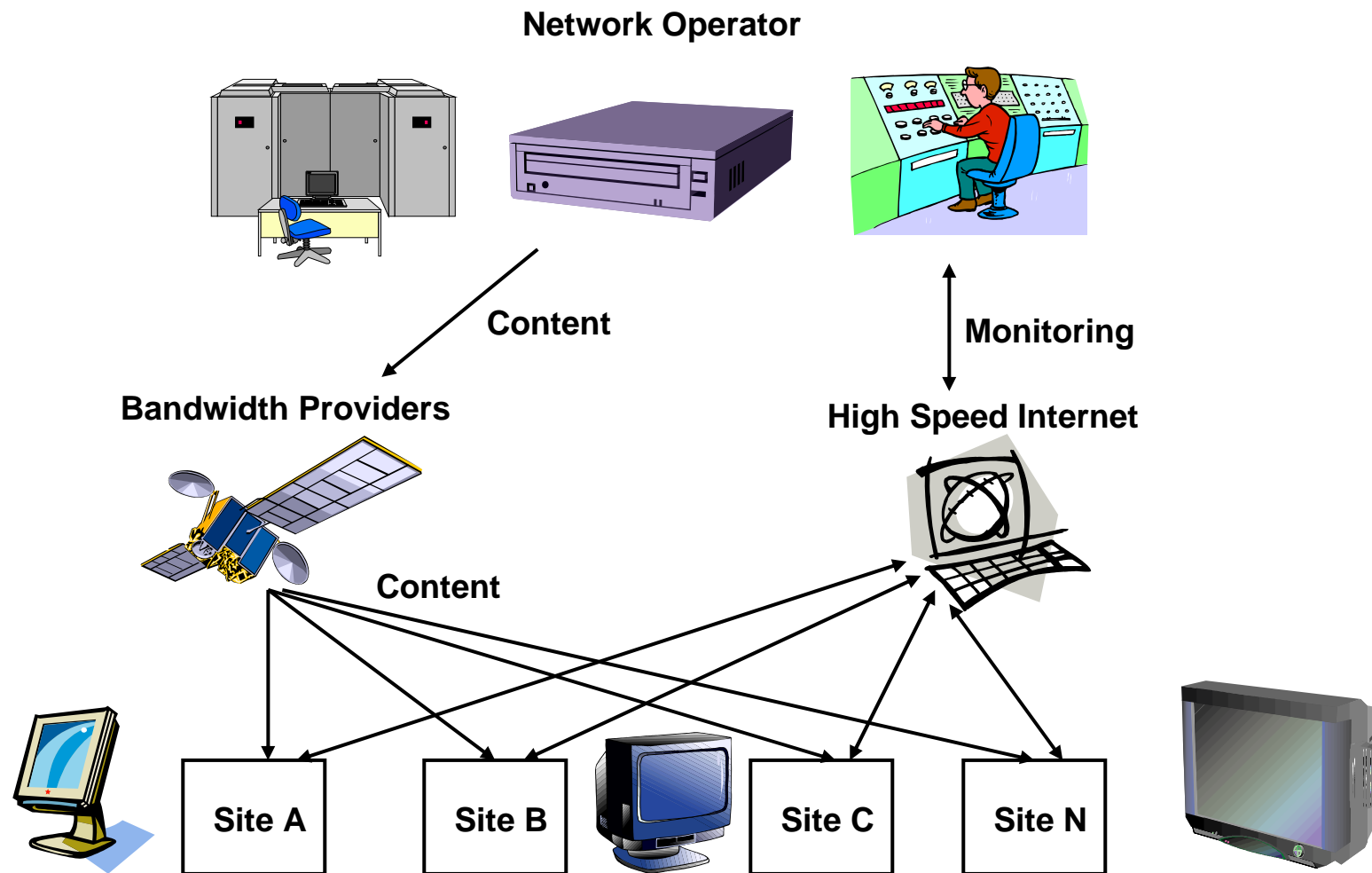
# Methodology

- In-depth contacts with industry vendors, current users, and A/V systems integrators
- Desk research (government data, trade associations, and business press)
- 375 structured interviews spread among retailers, brand managers / consumer products companies, service industries, health care providers, hospitality industry, public space managers, corporate, A/V systems integrators
- Signage audit: quantify existing signage at 50 sites (retail, hospitality, services) and segment by type and purpose

