

2020-2025 Global Digital OOH 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 industry, and breaks down according to the type, application, and consumption area of Digital OOH. 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 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 market covered in Chapter 13:

Phoenix Metropolis Media

Intersection

White Horse Group

AirMedia

Euromedia Group

APG SGA

Publicis Groupe (Metrobus)

TOM Group

Blue Outdoor

Burkhart Advertising

Global (Exterior Media)

Captivate Network

Lightbox OOH Video Network

oOh!media

Stroer

Balintimes Hong Kong Media

Outfront Media

Stott Outdoor Advertising

Adams Outdoor Advertising

JCDecaux

Focus Media

Clear Channel Outdoor

Capitol Outdoor

Ocean Outdoor

Lamar Advertising

Primedia Outdoor

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

Billboard

Transit

Street Furniture

Others

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

Automotive

Personal Care & Household

Entertainment

Retail

Food & Beverages

Telecom

BFSI

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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