

Global Outdoor Advertising Market: Analysis By Medium Type (Traditional Outdoor Advertising, and Digital Outdoor Advertising), By Segment (Billboards, Transit, Street Furniture, and Others), By Region Size and Trends with Impact of COVID-19 and Forecast up to 2027

<https://marketpublishers.com/r/G3CAD3633C5AEN.html>

Date: September 2022

Pages: 160

Price: US\$ 2,250.00 (Single User License)

ID: G3CAD3633C5AEN

Abstracts

The global outdoor advertising market in 2021 stood at US\$37.03 billion, and is likely to reach US\$75.01 billion by 2027. In recent years, outdoor advertising has helped the advertiser to reach that audience who do not have access to traditional advertisements such as young generation, corporate guys and middle-class population thus allowing the advertiser to target particular demographics, ages, income, and ethnic groups.

Outdoor advertising is a type of advertising, which includes any type of advertisement which is done outdoor in order to publicize products and services. Outdoor advertising has several advantages, including the capacity to make a strong impression on viewers, boosting brand awareness, reach a large audience, and be available around-the-clock, 365 days a year. Last but not least, outdoor advertising improves the visual environment. The global outdoor advertising market is projected to grow at a CAGR of 12.3% during the forecast period of 2022-2027.

Market Segmentation Analysis:

By Product Type: The market report has segmented the global outdoor advertising market into two segments on the basis of medium type: traditional outdoor advertising, and digital outdoor advertising. The digital outdoor advertising segment is the fastest growing segment in outdoor advertising market in 2021, with a CAGR of around 14%

during forecast period, attributable to innovation, expansion into new markets and locations, and improved outdoor advertising features.

By Region: According to this report, the global market can be divided into five major regions: Asia Pacific (China, Japan, India, Australia and Rest of the Asia Pacific), North America (the US, Canada, and Mexico), Europe (Germany, UK, France, Spain and rest of Europe), Middle East & Africa, and Latin America. Asia Pacific is the region with the fastest rate of growth due to the region's growing urban population and rising purchasing power. The Asia Pacific outdoor advertising market is also largely being driven by the growing digitization across a variety of end-use sectors, including banking, transportation, recreation, etc.

Global Outdoor advertising Market Dynamics:

Growth Drivers: The demand for various types of outdoor advertising has increased significantly in recent years due to the booming tourism industry, as the tourism increases the footfall in airports and other attractive places such as shopping malls would increase resulting in more consumer visibility and brand awareness. Further, the market is expected to grow, driven by growing programmatic digital display ad spending, increasing urban populace, accelerating economic growth, improving consumer confidence, etc. in recent years.

Challenges: A person may use a phone call or video call to advertise products and services through outbound telemarketing. Since it takes less manpower, delivers messages with a high degree of personalization, and lowers indirect costs, this mode is increasingly more lucrative than out-of-home advertising media in developing countries. In the years to come, the need for outdoor advertising is projected to decline due to the increase in demand for this sector, posing a challenge to the market as a whole. Additionally, other factors like intense competition, stringent regulations, etc. are other challenges to the market.

Market Trends: AI is being used in both advertising and automation to boost productivity. It is also being used to optimize the enormous volumes of data at disposal to produce better campaigns and have a greater influence on the advertising industry. Therefore, it is anticipated that the use of artificial intelligence to the outdoor advertising industry would increase demand throughout the upcoming years. More trends in the market are believed to grow the outdoor advertising market during the forecasted period, which may include increase in mobile 5G subscriptions, embracing the power of storytelling, creativity-driven ads, rising applications of anamorphic & 3D billboards,

software advancement, developing beacon technology fondness, etc.

Impact Analysis of COVID-19 and Way Forward:

The COVID-19 brought many changes to the world, including a lack of consumer visibility, lack of cross-border mobility, labor shortage, and halted economic activities across the world, caused by the COVID-19 pandemic, resulting in the downfall in demand for outdoor advertising in various end-use industries which eventually had a negative impact on its market growth globally. However, the post-pandemic market is anticipated to gain momentum as more people get vaccinated, there has been an increase in mobility at many touch-points, such as airports and shopping malls, and brands are gradually launching their campaigns. As people started returning to work, outdoor advertising exposure is also anticipated to increase.

