

COVID-19 Outbreak-Global Digital Out of Home Industry Market Report-Development Trends, Threats, Opportunities and Competitive Landscape in 2020

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Abstracts

Digital Out-of-Home or digital-out-of-home refers to the digital outdoor media used for advertising outside the home. It includes a digital display, digital billboard or digital signage that changes the advertising content remotely with the use of LED and screen technology. Digital-Out-of-Home consists of two platforms that effectively enable the outdoor advertising of various brands. Digital-out-of-home platforms are digital billboards & signages and digital place-based networks. Digital billboards are electronic display systems that display images, videos and animations of brands across different end-use industries for digital-out-of-home advertising. The digital place-based networks integrate targeted information content with advertising narrowcast through digital interfaces or display screens in place-based venues such as retail outlets, airports, malls, transit, bus shelters and roadsides, among others. These platforms in digital-out-of-home advertising are creating growth opportunities for the digital-out-of-home market.

The Digital Out of Home market revenue was xx.xx Million USD in 2019, and will reach xx.xx Million USD in 2025, with a CAGR of x.x% during 2020-2025.

Under COVID-19 outbreak globally, this report provides 360 degrees of analysis from supply chain, import and export control to regional government policy and future influence on the industry. Detailed analysis about market status (2015-2020), enterprise competition pattern, advantages and disadvantages of enterprise products, industry development trends (2020-2025), regional industrial layout characteristics and macroeconomic policies, industrial policy has also been included. From raw materials to end users of this industry are analyzed scientifically, the trends of product circulation and sales channel will be presented as well. Considering COVID-19, this report provides comprehensive and in-depth analysis on how the epidemic push this industry

transformation and reform.

In COVID-19 outbreak, Chapter 2.2 of this report provides an analysis of the impact of COVID-19 on the global economy and the Digital Out of Home industry.

Chapter 3.7 covers the analysis of the impact of COVID-19 from the perspective of the industry chain.

In addition, chapters 7-11 consider the impact of COVID-19 on the regional economy.

The Digital Out of Home market can be split based on product types, major applications, and important countries as follows:

Key players in the global Digital Out of Home market covered in Chapter 12:

EMC Outdoor
Out Of Home America Inc.
JEDFam Group LLC (BroadSign International, LLC)
Outfront Media Inc
C2C Outdoor
DaKTronics
Rapport Worldwide
iHeartMedia (Clear Channel Outdoor Holdings, Inc)
Mvix, Inc.
Billups Worldwide
NEC Corp (NEC Display Solutions Ltd)
MacDonald Media
Lamar Advertising Company
Posterscope
Kinetic
JCDecaux North America
Samsung Electronics Co., Ltd (Prismview LLC)
C50 Media Holdings, Inc. (OOH Pitch Inc.)

In Chapter 4 and 14.1, on the basis of types, the Digital Out of Home market from 2015 to 2025 is primarily split into:

Billboard
Transit

Street Furniture
Others

In Chapter 5 and 14.2, on the basis of applications, the Digital Out of Home market from 2015 to 2025 covers:

Automotive
Personal Care & Household
Entertainment
Retail
Food & Beverages
Telecom
BFSI
Others

Geographically, the detailed analysis of consumption, revenue, market share and growth rate, historic and forecast (2015-2025) of the following regions are covered in Chapter 6, 7, 8, 9, 10, 11, 14:

North America (Covered in Chapter 7 and 14)

United States

Canada

Mexico

Europe (Covered in Chapter 8 and 14)

Germany

UK

France

Italy

Spain

Russia

Others

Asia-Pacific (Covered in Chapter 9 and 14)

China

Japan

South Korea

Australia

India

Southeast Asia

Others

Middle East and Africa (Covered in Chapter 10 and 14)

Saudi Arabia

UAE

Egypt

Nigeria

South Africa

Others

South America (Covered in Chapter 11 and 14)

Brazil

Argentina

Columbia

Chile

Others

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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