

# Global and China Outdoor Advertising Market Research by Company, Type & Application 2013-2025

<https://marketpublishers.com/r/G48D69DA658EN.html>

Date: August 2019

Pages: 81

Price: US\$ 2,000.00 (Single User License)

ID: G48D69DA658EN

## 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.

Market Segment as follows:

#### By Type

Billboards

Street Furniture

Transit Displays

Others

#### By Application

Food & Beverage Industry

Vehicles Industry

Health and Medical Industry

Commercial and Personal Services

Consumer Goods

Others

### By Company

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

The main contents of the report including:

Section 1:

Product definition, type and application, global and China market overview;

Section 2:

Global and China Market competition by company;

Section 3:

Global and China sales revenue, volume and price by type;

Section 4:

Global and China sales revenue, volume and price by application;

Section 5:

China export and import;

Section 6:

Company information, business overview, sales data and product specifications;

Section 7:

Industry chain and raw materials;

Section 8:

SWOT and Porter's Five Forces;

Section 9:

Conclusion.

## Contents

### 1 MARKET OVERVIEW

#### 1.1 Market Segment Overview

##### 1.1.1 Product Definition

##### 1.1.2 Market by Type

###### 1.1.2.1 Billboards

###### 1.1.2.2 Street Furniture

###### 1.1.2.3 Transit Displays

###### 1.1.2.4 Others

##### 1.1.3 Market by Application

###### 1.1.3.1 Food & Beverage Industry

###### 1.1.3.2 Vehicles Industry

###### 1.1.3.3 Health and Medical Industry

###### 1.1.3.4 Commercial and Personal Services

###### 1.1.3.5 Consumer Goods

###### 1.1.3.6 Others

#### 1.2 Global and China Market Size

##### 1.2.1 Global Overview

##### 1.2.2 China Overview

### 2 GLOBAL AND CHINA MARKET BY COMPANY

#### 2.1 Global

##### 2.1.1 Global Sales by Company

##### 2.1.2 Global Price by Company

#### 2.2 China

##### 2.2.1 China Sales by Company

##### 2.2.2 China Price by Company

### 3 GLOBAL AND CHINA MARKET BY TYPE

#### 3.1 Global

##### 3.1.1 Global Sales by Type

##### 3.1.2 Global Price by Type

#### 3.2 China

##### 3.2.1 China Sales by Type

##### 3.2.2 China Price by Type

## **4 GLOBAL AND CHINA MARKET BY APPLICATION**

### 4.1 Global

4.1.1 Global Sales by Application

4.1.2 Global Price by Application

### 4.2 China

4.2.1 China Sales by Application

4.2.2 China Price by Application

## **5 CHINA TRADE**

### 5.1 Export

### 5.2 Import

## **6 KEY MANUFACTURERS**

### 6.1 Clear Channel Outdoor Holdings, Inc.

6.1.1 Company Information

6.1.2 Product Specifications

6.1.3 Business Data ( Sales Revenue, Cost and Margin)

### 6.2 JCDecaux

### 6.3 Lamar Advertising Company

### 6.4 Outfront Media Inc.

### 6.5 Str er

### 6.6 Adam Outdoor Advertising

### 6.7 Bell media

### 6.8 Captive Network

### 6.9 CBS Outdoor

### 6.10 CEMUSA

### 6.11 EPAMEDIA

### 6.12 Fairway Outdoor Advertising

### 6.13 Focus Media holding limited

### 6.14 Affichage Holding

### 6.15 News outdoor

### 6.16 Air Media

## **7 INDUSTRY UPSTREAM**

7.1 Industry Chain

7.2 Raw Materials

## **8 MARKET ENVIRONMENT**

8.1 SWOT

8.2 Porter's Five Forces

## **9 CONCLUSION**

## List Of Tables

### LIST OF TABLES

Table Global Market Sales Revenue by Company 2013-2017
Table Global Market Sales Revenue Share by Company 2013-2017
Table Global Market Sales Volume by Company 2013-2017
Table Global Market Sales Volume Share by Company 2013-2017
Table Global Price by Company 2013-2017
Table China Market Sales Revenue by Company 2013-2017
Table China Market Sales Revenue Share by Company 2013-2017
Table China Market Sales Volume by Company 2013-2017
Table China Market Sales Volume Share by Company 2013-2017
Table China Price by Company 2013-2017
Table Global Market Sales Revenue by Type 2013-2017
Table Global Market Sales Revenue Share by Type 2013-2017
Table Global Market Sales Volume by Type 2013-2017
Table Global Market Sales Volume Share by Type 2013-2017
Table Global Price by Type 2013-2017
Table China Market Sales Revenue by Type 2013-2017
Table China Market Sales Revenue Share by Type 2013-2017
Table China Market Sales Volume by Type 2013-2017
Table China Market Sales Volume Share by Type 2013-2017
Table China Price by Type 2013-2017
Table Global Market Sales Revenue by Application 2013-2017
Table Global Market Sales Revenue Share by Application 2013-2017
Table Global Market Sales Volume by Application 2013-2017
Table Global Market Sales Volume Share by Application 2013-2017
Table Global Price by Application 2013-2017
Table China Market Sales Revenue by Application 2013-2017
Table China Market Sales Revenue Share by Application 2013-2017
Table China Market Sales Volume by Application 2013-2017
Table China Market Sales Volume Share by Application 2013-2017
Table China Price by Application 2013-2017
Table China Export 2013-2017 (Million USD)
Table China Export 2013-2017 ( )
Table China Import 2013-2017 (Million USD)
Table China Import 2013-2017 ( )
Table Sales Revenue, Cost and Margin of Clear Channel Outdoor Holdings, Inc.

