

Global Digital OOH Advertising Market Research Report with Opportunities and Strategies to Boost Growth- COVID-19 Impact and Recovery

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Abstracts

Based on the Digital OOH Advertising market development status, competitive landscape and development model in different regions of the world, this report is dedicated to providing niche markets, potential risks and comprehensive competitive strategy analysis in different fields. From the competitive advantages of different types of products and services, the development opportunities and consumption characteristics and structure analysis of the downstream application fields are all analyzed in detail. To Boost Growth during the epidemic era, this report analyzes in detail for the potential risks and opportunities which can be focused on.

In Chapter 2.4 of the report, we share our perspectives for the impact of COVID-19 from the long and short term.

In chapter 3.4, we provide the influence of the crisis on the industry chain, especially for marketing channels.

In chapters 8-13, we update the timely industry economic revitalization plan of the country-wise government.

Key players in the global Digital OOH Advertising market covered in Chapter 5:

Deepsky Corporation Ltd.

Aoto Electronics Co. Mvix, Inc.

Focus Media

Clear Channel Outdoor

Balintimes Hong Kong Media

Adams Outdoor Advertising

Broadsign International LLC

Lightbox OOH Video Network

Blue Outdoor
Ayuda Media System
Burkhart Advertising
JCDecaux
NEC Display Solutions
Capitol Outdoor
Christie Digital System
Outfront Media
Intersection
Daktronics
Stroer
Euromedia Group
Oohmedia Ltd.
Phoenix Metropolis Media
TOM Group
Clear Channel Outdoor Holdings Inc
White Horse Group
Lama Advertising Company
Primedia Outdoor

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 consumption, revenue, market share and growth rate, historic and forecast (2015-2025) of the following regions are covered in Chapter 8-13:

North America (Covered in Chapter 9)

United States

Canada

Mexico

Europe (Covered in Chapter 10)

Germany

UK

France

Italy

Spain

Russia

Others

Asia-Pacific (Covered in Chapter 11)

China

Japan

South Korea

Australia

India

South America (Covered in Chapter 12)

Brazil

Argentina

Columbia

Middle East and Africa (Covered in Chapter 13)

UAE

Egypt

South Africa

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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