

## Next Years: Expect 14% CAGR for Pro AV Industry

Written by Bob Snyder  
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The **2012 Global AV Market Definition and Strategy Study**, conducted by *Acclaro Growth Partners* for InfoComm International, projects AV products and services will become a **\$115 billion global industry by 2015**.

The growth of **conferencing, signal management, AV acquisition, and delivery equipment and streaming media** resulted in an 11% CAGR in demand for AV products and services between 2009 and 2012. The study says the industry currently generates **\$78 billion a year**.

More important, for all of us, **the industry should continue to grow at a 14% CAGR between 2012 and 2015**.

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“The AV industry is strong, despite a challenging global business environment, because society relies on AV technology to facilitate essential communications,” says Randal A. Lemke, Executive Director and CEO, InfoComm International. “In order to meet the future needs of our customers, the audiovisual industry will require a well-trained workforce to respond to ever-growing customer needs.”

AV applications such as **conferencing, digital signage, signal management and processing, and streaming media and webcasting** will drive future growth.

Over time AV systems have become complex and essential to the operation of government, institutions and corporations, resulting in a growing need for service contracts. **Contracts for service and maintenance** of audiovisual systems are also increasing. The fastest growing services are **installation/integration** and **managed services**.

Fueled by more need for communication and collaboration in these environments, the **corporate, education and government** markets are the three largest consumers of audiovisual products and services. And **healthcare** is the fastest growing market for AV goods and services.

The findings of The 2012 Global AV Market Definition and Strategy Study, which include a global overview and information by regions including North America, Latin America, Europe, Asia-Pacific and Africa-Middle East, were released at InfoComm 2012.

The study can be purchased in its entirety or by regional section at or at the InfoComm Show Store in the main lobby of the Las Vegas

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