

# Global Outdoor Advertising Market Status (2015-2019) and Forecast (2020-2024) by Region, Product Type & End-Use

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## Abstracts

### SUMMARY

Outdoor advertising is a form of advertising that focuses on consumers in public places, in transit, or commercial locations. It is a mass-market medium used to broadcast messages for branding and to support campaigns. Outdoor advertising expenses are split between traditional modes of physical and digital. Traditional physical outdoor media include billboards, street furniture, transit displays, and commercial displays. Digital outdoor media include media that are connected to the network such as smart billboards. Outdoor advertising formats are classified into four categories: billboards, street furniture, transit advertising, and alternative media.

The report forecast global Outdoor Advertising market to grow to reach xxx Million USD in 2019 with a CAGR of xx% during the period 2020-2024.

The report offers detailed coverage of Outdoor Advertising industry and main market trends. The market research includes historical and forecast market data, demand, application details, price trends, and company shares of the leading Outdoor Advertising by geography. The report splits the market size, by volume and value, on the basis of application type and geography.

First, this report covers the present status and the future prospects of the global Outdoor Advertising market for 2015-2024.

And in this report, we analyze global market from 5 geographies: Asia-Pacific[China, Southeast Asia, India, Japan, Korea, Western Asia], Europe[Germany, UK, France, Italy, Russia, Spain, Netherlands, Turkey, Switzerland], North America[United States,

Canada, Mexico], Middle East & Africa[GCC, North Africa, South Africa], South America[Brazil, Argentina, Columbia, Chile, Peru].

At the same time, we classify Outdoor Advertising according to the type, application by geography. More importantly, the report includes major countries market based on the type and application.

Finally, the report provides detailed profile and data information analysis of leading Outdoor Advertising company.

Key Content of Chapters as follows (Including and can be customized) :

Part 1:

Market Overview, Development, and Segment by Type, Application & Region

Part 2:

Company information, Sales, Cost, Margin etc.

Part 3:

Global Market by company, Type, Application & Geography

Part 4:

Asia-Pacific Market by Type, Application & Geography

Part 5:

Europe Market by Type, Application & Geography

Part 6:

North America Market by Type, Application & Geography

Part 7:

South America Market by Type, Application & Geography

Part 8:

Middle East & Africa Market by Type, Application & Geography

Part 9:

Market Features

Part 10:

Investment Opportunity

Part 11:

Conclusion

Market Segment as follows:

By Region

Asia-Pacific[China, Southeast Asia, India, Japan, Korea, Western Asia]

Europe[Germany, UK, France, Italy, Russia, Spain, Netherlands, Turkey, Switzerland]

North America[United States, Canada, Mexico]

Middle East & Africa[GCC, North Africa, South Africa]

South America[Brazil, Argentina, Columbia, Chile, Peru]

## Key Companies

Clear Channel Outdoor Holdings, Inc.

JCDecaux

Lamar Advertising Company

Outfront Media Inc.

Str er

Adam Outdoor Advertising

Bell media

Captive Network

CBS Outdoor

CEMUSA

EPAMEDIA

Fairway Outdoor Advertising

Focus Media holding limited

Affichage Holding

News outdoor

Air Media

### Market by Type

Billboards

Street Furniture

Transit Displays

Others

### Market by Application

Food & Beverage Industry

Vehicles Industry

Health and Medical Industry

Commercial and Personal Services

Consumer Goods

Others

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