

# 2020-2025 Global Digital OOH Advertising Market Report - Production and Consumption Professional Analysis (Impact of COVID-19)

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## Abstracts

This report elaborates the market size, market characteristics, and market growth of the Digital OOH Advertising industry, and breaks down according to the type, application, and consumption area of Digital OOH Advertising. The report also conducted a PESTEL analysis of the industry to study the main influencing factors and entry barriers of the industry.

In Chapter 3.4 of the report, the impact of the COVID-19 outbreak on the industry was fully assessed. Fully risk assessment and industry recommendations were made for Digital OOH Advertising in a special period. This chapter also compares the markets of Pre COVID-19 and Post COVID-19.

In addition, chapters 8-12 consider the impact of COVID-19 on the regional economy.

Key players in the global Digital OOH Advertising market covered in Chapter 13:

Focus Media

Balintimes Hong Kong Media

Stroer

Christie Digital System

Primedia Outdoor

Blue Outdoor

Deepsky Corporation Ltd.

JCDecaux

Phoenix Metropolis Media

Lama Advertising Company

Clear Channel Outdoor Holdings Inc

NEC Display Solutions

### Lightbox OOH Video Network

Euromedia Group  
White Horse Group  
Broadsign International LLC  
Daktronics  
Outfront Media  
Adams Outdoor Advertising  
Capitol Outdoor  
Burkhart Advertising  
Ayuda Media System  
Oohmedia Ltd.  
Intersection  
Clear Channel Outdoor  
Aoto Electronics Co. Mvix, Inc.  
TOM Group

In Chapter 6, on the basis of types, the Digital OOH Advertising market from 2015 to 2025 is primarily split into:

Digital Billboards  
Video Advertising  
Ambient Advertising  
Other

In Chapter 7, on the basis of applications, the Digital OOH Advertising market from 2015 to 2025 covers:

BFSI  
IT and Telecom  
Automotive and Transportation  
Education  
Entertainment  
Healthcare  
Consumer Goods and Retail  
Government and Utilities  
Others

Geographically, the detailed analysis of production, trade of the following countries is covered in Chapter 4.2, 5:

United States  
Europe

China  
Japan  
India

Geographically, the detailed analysis of consumption, revenue, market share and growth rate of the following regions are covered in Chapter 8, 9, 10, 11, 12:

North America (Covered in Chapter 8)

United States

Canada

Mexico

Europe (Covered in Chapter 9)

Germany

UK

France

Italy

Spain

Others

Asia-Pacific (Covered in Chapter 10)

China

Japan

India

South Korea

Southeast Asia

Others

Middle East and Africa (Covered in Chapter 11)

Saudi Arabia

UAE

South Africa

Others

South America (Covered in Chapter 12)

Brazil

Others

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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