Competitive Landscape and Recent Developments:

The market for outdoor advertising has typically been fragmented. Businesses are concentrating on introducing new features to satisfy customer expectations by providing a popular outdoor advertisement style. Additionally, vendors are extending their global reach thanks to a cutting-edge business strategy. Major business activities are being undertaken by market participants, including mergers and acquisitions, collaborations, agreements, the launch of new products, international expansion, and others.

Further, key players in the outdoor advertising market are:

JCDecaux SA

Clear Channel Outdoor Holdings

Ströer SE & Co. KGaA

Lamar Media Corp.

Outfront Media Inc.

APG|SGA SA

Focus Media Information Technology Co Ltd

oOh!Media Ltd

Asiaray Media Group

Global Media & Entertainment Ltd.

Al Arabia Outdoor Advertising

Atairos (Ocean Outdoor Ltd.)

Intersection Media, LLC.

Every day, newer and newer inventions are added to the huge realm of advertising. Impacts increase when innovation and satisfaction are combined. The amazing billboards that will be placed at roadside constructions will alter the outdoor advertising market in the future. Some of the strategies among key players in the outdoor advertising market are mergers and acquisitions (M&A), affiliations, collaborations, and partnerships. For instance, in 2022, JCDecaux SA announced the signature of a strategic alliance, including the acquisition of a majority stake, with Displayce, the DSP (Demand Side Platform) leader specializing in the purchasing and optimization of digital outdoor advertising (DOOH). This alliance would support the international expansion of Displayce, via the implementation of a commercial acceleration plan and JCDecaux would significantly strengthen its commercial approach, offering its national but also its local customers a full-stack solution, from DSP to SSP, as well as simple and efficient access to new purchasing methods and smart planning. Similarly, Stark Capital Solutions, Inc. announced the acquisition of Lamar Advertising.

Contents

1. EXECUTIVE SUMMARY

2. INTRODUCTION

2.1 Outdoor Advertising: An Overview

2.1.1 Definition of Outdoor Advertising

2.1.2 Types of Outdoor Advertising

2.2 Outdoor Advertising Segmentation: An Overview

2.2.1 Outdoor Advertising Segmentation

3. GLOBAL MARKET ANALYSIS

3.1 Global Outdoor Advertising Market: An Analysis

3.1.1 Global Outdoor Advertising Market: An Overview

3.1.2 Global Outdoor Advertising Market by Value

3.1.3 Global Outdoor Advertising Market by Medium Type (Traditional Outdoor Advertising, and Digital Outdoor Advertising)

3.1.4 Global Outdoor Advertising Market by Segment (Billboards, Transit, Street Furniture, and Others)

3.1.5 Global Outdoor Advertising Market by Region (Asia Pacific, North America, Europe, Middle East & Africa, and Latin America)

3.2 Global Outdoor Advertising Market: Medium Type Analysis

3.2.1 Global Outdoor Advertising Market by Type: An Overview

3.2.2 Global Traditional Outdoor Advertising Market by Value

3.2.3 Global Digital Outdoor Advertising Market by Value

4. REGIONAL MARKET ANALYSIS

4.1 Asia Pacific Outdoor Advertising Market: An Analysis

4.1.1 Asia Pacific Outdoor Advertising Market: An Overview

4.1.2 Asia Pacific Outdoor Advertising Market by Value

4.1.3 Asia Pacific Outdoor Advertising Market by Medium Type (Traditional Outdoor Advertising, and Digital Outdoor Advertising)

4.1.4 Asia Pacific Traditional Outdoor Advertising Market by Value

4.1.5 Asia Pacific Digital Outdoor Advertising Market by Value

4.1.6 Asia Pacific Outdoor Advertising Market by Region (China, Japan, India, Australia, and the Rest of the Asia Pacific)

