

Global Digital OOH Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

<https://marketpublishers.com/r/G819AA502D7EN.html>

Date: December 2018

Pages: 113

Price: US\$ 3,480.00 (Single User License)

ID: G819AA502D7EN

Abstracts

Digital out-of-home (DOOH) refers to dynamic media distributed across placed-based networks in venues including, but not limited to: cafes, bars, restaurants, health clubs, colleges, arenas, gas stations, convenience stores, barber shops, and public spaces. PQ Media defines DOOH by two major platforms, digital place-based networks (DPN) and digital billboards & signage (DBB); DOOH networks typically feature independently addressable screens, kiosks, jukeboxes and/or jumbotrons. DOOH media benefits location owners and advertisers alike in being able to engage customers and/or audiences and extend the reach and effectiveness of marketing messages. It is also referred to as digital signage.

Scope of the Report:

This report studies the Digital OOH market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the Digital OOH market by product type and applications/end industries.

The rising expenditure of the FMCG industry is one of the key trends that will gain traction in the digital OOH market during the forecast period. With the increasing popularity of FMCG market, there is a rise in the advertising budget. The introduction of several products and the growing competition between FMCG manufacturers, companies are focusing on adopting new advertising platforms to help them reach a wide range of customers.

Characterized by the presence of several players, the digital OOH market appears to be highly fragmented.

APAC will be the major revenue contributor to the out-of-home digital advertising market throughout the forecast period. Factors such as the growing infrastructure and the

growth of the fast-moving consumer goods market, will drive the growth of the digital OOH market in this region.

The global Digital OOH market is valued at xx million USD in 2017 and is expected to reach xx million USD by the end of 2023, growing at a CAGR of xx% between 2017 and 2023.

The Asia-Pacific will occupy for more market share in following years, especially in China, also fast growing India and Southeast Asia regions.

North America, especially The United States, will still play an important role which cannot be ignored. Any changes from United States might affect the development trend of Digital OOH.

Europe also play important roles in global market, with market size of xx million USD in 2017 and will be xx million USD in 2023, with a CAGR of xx%.

Market Segment by Companies, this report covers

Clear Channel Outdoor

JCDecaux

Lamar Advertising

OUTFRONT Media

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

In-store advertising

Outdoor advertising

Market Segment by Applications, can be divided into

Retail

Recreation

Banking

Transportation

Education

Contents

1 DIGITAL OOH MARKET OVERVIEW

- 1.1 Product Overview and Scope of Digital OOH
- 1.2 Classification of Digital OOH by Types
 - 1.2.1 Global Digital OOH Revenue Comparison by Types (2017-2023)
 - 1.2.2 Global Digital OOH Revenue Market Share by Types in 2017
 - 1.2.3 In-store advertising
 - 1.2.4 Outdoor advertising
- 1.3 Global Digital OOH Market by Application
 - 1.3.1 Global Digital OOH Market Size and Market Share Comparison by Applications (2013-2023)
 - 1.3.2 Retail
 - 1.3.3 Recreation
 - 1.3.4 Banking
 - 1.3.5 Transportation
 - 1.3.6 Education
- 1.4 Global Digital OOH Market by Regions
 - 1.4.1 Global Digital OOH Market Size (Million USD) Comparison by Regions (2013-2023)
 - 1.4.1 North America (USA, Canada and Mexico) Digital OOH Status and Prospect (2013-2023)
 - 1.4.2 Europe (Germany, France, UK, Russia and Italy) Digital OOH Status and Prospect (2013-2023)
 - 1.4.3 Asia-Pacific (China, Japan, Korea, India and Southeast Asia) Digital OOH Status and Prospect (2013-2023)
 - 1.4.4 South America (Brazil, Argentina, Colombia) Digital OOH Status and Prospect (2013-2023)
 - 1.4.5 Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa) Digital OOH Status and Prospect (2013-2023)
- 1.5 Global Market Size of Digital OOH (2013-2023)

