



Digital Signage and Interactive Displays Drive 15% Unit Growth in EMEA Sales of Large-Format Displays in Q3 2015

London, 24th November 2015 - Vendor unit shipments of large-format displays (LFDs) across EMEA were up +15% in Q3 2015 compared to the same period last year as more digital signage solutions were installed and more interactive ultra-large displays were sold, according to data published by CONTEXT, the leading European IT market analysis company.

Unit sales of screens of 65 inches and above grew significantly, increasing by +107% in Q3 2015 year-on-year. "Interactive displays have been a key contributor to this increase as the number of applications for them grows", said Lachlan Walsh, senior analyst at CONTEXT. "For example, in the corporate space, there has been a big shift towards interactive products for meeting rooms as companies move towards collaboration over multiple sites and mobile devices."

The other growing segment has been 34 inch and below, which saw sales increase +26% year-on-year. This growth has been driven by low-cost digital signage solutions which are becoming increasingly popular in retail outlets and restaurants as they are visually dynamic and easy to update.

In terms of vendor performance, Samsung retained its No. 1 position with a 46% unit share of the total market in Q3 2015, growing +19% compared to the same period last year. NEC and LG completed the top three, with shares of 14% and 12% respectively.

About CONTEXT

"Headquartered in London with approximately 250 staff across the world, CONTEXT specialises in tracking technology sales and pricing globally. Supported by the largest Distribution Channel Database in the world and coupled with our extensive experience in managing and reporting on large data sets, we provide the highest quality data that has been helping our clients make business-critical decisions for over 30 years. CONTEXT also works with Government Statistical Services and key Trade Associations globally."

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Country break-down: year-on-year growth Q3/2015

Austria	13.9%
Belgium	41.0%
Czech Republic	94.5%
Denmark	52.9%
Finland	66.7%

France	23.5%
Germany	15.3%
Italy	34.0%
Netherlands	2.9%
Norway	-2.3%
Poland	-3.9%
Russia	-35.0%
Spain	20.7%
Sweden	8.2%
Switzerland	13.8%
United Kingdom	14.4%