

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

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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.

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.

Strider

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 India market overview;

Section 2:

Global and India Market competition by company;

Section 3:

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

Section 4:

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

Section 5:

India export and import;

Section 6:

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

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Industry chain and raw materials;

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