2 MANUFACTURERS PROFILES

- 2.1 Clear Channel Outdoor
 - 2.1.1 Business Overview
 - 2.1.2 Digital OOH Type and Applications
 - 2.1.2.1 Product A

- 2.1.2.2 Product B
- 2.1.3 Clear Channel Outdoor Digital OOH Revenue, Gross Margin and Market Share (2016-2017)
- 2.2 JCDecaux
 - 2.2.1 Business Overview
 - 2.2.2 Digital OOH Type and Applications
 - 2.2.2.1 Product A
 - 2.2.2.2 Product B
 - 2.2.3 JCDecaux Digital OOH Revenue, Gross Margin and Market Share (2016-2017)
- 2.3 Lamar Advertising
 - 2.3.1 Business Overview
 - 2.3.2 Digital OOH Type and Applications
 - 2.3.2.1 Product A
 - 2.3.2.2 Product B
 - 2.3.3 Lamar Advertising Digital OOH Revenue, Gross Margin and Market Share (2016-2017)
- 2.4 OUTFRONT Media
 - 2.4.1 Business Overview
 - 2.4.2 Digital OOH Type and Applications
 - 2.4.2.1 Product A
 - 2.4.2.2 Product B
 - 2.4.3 OUTFRONT Media Digital OOH Revenue, Gross Margin and Market Share (2016-2017)

3 GLOBAL DIGITAL OOH MARKET COMPETITION, BY PLAYERS

- 3.1 Global Digital OOH Revenue and Share by Players (2013-2018)
- 3.2 Market Concentration Rate
 - 3.2.1 Top 5 Digital OOH Players Market Share
 - 3.2.2 Top 10 Digital OOH Players Market Share
- 3.3 Market Competition Trend

4 GLOBAL DIGITAL OOH MARKET SIZE BY REGIONS

- 4.1 Global Digital OOH Revenue and Market Share by Regions
- 4.2 North America Digital OOH Revenue and Growth Rate (2013-2018)
- 4.3 Europe Digital OOH Revenue and Growth Rate (2013-2018)
- 4.4 Asia-Pacific Digital OOH Revenue and Growth Rate (2013-2018)
- 4.5 South America Digital OOH Revenue and Growth Rate (2013-2018)

