

Global Outdoor Advertising Market Data Survey Report 2015-2025

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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.

The global Outdoor Advertising market will reach xxx Million USD in 2020 with CAGR xx% 2020-2025. The main contents of the report including:

Global market size and forecast

Regional market size, production data and export & import

Key manufacturers profile, products & services, sales data of business

Global market size by Major End-Use

Global market size by Major Type

Key manufacturers are included based on company profile, sales data and product specifications etc.:

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

Major applications as follows:

Food & Beverage Industry

Vehicles Industry

Health and Medical Industry

Commercial and Personal Services

Consumer Goods

Others

Major Type as follows:

Billboards

Street Furniture

Transit Displays

Others

Regional market size, production data and export & import:

Asia-Pacific

North America

Europe

South America

Middle East & Africa

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