

# Global Outdoor Advertising Market Research Report 2017

<https://marketpublishers.com/r/GCF435585AFPEN.html>

Date: October 2017

Pages: 118

Price: US\$ 2,900.00 (Single User License)

ID: GCF435585AFPEN

## Abstracts

In this report, the global Outdoor Advertising market is valued at USD XX million in 2016 and is expected to reach USD XX million by the end of 2022, growing at a CAGR of XX% between 2016 and 2022.

Geographically, this report is segmented into several key Regions, with production, consumption, revenue (million USD), market share and growth rate of Outdoor Advertising in these regions, from 2012 to 2022 (forecast), covering

North America

Europe

China

Japan

Southeast Asia

India

Global Outdoor Advertising market competition by top manufacturers, with production, price, revenue (value) and market share for each manufacturer; the top players including

JCDecaux Group

Clear Channel Outdoor

Lamar Advertising

CBS Corporation

Stroer Media AG

Adams Outdoor Advertising

AdSpace Networks

AirMedia

APN Outdoor

Burkhart Advertising

Outfront Media

Adams Outdoor Advertising

AirMedia

Daktronics

Focus Media Group

On the basis of product, this report displays the production, revenue, price, market share and growth rate of each type, primarily split into

Digital Outdoor Advertising

Physical Outdoor Advertising

Other

On the basis on the end users/applications, this report focuses on the status and outlook for major applications/end users, consumption (sales), market share and growth rate of Outdoor Advertising for each application, including

Commercial Propaganda

Transit Display

Other

If you have any special requirements, please let us know and we will offer you the report as you want.

## Contents

### Global Outdoor Advertising Market Research Report 2017

## **1 OUTDOOR ADVERTISING MARKET OVERVIEW**

- 1.1 Product Overview and Scope of Outdoor Advertising
- 1.2 Outdoor Advertising Segment by Type (Product Category)
  - 1.2.1 Global Outdoor Advertising Production and CAGR (%) Comparison by Type (Product Category)(2012-2022)
  - 1.2.2 Global Outdoor Advertising Production Market Share by Type (Product Category) in 2016
  - 1.2.3 Digital Outdoor Advertising
  - 1.2.4 Physical Outdoor Advertising
  - 1.2.5 Other
- 1.3 Global Outdoor Advertising Segment by Application
  - 1.3.1 Outdoor Advertising Consumption (Sales) Comparison by Application (2012-2022)
  - 1.3.2 Commercial Propaganda
  - 1.3.3 Transit Display
  - 1.3.4 Other
- 1.4 Global Outdoor Advertising Market by Region (2012-2022)
  - 1.4.1 Global Outdoor Advertising Market Size (Value) and CAGR (%) Comparison by Region (2012-2022)
  - 1.4.2 North America Status and Prospect (2012-2022)
  - 1.4.3 Europe Status and Prospect (2012-2022)
  - 1.4.4 China Status and Prospect (2012-2022)
  - 1.4.5 Japan Status and Prospect (2012-2022)
  - 1.4.6 Southeast Asia Status and Prospect (2012-2022)
  - 1.4.7 India Status and Prospect (2012-2022)
- 1.5 Global Market Size (Value) of Outdoor Advertising (2012-2022)
  - 1.5.1 Global Outdoor Advertising Revenue Status and Outlook (2012-2022)
  - 1.5.2 Global Outdoor Advertising Capacity, Production Status and Outlook (2012-2022)

## **2 GLOBAL OUTDOOR ADVERTISING MARKET COMPETITION BY MANUFACTURERS**

- 2.1 Global Outdoor Advertising Capacity, Production and Share by Manufacturers

(2012-2017)

