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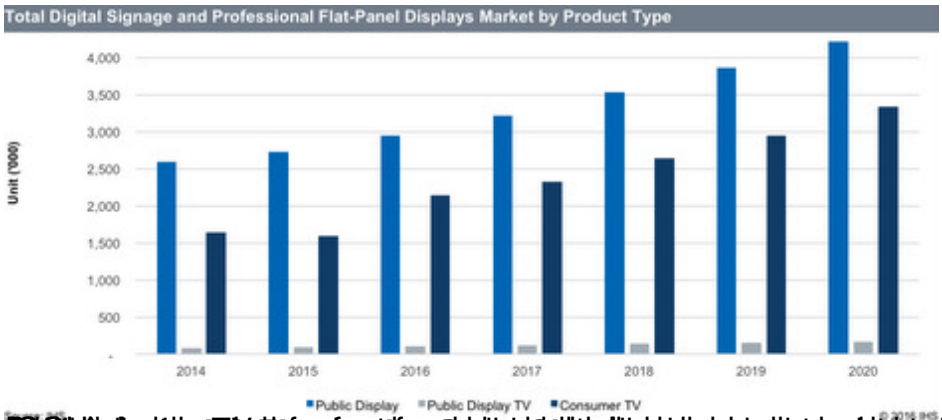
The global market for digital signage and professional displays (public displays, public-display TVs and consumer TVs used in digital signage and professional applications), will grow at **a compound annual growth rate of 8.3%**
(from 4.4 million units in 2015 to 7.7 million in 2020), says IHS Technology.

Public display growth in Q1 2016 was fueled by higher unit shipments of 32” and 49” displays and a rapid shift towards larger sizes in the education and corporate market. **Displays sized 60” to 69” are the most popular category, and those between 70” to 79” are the fastest growing size category in the education and corporate collaboration verticals**
, according to IHS.

“Consumer TVs will continue to limit the growth of both public displays and public display TVs,” notes Sanju Khatri, director of digital signage for IHS Technology.

“As technology improves and prices fall, more customers will risk buying consumer TVs for use in commercial environments, because businesses that do not need to display sophisticated content may find consumer TVs perform well enough for their purposes. We’ve already seen two major consumer TV brands position their products in the public display space, and we expect this trend to increase in future.”



[IHS Public Display Market Tracker]