

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

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Abstracts

Digital Out of Home or DOOH refers to digital media used for marketing purposes outside of the home. This excludes TV advertising and radio advertising, but includes digital signage. This is sometimes hyphenated as digital-out-of-home or abbreviated as DOOH. The term digital out of home (DOOH) is usually used in relation to advertising based networks. Digital out of home advertising networks can be found in many places including your local breakfast diner, a doctor's office, or even on gas pump toppers.

Based on the Digital OOH (DOOH) 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 (DOOH) market covered in Chapter 5:

Prismview LLC NEC Display Solutions
Broadsign International
Lama Advertising Company
Aoto Electronics
Deepsky Corporation
Mvix
Christie Digital System
Ayuda Media System
OUTFRONT Media
JCDecaux
Clear Channel Outdoor Holdings
Daktronics

In Chapter 6, on the basis of types, the Digital OOH (DOOH) 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 (DOOH) 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 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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Figure Egypt Digital OOH (DOOH) Market Sales and Growth Rate (2015-2020)

Figure South Africa Digital OOH (DOOH) Market Sales and Growth Rate (2015-2020)

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