

COVID-19 Impact on Global Out-of-home Advertising Market Size, Status and Forecast 2020-2026

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Abstracts

This report focuses on the global Out-of-home Advertising status, future forecast, growth opportunity, key market and key players. The study objectives are to present the Out-of-home Advertising development in North America, Europe, China, Japan, Southeast Asia, India and Central & South America.

The key players covered in this study

JCDecaux

Clear Channel Outdoor

Focus Media

Lamar Advertising

Global (Exterior Media)

oOh! Media

Outfront Media

Stroer Media

Times OOH Media

Primedia Outdoor

APG | SGA

Adams Outdoor Advertising

Fairway Outdoor Advertising

Lightbox OOH Video Network

AllOver Media

BroadSign International

QMS Media

EPAMEDIA

Bell Media

AirMedia

White Horse Group

Phoenix Metropolis Media

Balintimes Hong Kong Media

Market segment by Type, the product can be split into

Transit Advertising

Billboard

Street Furniture Advertising

Others

Market segment by Application, split into

BFSI

IT and Telecom

Automotive and Transportation

Education

Entertainment

Healthcare

Consumer Goods and Retail

Government and Utilities

Others

Market segment by Regions/Countries, this report covers

North America

Europe

China

Japan

Southeast Asia

India

Central & South America

The study objectives of this report are:

To analyze global Out-of-home Advertising status, future forecast, growth

opportunity, key market and key players.

To present the Out-of-home Advertising development in North America, Europe, China, Japan, Southeast Asia, India and Central & South America.

To strategically profile the key players and comprehensively analyze their development plan and strategies.

To define, describe and forecast the market by type, market and key regions.

In this study, the years considered to estimate the market size of Out-of-home Advertising are as follows:

History Year: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Year 2020 to 2026

For the data information by region, company, type and application, 2019 is considered as the base year. Whenever data information was unavailable for the base year, the prior year has been considered.

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