

# Global Digital OOH 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 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 market covered in Chapter 5:

V Media

Clear Channel Outdoor

VisionChina Media

RMG Networks Holding

OUTFRONT Media

IDI

JCDecaux

AirMedia Group

VGI Public Company  
ExterionMedia  
Plan B Media Public Company  
Lamar Advertising  
Adspace Digital Mall Network  
Instagram

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 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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