

# Outdoor Advertising-China Market Status and Trend Report 2013-2023

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## Abstracts

### Report Summary

Outdoor Advertising-China Market Status and Trend Report 2013-2023 offers a comprehensive analysis on Outdoor Advertising industry, standing on the readers' perspective, delivering detailed market data and penetrating insights. No matter the client is industry insider, potential entrant or investor, the report will provide useful data and information. Key questions answered by this report include:

Whole China and Regional Market Size of Outdoor Advertising 2013-2017, and development forecast 2018-2023

Main market players of Outdoor Advertising in China, with company and product introduction, position in the Outdoor Advertising market

Market status and development trend of Outdoor Advertising by types and applications

Cost and profit status of Outdoor Advertising, and marketing status

Market growth drivers and challenges

The report segments the China Outdoor Advertising market as:

China Outdoor Advertising Market: Regional Segment Analysis (Regional Consumption Volume, Consumption Volume, Revenue and Growth Rate 2013-2023):

North China

Northeast China

East China

Central & South China

Southwest China

Northwest China

China Outdoor Advertising Market: Product Type Segment Analysis (Consumption Volume, Average Price, Revenue, Market Share and Trend 2013-2023):

Digital Outdoor Advertising

Physical Outdoor Advertising

Other

China Outdoor Advertising Market: Application Segment Analysis (Consumption Volume and Market Share 2013-2023; Downstream Customers and Market Analysis)

Commercial Propaganda

Transit Display

Other

China Outdoor Advertising Market: Players Segment Analysis (Company and Product introduction, Outdoor Advertising Sales Volume, Revenue, Price and Gross Margin):

Clear Channel Outdoor

JCDecaux Group

Lamar Advertising

Outfront Media

Stroer

Adams Outdoor Advertising

AdSpace Networks

AirMedia

APG|SGA

APN Outdoor

Burkhart Advertising

Captivate Network

Daktronics

DDI Signs

Euromedia Group

Eye Airports

Focus Media Group

Fairway Outdoor Advertising

IZ-ON Media

Primedia Outdoor

Van Wagner Group

Zoom Media

In a word, the report provides detailed statistics and analysis on the state of the

industry; and is a valuable source of guidance and direction for companies and individuals interested in the market.

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