

Digital OOH Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2019-2024

<https://marketpublishers.com/r/D979558ED8EEN.html>

Date: June 2019

Pages: 106

Price: US\$ 1,999.00 (Single User License)

ID: D979558ED8EEN

Abstracts

The global digital OOH market is expected to grow at a CAGR of 11% during 2019-2024. Digital out-of-home (OOH) advertisement refers to a dynamic communication medium displayed on digital signage. These advertisements are generally installed at airports, railway stations, bus shelters, medical waiting rooms, shopping malls, retail stores, movie theatres, and on major roadways. With the growing internet penetration, advertisers are using virtual screens, projectors, motion graphics and video content for targeting specific demographics. This has led to the expansion of digital and internet-based advertising platforms across the globe. As a result, these ads are increasingly being adopted by manufacturers to promote their products in the market.

In recent years, advancements in technology, such as improved IoT connectivity, near field communication, artificial intelligence (AI), and beacons, have encouraged creativity in the DOOH industry. Advertisers can now focus on developing screens that deliver contextually relevant, intelligent and real-time content. With the development of infrastructure and a growing number of shopping complexes and malls, there has been a rise in the number of people who spend time outdoors. As a result, companies are focusing on adopting digital OOH as an advertising platform to help them reach a wider audience. Moreover, the popularity of digital billboards has also been on the rise catalysed by their ability to engage audience effectively. Additionally, the cost of digital advertisements has also declined over the past few years, increasing their affordability across organisations of all sizes.

IMARC Group's latest report provides a deep insight into the global digital OOH market covering all its essential aspects. This ranges from macro overview of the market to micro details of the industry performance, recent trends, key market drivers and

challenges, SWOT analysis, Porter's five forces analysis, value chain analysis, etc. This report is a must-read for entrepreneurs, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the global digital OOH market in any manner.

Report Coverage:

Historical, Current and Future Market Trends

Market Breakup by Format:

Digital Billboards

Video Advertising

Ambient Advertising

Others

Market Breakup by Application:

Outdoor

Indoor

Market Breakup by End-User:

Retail

Recreation

Banking

Transportation

Education

Others

Market Breakup by Region:

North America

Europe

Asia Pacific

Middle East and Africa

Latin America

Competitive Landscape:

The report has also analysed the competitive landscape of the market with some of the key players being JCDecaux, Clear Channel Outdoor Holdings Inc., Lama Advertising Company, OUTFRONT Media, Daktronics, Prismview LLC NEC Display Solutions Ltd.,

Oohmedia! Ltd., Broadsign International LLC, Aoto Electronics Co. Mvix, Inc., Christie Digital System, Ayuda Media System, Deepsky Corporation Ltd., etc

Key Questions Answered in This Report:

How has the global digital OOH market performed so far and how will it perform in the coming years?

What are the key regional markets in the global digital OOH industry?

What is the breakup of the market based on the format type?

What is the breakup of the market based on the application?

What is the breakup of the market based on the end-user?

What are the various stages in the value chain of the global digital OOH industry?

What are the key driving factors and challenges in the global digital OOH industry?

What is the structure of the global digital OOH industry and who are the key players?

What is the degree of competition in the global digital OOH industry?

What are the profit margins in the global digital OOH industry?

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