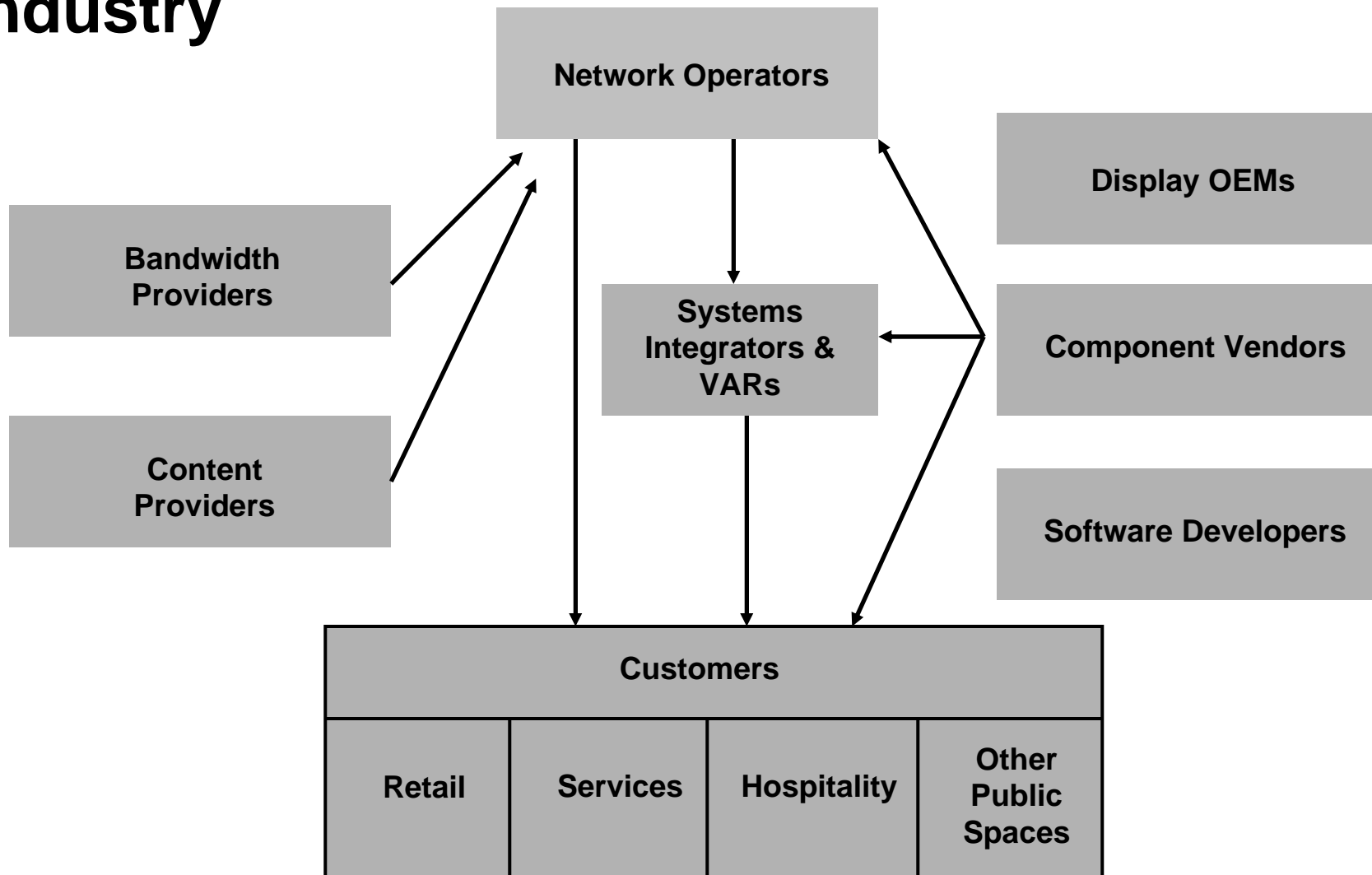
# Key Project Deliverables

- Executive summary
- Detailed written report
- Charts and full data tabs covering the structured surveys
- Market sizing and forecast (to 2009)
- Detailed vendor profiles

