

# Global Digital Out of Home 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 digital-out-of-home refers to the digital outdoor media used for advertising outside the home. It includes a digital display, digital billboard or digital signage that changes the advertising content remotely with the use of LED and screen technology. Digital-Out-of-Home consists of two platforms that effectively enable the outdoor advertising of various brands. Digital-out-of-home platforms are digital billboards & signages and digital place-based networks. Digital billboards are electronic display systems that display images, videos and animations of brands across different end-use industries for digital-out-of-home advertising. The digital place-based networks integrate targeted information content with advertising narrowcast through digital interfaces or display screens in place-based venues such as retail outlets, airports, malls, transit, bus shelters and roadsides, among others. These platforms in digital-out-of-home advertising are creating growth opportunities for the digital-out-of-home market. Based on the Digital Out of Home 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 market covered in Chapter 5:

Jcdecaux  
Prismview Llc  
Clear Channel Outdoor Holdings, Inc.  
Broadsign International Llc  
Daktronics  
Deepsky Corporation Ltd.  
Mvix, Inc.  
Ocean Outdoor UK Ltd  
Chrisitie Digital Systems Usa, Inc.  
Anjels Media  
Nec Display Solutions Ltd  
Aoto Electronics Co., Ltd.  
Outfront Media Inc.  
Ayuda Media Systems  
Ooh!Media Ltd.  
Lamar Advertising Company  
JCDecaux Singapore  
Amobee

In Chapter 6, on the basis of types, the Digital Out of Home market from 2015 to 2025 is primarily split into:

Billboard  
Street Furniture  
Transit

In Chapter 7, on the basis of applications, the Digital Out of Home market from 2015 to 2025 covers:

Indoor  
Outdoor  
Displays Used in Digital Out of Home Advertising

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 South Africa Digital Out of Home Market Sales and Growth Rate (2015-2020)

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