4.6 Middle East and Africa Digital OOH Revenue and Growth Rate (2013-2018)

5 NORTH AMERICA DIGITAL OOH REVENUE BY COUNTRIES

5.1 North America Digital OOH Revenue by Countries (2013-2018)

5.2 USA Digital OOH Revenue and Growth Rate (2013-2018)

5.3 Canada Digital OOH Revenue and Growth Rate (2013-2018)

5.4 Mexico Digital OOH Revenue and Growth Rate (2013-2018)

6 EUROPE DIGITAL OOH REVENUE BY COUNTRIES

6.1 Europe Digital OOH Revenue by Countries (2013-2018)

6.2 Germany Digital OOH Revenue and Growth Rate (2013-2018)

6.3 UK Digital OOH Revenue and Growth Rate (2013-2018)

6.4 France Digital OOH Revenue and Growth Rate (2013-2018)

6.5 Russia Digital OOH Revenue and Growth Rate (2013-2018)

6.6 Italy Digital OOH Revenue and Growth Rate (2013-2018)

7 ASIA-PACIFIC DIGITAL OOH REVENUE BY COUNTRIES

7.1 Asia-Pacific Digital OOH Revenue by Countries (2013-2018)

7.2 China Digital OOH Revenue and Growth Rate (2013-2018)

7.3 Japan Digital OOH Revenue and Growth Rate (2013-2018)

7.4 Korea Digital OOH Revenue and Growth Rate (2013-2018)

7.5 India Digital OOH Revenue and Growth Rate (2013-2018)

7.6 Southeast Asia Digital OOH Revenue and Growth Rate (2013-2018)

8 SOUTH AMERICA DIGITAL OOH REVENUE BY COUNTRIES

8.1 South America Digital OOH Revenue by Countries (2013-2018)

8.2 Brazil Digital OOH Revenue and Growth Rate (2013-2018)

8.3 Argentina Digital OOH Revenue and Growth Rate (2013-2018)

8.4 Colombia Digital OOH Revenue and Growth Rate (2013-2018)

9 MIDDLE EAST AND AFRICA REVENUE DIGITAL OOH BY COUNTRIES

9.1 Middle East and Africa Digital OOH Revenue by Countries (2013-2018)

9.2 Saudi Arabia Digital OOH Revenue and Growth Rate (2013-2018)

9.3 UAE Digital OOH Revenue and Growth Rate (2013-2018)

- 9.4 Egypt Digital OOH Revenue and Growth Rate (2013-2018)
- 9.5 Nigeria Digital OOH Revenue and Growth Rate (2013-2018)
- 9.6 South Africa Digital OOH Revenue and Growth Rate (2013-2018)

10 GLOBAL DIGITAL OOH MARKET SEGMENT BY TYPE

- 10.1 Global Digital OOH Revenue and Market Share by Type (2013-2018)
- 10.2 Global Digital OOH Market Forecast by Type (2018-2023)
- 10.3 In-store advertising Revenue Growth Rate (2013-2023)
- 10.4 Outdoor advertising Revenue Growth Rate (2013-2023)

11 GLOBAL DIGITAL OOH MARKET SEGMENT BY APPLICATION

- 11.1 Global Digital OOH Revenue Market Share by Application (2013-2018)
- 11.2 Digital OOH Market Forecast by Application (2018-2023)
- 11.3 Retail Revenue Growth (2013-2018)
- 11.4 Recreation Revenue Growth (2013-2018)
- 11.5 Banking Revenue Growth (2013-2018)
- 11.6 Transportation Revenue Growth (2013-2018)
- 11.7 Education Revenue Growth (2013-2018)

12 GLOBAL DIGITAL OOH MARKET SIZE FORECAST (2018-2023)

- 12.1 Global Digital OOH Market Size Forecast (2018-2023)
- 12.2 Global Digital OOH Market Forecast by Regions (2018-2023)
- 12.3 North America Digital OOH Revenue Market Forecast (2018-2023)
- 12.4 Europe Digital OOH Revenue Market Forecast (2018-2023)
- 12.5 Asia-Pacific Digital OOH Revenue Market Forecast (2018-2023)
- 12.6 South America Digital OOH Revenue Market Forecast (2018-2023)
- 12.7 Middle East and Africa Digital OOH Revenue Market Forecast (2018-2023)

13 RESEARCH FINDINGS AND CONCLUSION

14 APPENDIX

- 14.1 Methodology
- 14.2 Data Source

List Of Tables

LIST OF TABLES AND FIGURES

Figure Digital OOH Picture

Table Product Specifications of Digital OOH

Table Global Digital OOH and Revenue (Million USD) Market Split by Product Type

Figure Global Digital OOH Revenue Market Share by Types in 2017

Figure In-store advertising Picture

Figure Outdoor advertising Picture

Table Global Digital OOH Revenue (Million USD) by Application (2013-2023)

Figure Digital OOH Revenue Market Share by Applications in 2017

Figure Retail Picture

Figure Recreation Picture

Figure Banking Picture

Figure Transportation Picture

Figure Education Picture

Table Global Market Digital OOH Revenue (Million USD) Comparison by Regions 2013-2023

Figure North America Digital OOH Revenue (Million USD) and Growth Rate (2013-2023)

Figure Europe Digital OOH Revenue (Million USD) and Growth Rate (2013-2023)

Figure Asia-Pacific Digital OOH Revenue (Million USD) and Growth Rate (2013-2023)