# Components of a narrowcasting system

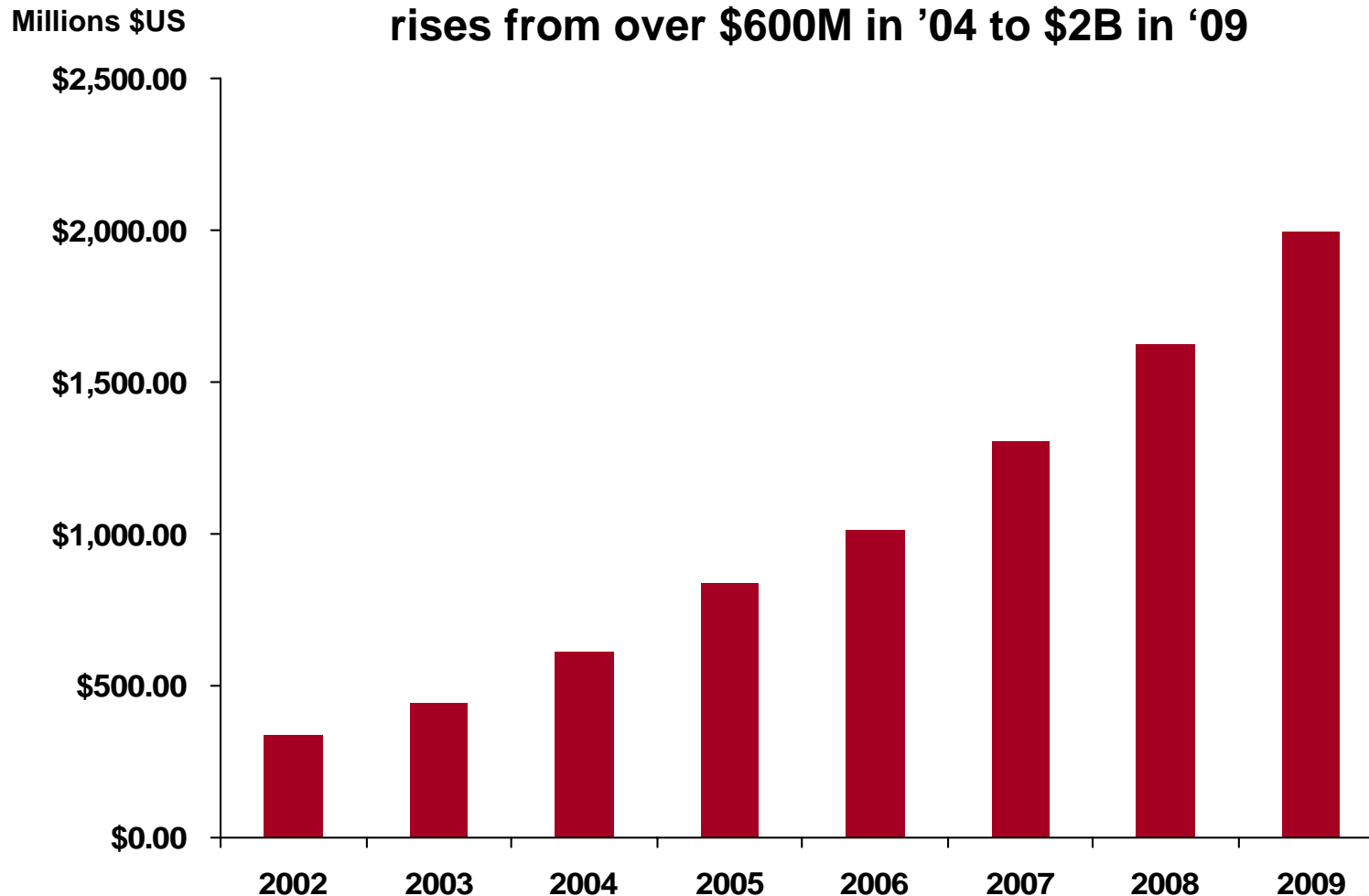


# Over 100 vendors in the narrowcasting industry



# Key Findings

Total revenue generated by narrowcasting systems rises from over \$600M in '04 to \$2B in '09



## Key findings (cont.)

- The industry fell well short of the original forecast, but still grew at over 20% CAGR
- A number of vendors have exited the industry, but have been replaced by approximately the same number of new entrants
- The industry is increasingly characterized by a few leaders and a large number of very small vendors

## Key Findings (cont.)

- Business models are becoming more realistic, but further progress is still needed
- Quality and relevancy of content has improved, but in many cases, refresh frequencies still need to be increased
- CRT has been supplanted by LCD as the most popular display technology, with plasma also growing strongly

# Key Findings Concluded

- Large technology vendors such as Sony and Hitachi are placing increased emphasis on the commercial display market
- Large and small systems integrators believe that narrowcasting systems are their greatest growth opportunity
- Large media companies and ad agencies are now targeting this media as a major growth opportunity