

Global Outdoor Advertising Market by Manufacturers, Countries, Type and Application, Forecast to 2022

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Abstracts

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. Scope of the Report:

This report focuses on the Outdoor Advertising in Global market, especially in North America, Europe and Asia-Pacific, South America, Middle East and Africa. This report categorizes the market based on manufacturers, regions, type and application.

Market Segment by Manufacturers, this report covers

Clear Channel Outdoor Holdings, Inc.

JCDecaux

Lamar Advertising Company

Str?er

Outfront Media Inc.

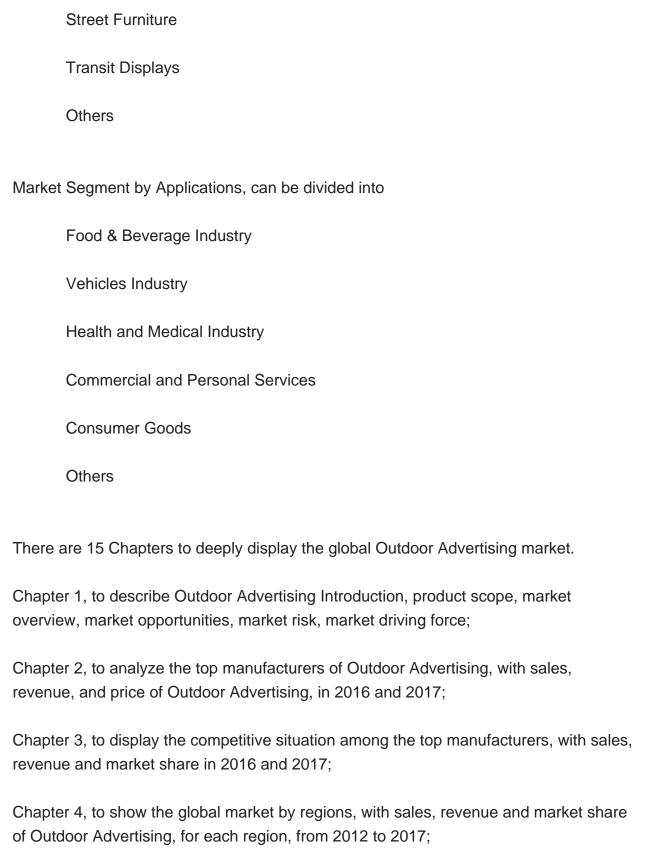


Adam Outdoor Advertising

Bell media	
Captive Network	
CBS Outdoor	
CEMUSA	
EPAMEDIA	
Fairway Outdoor Advertising	
Focus Media holding limited	
Affichage Holding	
News outdoor	
Air Media	
Market Segment by Regions, regional analysis covers	
North America (USA, Canada and Mexico)	
Europe (Germany, France, UK, Russia and Italy)	
Asia-Pacific (China, Japan, Korea, India and Southeast Asia)	
South America (Brazil, Argentina, Columbia etc.)	
Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)	
Market Segment by Type, covers	

Billboards





share by key countries in these regions;

Chapter 5, 6, 7, 8 and 9, to analyze the key regions, with sales, revenue and market



Chapter 10 and 11, to show the market by type and application, with sales market share and growth rate by type, application, from 2012 to 2017;

Chapter 12, Outdoor Advertising market forecast, by regions, type and application, with sales and revenue, from 2017 to 2022;

Chapter 13, 14 and 15, to describe Outdoor Advertising sales channel, distributors, traders, dealers, Research Findings and Conclusion, appendix and data source



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