- 4.1.7 China Outdoor Advertising Market by Value
- 4.1.8 China Outdoor Advertising Market by Medium Type (traditional outdoor advertising, and digital outdoor advertising)
- 4.1.9 China Traditional Outdoor Advertising Market by Value
- 4.1.10 China Digital Outdoor Advertising Market by Value
- 4.1.11 Japan Outdoor Advertising Market by Value
- 4.1.12 India Outdoor Advertising Market by Value
- 4.1.13 Australia Outdoor Advertising Market by Value
- 4.1.14 Rest of Asia Pacific Outdoor Advertising Market by Value
- 4.2 North America Outdoor Advertising Market: An Analysis
 - 4.2.1 North America Outdoor Advertising Market: An Overview
 - 4.2.2 North America Outdoor Advertising Market by Value
 - 4.2.3 North America Outdoor Advertising Market by Medium Type (Traditional Outdoor Advertising, and Digital Outdoor Advertising)
 - 4.2.4 North America Traditional Outdoor Advertising Market by Value
 - 4.2.5 North America Digital Outdoor Advertising Market by Value
 - 4.2.6 North America Outdoor Advertising Market by Region (the US, Canada, and Mexico)
 - 4.2.7 The US Outdoor Advertising Market by Value
 - 4.2.8 The US Outdoor Advertising Market by Segment (Billboards, Transit, Street Furniture and Others)
 - 4.2.9 The US Outdoor Advertising Market by Industry Categories (Miscellaneous Services & Amusements, Retail, Media & Advertisement, Insurance & Real Estate, Restaurants, Government, Politics & Organizations, Public Transportation, Hotels & Resorts, Financial, Automotive Dealers & Services, Schools Camps & Seminars, and Others)
 - 4.2.10 The US Outdoor Advertising Market by Medium Type (Traditional Outdoor Advertising, and Digital Outdoor Advertising)
 - 4.2.11 The US Traditional Outdoor Advertising Market by Value
 - 4.2.12 The US Digital Outdoor Advertising Market by Value
 - 4.2.13 Canada Outdoor Advertising Market by Value
 - 4.2.14 Mexico Outdoor Advertising Market by Value
- 4.3 Europe Outdoor Advertising Market: An Analysis
 - 4.3.1 Europe Outdoor Advertising Market: An Overview
 - 4.3.2 Europe Outdoor Advertising Market by Value
 - 4.3.3 Europe Outdoor Advertising Market by Medium Type (Traditional Outdoor Advertising, and Digital Outdoor Advertising)
 - 4.3.4 Europe Traditional Outdoor Advertising Market by Value
 - 4.3.5 Europe Digital Outdoor Advertising Market by Value

4.3.6 Europe Outdoor Advertising Market by Region (Germany, UK, France, Spain, and the rest of Europe)

4.3.7 Germany Outdoor Advertising Market by Value

4.3.6 UK Outdoor Advertising Market by Value

4.3.7 France Outdoor Advertising Market by Value

4.3.8 Spain Outdoor Advertising Market by Value

4.3.9 Rest of Europe Outdoor Advertising Market by Value

4.4 Middle East & Africa Outdoor Advertising Market: An Analysis

4.4.1 Middle East & Africa Outdoor Advertising Market: An Overview

4.4.2 Middle East & Africa Outdoor Advertising Market by Value

4.5 Latin America Outdoor Advertising Market: An Analysis

4.5.1 Latin America Outdoor Advertising Market: An Overview

4.5.2 Latin America Outdoor Advertising Market by Value

5. IMPACT OF COVID

5.1 Impact of COVID-19

5.1.1 Rising Online Penetration of Industries

5.1.2 Surge in Social Media Users

5.2 Post-COVID-19 Impact on Global Outdoor Advertising Market

6. MARKET DYNAMICS

6.1 Growth Driver

6.1.1 Booming Tourism Industry

6.1.2 Growing Programmatic Digital Display Ad Spending

6.1.3 Increasing Urban Populace

6.1.4 Accelerating Economic Growth

6.1.5 Improving Consumer Confidence

6.2 Challenges

6.2.1 Growing Outbound Telemarketing Market in Developing Economies

6.2.2 Intense Competition

6.2.3 Stringent Regulations

6.3 Market Trends

6.3.1 Involvement of Artificial Intelligence

6.3.2 Increase in Mobile 5G Subscriptions

6.3.3 Embracing the Power of Storytelling

6.3.4 Creativity-Driven Ads

6.3.5 Rising Applications of Anamorphic & 3D Billboards

- 6.3.6 Software Advancement
- 6.3.7 Developing Beacon Technology Fondness

7. COMPETITIVE LANDSCAPE

- 7.1 Global Outdoor Advertising Players by Market Share
- 7.2 The US Outdoor Advertising Players by Market Share
- 7.3 United Kingdom (UK) Outdoor Advertising Players by Market Share