Table Sales Revenue, Cost and Margin of JCDecaux  
Table Sales Revenue, Cost and Margin of Lamar Advertising Company  
Table Sales Revenue, Cost and Margin of Outfront Media Inc.  
Table Sales Revenue, Cost and Margin of Str er  
Table Sales Revenue, Cost and Margin of Adam Outdoor Advertising  
Table Sales Revenue, Cost and Margin of Bell media  
Table Sales Revenue, Cost and Margin of Captive Network  
Table Sales Revenue, Cost and Margin of CBS Outdoor  
Table Sales Revenue, Cost and Margin of CEMUSA  
Table Sales Revenue, Cost and Margin of EPAMEDIA  
Table Sales Revenue, Cost and Margin of Fairway Outdoor Advertising  
Table Sales Revenue, Cost and Margin of Focus Media holding limited  
Table Sales Revenue, Cost and Margin of Affichage Holding  
Table Sales Revenue, Cost and Margin of News outdoor  
Table Sales Revenue, Cost and Margin of Air Media



## List Of Figures

### LIST OF FIGURES

- Figure Billboards Market Size and CAGR 2013-2018 (Million USD)
- Figure Billboards Market Forecast and CAGR 2019-2025 (Million USD)
- Figure Street Furniture Market Size and CAGR 2013-2018 (Million USD)
- Figure Street Furniture Market Forecast and CAGR 2019-2025 (Million USD)
- Figure Transit Displays Market Size and CAGR 2013-2018 (Million USD)
- Figure Transit Displays Market Forecast and CAGR 2019-2025 (Million USD)
- Figure Others Market Size and CAGR 2013-2018 (Million USD)
- Figure Others Market Forecast and CAGR 2019-2025 (Million USD)
- Figure Food & Beverage Industry Market Size and CAGR 2013-2018 (Million USD)
- Figure Food & Beverage Industry Market Forecast and CAGR 2019-2025 (Million USD)
- Figure Vehicles Industry Market Size and CAGR 2013-2018 (Million USD)
- Figure Vehicles Industry Market Forecast and CAGR 2019-2025 (Million USD)
- Figure Health and Medical Industry Market Size and CAGR 2013-2018 (Million USD)
- Figure Health and Medical Industry Market Forecast and CAGR 2019-2025 (Million USD)
- Figure Commercial and Personal Services Market Size and CAGR 2013-2018 (Million USD)
- Figure Commercial and Personal Services Market Forecast and CAGR 2019-2025 (Million USD)
- Figure Consumer Goods Market Size and CAGR 2013-2018 (Million USD)
- Figure Consumer Goods Market Forecast and CAGR 2019-2025 (Million USD)
- Figure Others Market Size and CAGR 2013-2018 (Million USD)
- Figure Others Market Forecast and CAGR 2019-2025 (Million USD)
- Figure Global Outdoor Advertising Market Size and CAGR 2013-2017 (Million USD)
- Figure Global Outdoor Advertising Market Size and CAGR 2013-2017 ( )
- Figure Global Outdoor Advertising Market Forecast and CAGR 2019-2025 (Million USD)
- Figure Global Outdoor Advertising Market Forecast and CAGR 2019-2025 ( )
- Figure China Outdoor Advertising Market Size and CAGR 2013-2017 (Million USD)
- Figure China Outdoor Advertising Market Size and CAGR 2013-2017 ( )
- Figure China Outdoor Advertising Market Forecast and CAGR 2019-2025 (Million USD)
- Figure China Outdoor Advertising Market Forecast and CAGR 2019-2025 ( )
- Figure Global Market Sales Revenue Share by Company in 2017
- Figure Global Market Sales Volume Share by Company in 2017
- Figure China Market Sales Revenue Share by Company in 2017
- Figure China Market Sales Volume Share by Company in 2017

Figure Global Market Sales Revenue Share by Type in 2017  
Figure Global Market Sales Volume Share by Type in 2017  
Figure China Market Sales Revenue Share by Type in 2017  
Figure China Market Sales Volume Share by Type in 2017  
Figure Global Market Sales Revenue Share by Application in 2017  
Figure Global Market Sales Volume Share by Application in 2017  
Figure China Market Sales Revenue Share by Application in 2017  
Figure China Market Sales Volume Share by Application in 2017  
Figure Industry Chain Overview  
Figure Outdoor Advertising SWOT List  
Figure Outdoor Advertising Porter's Five Forces

## I would like to order

Product name: Global and China Outdoor Advertising Market Research by Company, Type & Application 2013-2025

Product link: <https://marketpublishers.com/r/G48D69DA658EN.html>

Price: US\$ 2,000.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G48D69DA658EN.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

