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

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Abstracts

Digital Out of Home or DOOH refers to digital media used for marketing purposes outside of the home.

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

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Key players in the global Digital Out of Home (OOH) market covered in Chapter 12:
QMS Media Limited
Lama Advertising Company
Clear Channel Outdoor Holdings Inc.
SevenOne Media GmbH
Talon Outdoor Ltd
Stroer SE and Co. KGaA
The Times Group
JCDecaux Group
EyeMedia
Daktronics Inc.
oOh!media Limited
OUTFRONT Media
Exterion Media Group

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

In Chapter 5 and 14.2, on the basis of applications, the Digital Out of Home (OOH) market from 2015 to 2025 covers:
Billboard
Transit
Street Furniture
Other Applications

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

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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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