8. COMPANY PROFILES

- 8.1 JCDecaux S.A.
 - 8.1.1 Business Overview
 - 8.1.2 Operating Business
 - 8.1.3 Business Strategy
- 8.2 Clear Channel Outdoor Holdings Inc.
 - 8.2.1 Business Overview
 - 8.2.2 Operating Region
 - 8.2.3 Business Strategy
- 8.3 Ströer SE & Co. KGaA
 - 8.3.1 Business Overview
 - 8.3.2 Operating Segment
 - 8.3.3 Business Strategy
- 8.4 Outfront Media Inc.
 - 8.4.1 Business Overview
 - 8.4.2 Operating Segment
 - 8.4.3 Business Strategy
- 8.5 APG|SGA Group
 - 8.5.1 Business Overview
 - 8.5.2 Operating Region
 - 8.5.3 Business Strategy
- 8.6 oOh!Media Ltd.
 - 8.6.1 Business Overview
 - 8.6.2 Revenue by Format
 - 8.6.3 Business Strategy
- 8.7 Asiaray Media Group Ltd
 - 8.7.1 Business Overview
 - 8.7.2 Operating Segment
 - 8.7.3 Business Strategy

- 8.8 Al Arabia Outdoor Advertising
 - 8.8.1 Business Overview
 - 8.8.2 Business Strategy
- 8.9 Atairos (Ocean Outdoor Ltd.)
 - 8.9.1 Business Overview
 - 8.9.2 Business Strategy
- 8.10 Intersection Media, LLC
 - 8.10.1 Business Overview
 - 8.10.2 Business Strategy
- 8.11 Lamar Advertising Company
 - 8.11.1 Business Overview
- 8.12 Focus Media Information Technology Co Ltd.
 - 8.12.1 Business Overview
- 8.13 Global Media & Entertainment Ltd.
 - 8.13.1 Business Overview

List Of Figures

LIST OF FIGURES

Figure 1: Types of Outdoor Advertising

Figure 2: Outdoor Advertising Segmentation

Figure 3: Global Outdoor Advertising Market by Value; 2017-2021 (US\$ Billion)

Figure 4: Global Outdoor Advertising Market by Value; 2022-2027 (US\$ Billion)

Figure 5: Global Outdoor Advertising Market by Medium Type; 2021 (Percentage, %)

Figure 6: Global Outdoor Advertising Market by Segment; 2021 (Percentage, %)

Figure 7: Global Outdoor Advertising Market by Region; 2021 (Percentage, %)

Figure 8: Global Traditional Outdoor Advertising Market by Value, 2017-2021 (US\$ Billion)

Figure 9: Global Traditional Outdoor Advertising Market by Value, 2022-2027 (US\$ Billion)

Figure 10: Global Digital Outdoor Advertising Market by Value, 2017-2021 (US\$ Billion)

Figure 11: Global Digital Outdoor Advertising Market by Value, 2022-2027 (US\$ Billion)

Figure 12: Asia Pacific Outdoor Advertising Market by Value; 2017-2021 (US\$ Billion)

Figure 13: Asia Pacific Outdoor Advertising Market by Value; 2022-2027 (US\$ Billion)

Figure 14: Asia Pacific Outdoor Advertising Market by Medium Type; 2021 (Percentage, %)

Figure 15: Asia Pacific Traditional Outdoor Advertising Market by Value, 2017-2021 (US\$ Billion)

Figure 16: Asia Pacific Traditional Outdoor Advertising Market by Value, 2022-2027 (US\$ Billion)

Figure 17: Asia Pacific Digital Outdoor Advertising Market by Value, 2017-2021 (US\$ Billion)

Figure 18: Asia Pacific Digital Outdoor Advertising Market by Value, 2022-2027 (US\$ Billion)

Figure 19: Asia Pacific Outdoor Advertising Market by Region; 2021 (Percentage, %)

Figure 20: China Outdoor Advertising Market by Value, 2017-2021 (US\$ Billion)

