

Global Digital-Out-Of-Home (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.

Based on the Digital-Out-Of-Home (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-Out-Of-Home (DOOH) market covered in Chapter 5:

Stroer SE & Co. KGaA

JCDecaux

Titan Outdoor Advertising

Life Channel

Vision Media Group
Infoscreen
ATM:ad
TV-Wartezimmer
Clear Channel Outdoor
Stroer Out-of-Home Media
Brightspace Media
Boomerang Media
Avanti Screenmedia
Kewego Paris
Visual Art AB
OVMedia
TripleDoubleU
Clingendael Media Group
ExterionMedia
Schiphol Media
EPAMEDIA

In Chapter 6, on the basis of types, the Digital-Out-Of-Home (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-Out-Of-Home (DOOH) market from 2015 to 2025 covers:

Indoor
Outdoor

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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