

Digital Out of Home Advertising Market - Forecasts from 2018 to 2023

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Abstracts

The global digital out-of-home advertising market is projected to witness a CAGR of 11.04% during the forecast period to reach a total market size of US\$11.326 billion by 2023, increasing from US\$6.043 billion in 2017. Digital out of home encompasses a variety of screen shapes, sizes, and levels of interactivity and is one of the fastest growing and interactive forms of advertising currently present around. Digital out-of-home offers innovative technology and powerful software that makes digital out-of-home ads a force to be reckoned with. It is accepted more than any other type of advertising due to its advancements. Today's out of home medium offers new technologies, new formats, and more creative thinking to help advertisers and help their client not only as a tool to increase their reach but also help clients to connect with consumers in captive locations, such as elevators, health clubs, and restaurants. The players in this market need to continuously find unique product implementations and create complementary products and innovative services to increase their market share which is the key factor driving the market.

This research study examines the current market trends related to the demand, supply, and sales, in addition to the recent developments. Major drivers, restraints, and opportunities have been covered to provide an exhaustive picture of the market. The analysis presents in-depth information regarding the development, trends, and industry policies and regulations implemented in each of the geographical regions. Further, the overall regulatory framework of the market has been exhaustively covered to offer stakeholders a better understanding of the key factors affecting the overall market environment.

Identification of key industry players in the industry and their revenue contribution to the overall business or relevant segment aligned to the study have been covered as a part

of competitive intelligence done through extensive secondary research. Various studies and data published by industry associations, analyst reports, investor presentations, press releases and journals among others have been taken into consideration while conducting the secondary research. Both bottom-up and top-down approaches have been utilized to determine the market size of the overall market and key segments. The values obtained are correlated with the primary inputs of the key stakeholders in the global digital out of home (DOOH) advertising value chain. The last step involves complete market engineering which includes analyzing the data from different sources and existing proprietary datasets while using various data triangulation methods for market breakdown and forecasting.

Market intelligence is presented in the form of analysis, charts, and graphics to help the clients in gaining faster and efficient understanding of the global digital out of home (DOOH) advertising market.

Major industry players profiled as part of the report are Ocean Outdoor UK Limited, JCDecaux Group, and Lamar Advertising Company among others.

Segmentation

By Product

Digital Urban Panels

Digital Billboards

Digital Posters

Others

By End-User Industry

Retail

Healthcare

Hospitality

Banking

Others

By Geography

North America

United States

Canada

Others

South America

Brazil

Argentina

Others

Europe

United Kingdom

Germany

France

Others

Middle East and Africa

Asia Pacific

China

India

Australia

South Korea

Others

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