Figure 21: China Outdoor Advertising Market by Value, 2022-2027 (US\$ Billion)

Figure 22: China Outdoor Advertising Market by Medium Type; 2021 (Percentage, %)

Figure 23: China Traditional Outdoor Advertising Market by Value, 2017-2021 (US\$ Billion)

Figure 24: China Traditional Outdoor Advertising Market by Value, 2022-2027 (US\$ Billion)

Figure 25: China Digital Outdoor Advertising Market by Value, 2017-2021 (US\$ Billion)

Figure 26: China Digital Outdoor Advertising Market by Value, 2022-2027 (US\$ Billion)

Figure 27: Japan Outdoor Advertising Market by Value, 2017-2021 (US\$ Billion)

Figure 28: Japan Outdoor Advertising Market by Value, 2022-2027 (US\$ Billion)

Figure 29: India Outdoor Advertising Market by Value, 2017-2021 (US\$ Billion)

Figure 30: India Outdoor Advertising Market by Value, 2022-2027 (US\$ Billion)

Figure 31: Australia Outdoor Advertising Market by Value, 2017-2021 (US\$ Million)

Figure 32: Australia Outdoor Advertising Market by Value, 2022-2027 (US\$ Billion)

Figure 33: Rest of Asia Pacific Outdoor Advertising Market by Value, 2017-2021 (US\$ Billion)

Figure 34: Rest of Asia Pacific Outdoor Advertising Market by Value, 2022-2027 (US\$ Billion)

Figure 35: North America Outdoor Advertising Market by Value; 2017-2021 (US\$ Billion)

Figure 36: North America Outdoor Advertising Market by Value; 2022-2027 (US\$ Billion)

Figure 37: North America Outdoor Advertising Market by Medium Type; 2021 (Percentage, %)

Figure 38: North America Traditional Outdoor Advertising Market by Value; 2017-2021 (US\$ Billion)

Figure 39: North America Traditional Outdoor Advertising Market by Value; 2022-2027 (US\$ Billion)

Figure 40: North America Digital Outdoor Advertising Market by Value; 2017-2021 (US\$ Billion)

Figure 41: North America Digital Outdoor Advertising Market by Value; 2022-2027 (US\$ Billion)

Figure 42: North America Outdoor Advertising Market by Region; 2021 (Percentage, %)

Figure 43: The US Outdoor Advertising Market by Value, 2017-2021 (US\$ Billion)

Figure 44: The US Outdoor Advertising Market by Value, 2022-2027 (US\$ Billion)

Figure 45: The US Outdoor Advertising Market by Segment; 2021 (Percentage, %)

Figure 46: The US Outdoor Advertising Market by Industry Categories; 2019-2021 (Percentage, %)

Figure 47: The US Outdoor Advertising Market by Medium Type; 2021 (Percentage, %)

Figure 48: The US Traditional Outdoor Advertising Market by Value; 2017-2021 (US\$ Billion)

Figure 49: The US Traditional Outdoor Advertising Market by Value; 2022-2027 (US\$ Billion)

Figure 50: The US Digital Outdoor Advertising Market by Value; 2017-2021 (US\$ Billion)

Figure 51: The US Digital Outdoor Advertising Market by Value; 2022-2027 (US\$ Billion)

Figure 52: Canada Outdoor Advertising Market by Value, 2017-2021 (US\$ Million)

Figure 53: Canada Outdoor Advertising Market by Value, 2022-2027 (US\$ Million)

Figure 54: Mexico Outdoor Advertising Market by Value, 2017-2021 (US\$ Million)

Figure 55: Mexico Outdoor Advertising Market by Value, 2022-2027 (US\$ Million)

Figure 56: Europe Outdoor Advertising Market by Value; 2017-2021 (US\$ Billion)

Figure 57: Europe Outdoor Advertising Market by Value; 2022-2027 (US\$ Billion)

Figure 58: Europe Outdoor Advertising Market by Medium Type; 2021 (Percentage, %)

Figure 59: Europe Traditional Outdoor Advertising Market by Value; 2017-2021 (US\$ Billion)

Figure 60: Europe Traditional Outdoor Advertising Market by Value; 2022-2027 (US\$ Billion)

Figure 61: Europe Digital Outdoor Advertising Market by Value; 2017-2021 (US\$ Billion)