Figure South America Digital OOH Revenue (Million USD) and Growth Rate (2013-2023)

Figure Middle East and Africa Digital OOH Revenue (Million USD) and Growth Rate (2013-2023)

Figure Global Digital OOH Revenue (Million USD) and Growth Rate (2013-2023)

Table Clear Channel Outdoor Basic Information, Manufacturing Base and Competitors

Table Clear Channel Outdoor Digital OOH Type and Applications

Table Clear Channel Outdoor Digital OOH Revenue, Gross Margin and Market Share (2016-2017)

Table JCDecaux Basic Information, Manufacturing Base and Competitors

Table JCDecaux Digital OOH Type and Applications

Table JCDecaux Digital OOH Revenue, Gross Margin and Market Share (2016-2017)

Table Lamar Advertising Basic Information, Manufacturing Base and Competitors

Table Lamar Advertising Digital OOH Type and Applications

Table Lamar Advertising Digital OOH Revenue, Gross Margin and Market Share (2016-2017)

Table OUTFRONT Media Basic Information, Manufacturing Base and Competitors

Table OUTFRONT Media Digital OOH Type and Applications

Table OUTFRONT Media Digital OOH Revenue, Gross Margin and Market Share (2016-2017)

Table Global Digital OOH Revenue (Million USD) by Players (2013-2018)

Table Global Digital OOH Revenue Share by Players (2013-2018)

Figure Global Digital OOH Revenue Share by Players in 2016

Figure Global Digital OOH Revenue Share by Players in 2017

Figure Global Top 5 Players Digital OOH Revenue Market Share in 2017

Figure Global Top 10 Players Digital OOH Revenue Market Share in 2017

Figure Global Digital OOH Revenue (Million USD) and Growth Rate (%) (2013-2018)

Table Global Digital OOH Revenue (Million USD) by Regions (2013-2018)

Table Global Digital OOH Revenue Market Share by Regions (2013-2018)

Figure Global Digital OOH Revenue Market Share by Regions (2013-2018)

Figure Global Digital OOH Revenue Market Share by Regions in 2017

Figure North America Digital OOH Revenue and Growth Rate (2013-2018)

Figure Europe Digital OOH Revenue and Growth Rate (2013-2018)

Figure Asia-Pacific Digital OOH Revenue and Growth Rate (2013-2018)

Figure South America Digital OOH Revenue and Growth Rate (2013-2018)

Figure Middle East and Africa Digital OOH Revenue and Growth Rate (2013-2018)

Table North America Digital OOH Revenue by Countries (2013-2018)

Table North America Digital OOH Revenue Market Share by Countries (2013-2018)

Figure North America Digital OOH Revenue Market Share by Countries (2013-2018)

Figure North America Digital OOH Revenue Market Share by Countries in 2017

Figure USA Digital OOH Revenue and Growth Rate (2013-2018)

Figure Canada Digital OOH Revenue and Growth Rate (2013-2018)

Figure Mexico Digital OOH Revenue and Growth Rate (2013-2018)

Table Europe Digital OOH Revenue (Million USD) by Countries (2013-2018)

Figure Europe Digital OOH Revenue Market Share by Countries (2013-2018)

Figure Europe Digital OOH Revenue Market Share by Countries in 2017

Figure Germany Digital OOH Revenue and Growth Rate (2013-2018)

Figure UK Digital OOH Revenue and Growth Rate (2013-2018)

Figure France Digital OOH Revenue and Growth Rate (2013-2018)

Figure Russia Digital OOH Revenue and Growth Rate (2013-2018)

Figure Italy Digital OOH Revenue and Growth Rate (2013-2018)

Table Asia-Pacific Digital OOH Revenue (Million USD) by Countries (2013-2018)

Figure Asia-Pacific Digital OOH Revenue Market Share by Countries (2013-2018)

Figure Asia-Pacific Digital OOH Revenue Market Share by Countries in 2017

Figure China Digital OOH Revenue and Growth Rate (2013-2018)