Figure 62: Europe Digital Outdoor Advertising Market by Value; 2022-2027 (US\$ Billion)

Figure 63: Europe Outdoor Advertising Market by Region; 2021 (Percentage, %)

Figure 64: Germany Outdoor Advertising Market by Value, 2017-2021 (US\$ Billion)

Figure 65: Germany Outdoor Advertising Market by Value, 2022-2027 (US\$ Billion)

Figure 66: UK Outdoor Advertising Market by Value, 2017-2021 (US\$ Billion)

Figure 67: UK Outdoor Advertising Market by Value, 2022-2027 (US\$ Billion)

Figure 68: France Outdoor Advertising Market by Value, 2017-2021 (US\$ Billion)

Figure 69: France Outdoor Advertising Market by Value, 2022-2027 (US\$ Billion)

Figure 70: Spain Outdoor Advertising Market by Value, 2017-2021 (US\$ Million)

Figure 71: Spain Outdoor Advertising Market by Value, 2022-2027 (US\$ Million)

Figure 72: Rest of Europe Outdoor Advertising Market by Value, 2017-2021 (US\$ Billion)

Figure 73: Rest of Europe Outdoor Advertising Market by Value, 2022-2027 (US\$ Billion)

Figure 74: Middle East & Africa Outdoor Advertising Market by Value; 2017-2021 (US\$ Billion)

Figure 75: Middle East & Africa Outdoor Advertising Market by Value; 2022-2027 (US\$ Billion)

Figure 76: Latin America Outdoor Advertising Market by Value; 2017-2021 (US\$ Billion)

Figure 77: Latin America Outdoor Advertising Market by Value; 2022-2027 (US\$ Billion)

Figure 78: Global Online Penetration of Industries (2019-2020)

Figure 79: Global Social Network Users; 2017-2022 (Billion)

Figure 80: Global Tourism Industry Value; 2017–2021 (US\$ Trillion)

Figure 81: The U.S. Programmatic Digital Display Ad Spending; 2019-2023 (US\$ Billion)

Figure 82: Global Urban Population; 2017-2021 (Billion)

Figure 83: Global Gross Domestic Product (GDP) per Capita (Current Prices); 2017-2027 (US\$ Thousand)

Figure 84: Global Consumer Confidence in Developed and Emerging Countries; Q2

2018-Q4 2021

Figure 85: Asia-Pacific Outbound Telemarketing Market Value Forecast; 2019-2024 (US\$ Billion)

Figure 86: Global Artificial Intelligence (AI) Market Revenues; 2020-2023 (US\$ Billion)

Figure 87: Global Number of Mobile 5G Subscriptions; 2021-2027 (Billion)

Figure 88: Global Outdoor Advertising Players by Market Share; 2021 (Percentage, %)

Figure 89: The US Outdoor Advertising Players by Market Share; 2021 (Percentage, %)

Figure 90: United Kingdom (UK) Outdoor Advertising Players by Market Share; 2021 (Percentage, %)

Figure 91: JCDecaux S.A. Adjusted Revenue by Business; 2021 (Percentage, %)

Figure 92: Clear Channel Outdoor Holdings Inc. Revenue by Region; 2021 (Percentage, %)

Figure 93: Ströer SE & Co. KGaA Revenue by Segment; 2021 (Percentage, %)

Figure 94: Outfront Media Inc. Revenue by Segment; 2021 (Percentage, %)

Figure 95: APG|SGA Group Revenue by Region; 2021 (Percentage, %)

Figure 96: oOh!Media Ltd. Revenue by Format; 2021 (Percentage, %)

Figure 97: Asiaray Media Group Ltd Revenue by Segment; 2021 (Percentage, %)

I would like to order

Product name: Global Outdoor Advertising Market: Analysis By Medium Type (Traditional Outdoor Advertising, and Digital Outdoor Advertising), By Segment (Billboards, Transit, Street Furniture, and Others), By Region Size and Trends with Impact of COVID-19 and Forecast up to 2027

Product link: <https://marketpublishers.com/r/G3CAD3633C5AEN.html>

Price: US\$ 2,250.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G3CAD3633C5AEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below
and fax the completed form to +44 20 7900 3970