Figure Japan Digital OOH Revenue and Growth Rate (2013-2018)
Figure Korea Digital OOH Revenue and Growth Rate (2013-2018)
Figure India Digital OOH Revenue and Growth Rate (2013-2018)
Figure Southeast Asia Digital OOH Revenue and Growth Rate (2013-2018)
Table South America Digital OOH Revenue by Countries (2013-2018)
Table South America Digital OOH Revenue Market Share by Countries (2013-2018)
Figure South America Digital OOH Revenue Market Share by Countries (2013-2018)
Figure South America Digital OOH Revenue Market Share by Countries in 2017
Figure Brazil Digital OOH Revenue and Growth Rate (2013-2018)
Figure Argentina Digital OOH Revenue and Growth Rate (2013-2018)
Figure Colombia Digital OOH Revenue and Growth Rate (2013-2018)
Table Middle East and Africa Digital OOH Revenue (Million USD) by Countries (2013-2018)
Table Middle East and Africa Digital OOH Revenue Market Share by Countries (2013-2018)
Figure Middle East and Africa Digital OOH Revenue Market Share by Countries (2013-2018)
Figure Middle East and Africa Digital OOH Revenue Market Share by Countries in 2017
Figure Saudi Arabia Digital OOH Revenue and Growth Rate (2013-2018)
Figure UAE Digital OOH Revenue and Growth Rate (2013-2018)
Figure Egypt Digital OOH Revenue and Growth Rate (2013-2018)
Figure Nigeria Digital OOH Revenue and Growth Rate (2013-2018)
Figure South Africa Digital OOH Revenue and Growth Rate (2013-2018)
Table Global Digital OOH Revenue (Million USD) by Type (2013-2018)
Table Global Digital OOH Revenue Share by Type (2013-2018)
Figure Global Digital OOH Revenue Share by Type (2013-2018)
Figure Global Digital OOH Revenue Share by Type in 2017
Table Global Digital OOH Revenue Forecast by Type (2018-2023)
Figure Global Digital OOH Market Share Forecast by Type (2018-2023)
Figure Global In-store advertising Revenue Growth Rate (2013-2018)
Figure Global Outdoor advertising Revenue Growth Rate (2013-2018)
Table Global Digital OOH Revenue by Application (2013-2018)
Table Global Digital OOH Revenue Share by Application (2013-2018)
Figure Global Digital OOH Revenue Share by Application (2013-2018)
Figure Global Digital OOH Revenue Share by Application in 2017
Table Global Digital OOH Revenue Forecast by Application (2018-2023)
Figure Global Digital OOH Market Share Forecast by Application (2018-2023)
Figure Global Retail Revenue Growth Rate (2013-2018)
Figure Global Recreation Revenue Growth Rate (2013-2018)

Figure Global Banking Revenue Growth Rate (2013-2018)

Figure Global Transportation Revenue Growth Rate (2013-2018)

Figure Global Education Revenue Growth Rate (2013-2018)

Figure Global Digital OOH Revenue (Million USD) and Growth Rate Forecast (2018-2023)

Table Global Digital OOH Revenue (Million USD) Forecast by Regions (2018-2023)

Figure Global Digital OOH Revenue Market Share Forecast by Regions (2018-2023)

Figure North America Digital OOH Revenue Market Forecast (2018-2023)

Figure Europe Digital OOH Revenue Market Forecast (2018-2023)

Figure Asia-Pacific Digital OOH Revenue Market Forecast (2018-2023)

Figure South America Digital OOH Revenue Market Forecast (2018-2023)

Figure Middle East and Africa Digital OOH Revenue Market Forecast (2018-2023)

I would like to order

Product name: Global Digital OOH Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

Product link: <https://marketpublishers.com/r/G819AA502D7EN.html>

Price: US\$ 3,480.00 (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/G819AA502D7EN.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