- 2.1.1 Global Outdoor Advertising Capacity and Share by Manufacturers (2012-2017)
- 2.1.2 Global Outdoor Advertising Production and Share by Manufacturers (2012-2017)
- 2.2 Global Outdoor Advertising Revenue and Share by Manufacturers (2012-2017)
- 2.3 Global Outdoor Advertising Average Price by Manufacturers (2012-2017)
- 2.4 Manufacturers Outdoor Advertising Manufacturing Base Distribution, Sales Area and Product Type
- 2.5 Outdoor Advertising Market Competitive Situation and Trends
  - 2.5.1 Outdoor Advertising Market Concentration Rate
  - 2.5.2 Outdoor Advertising Market Share of Top 3 and Top 5 Manufacturers
  - 2.5.3 Mergers & Acquisitions, Expansion

### **3 GLOBAL OUTDOOR ADVERTISING CAPACITY, PRODUCTION, REVENUE (VALUE) BY REGION (2012-2017)**

- 3.1 Global Outdoor Advertising Capacity and Market Share by Region (2012-2017)
- 3.2 Global Outdoor Advertising Production and Market Share by Region (2012-2017)
- 3.3 Global Outdoor Advertising Revenue (Value) and Market Share by Region (2012-2017)
- 3.4 Global Outdoor Advertising Capacity, Production, Revenue, Price and Gross Margin (2012-2017)
- 3.5 North America Outdoor Advertising Capacity, Production, Revenue, Price and Gross Margin (2012-2017)
- 3.6 Europe Outdoor Advertising Capacity, Production, Revenue, Price and Gross Margin (2012-2017)
- 3.7 China Outdoor Advertising Capacity, Production, Revenue, Price and Gross Margin (2012-2017)
- 3.8 Japan Outdoor Advertising Capacity, Production, Revenue, Price and Gross Margin (2012-2017)
- 3.9 Southeast Asia Outdoor Advertising Capacity, Production, Revenue, Price and Gross Margin (2012-2017)
- 3.10 India Outdoor Advertising Capacity, Production, Revenue, Price and Gross Margin (2012-2017)

### **4 GLOBAL OUTDOOR ADVERTISING SUPPLY (PRODUCTION), CONSUMPTION, EXPORT, IMPORT BY REGION (2012-2017)**

- 4.1 Global Outdoor Advertising Consumption by Region (2012-2017)
- 4.2 North America Outdoor Advertising Production, Consumption, Export, Import

(2012-2017)

4.3 Europe Outdoor Advertising Production, Consumption, Export, Import (2012-2017)

4.4 China Outdoor Advertising Production, Consumption, Export, Import (2012-2017)

4.5 Japan Outdoor Advertising Production, Consumption, Export, Import (2012-2017)

4.6 Southeast Asia Outdoor Advertising Production, Consumption, Export, Import  
(2012-2017)

4.7 India Outdoor Advertising Production, Consumption, Export, Import (2012-2017)

## **5 GLOBAL OUTDOOR ADVERTISING PRODUCTION, REVENUE (VALUE), PRICE TREND BY TYPE**

5.1 Global Outdoor Advertising Production and Market Share by Type (2012-2017)

5.2 Global Outdoor Advertising Revenue and Market Share by Type (2012-2017)

5.3 Global Outdoor Advertising Price by Type (2012-2017)

5.4 Global Outdoor Advertising Production Growth by Type (2012-2017)

## **6 GLOBAL OUTDOOR ADVERTISING MARKET ANALYSIS BY APPLICATION**

6.1 Global Outdoor Advertising Consumption and Market Share by Application  
(2012-2017)

6.2 Global Outdoor Advertising Consumption Growth Rate by Application (2012-2017)

6.3 Market Drivers and Opportunities

6.3.1 Potential Applications

6.3.2 Emerging Markets/Countries

## **7 GLOBAL OUTDOOR ADVERTISING MANUFACTURERS PROFILES/ANALYSIS**

7.1 JCDecaux Group

7.1.1 Company Basic Information, Manufacturing Base, Sales Area and Its  
Competitors

7.1.2 Outdoor Advertising Product Category, Application and Specification

7.1.2.1 Product A

7.1.2.2 Product B

7.1.3 JCDecaux Group Outdoor Advertising Capacity, Production, Revenue, Price and  
Gross Margin (2012-2017)

7.1.4 Main Business/Business Overview

7.2 Clear Channel Outdoor

7.2.1 Company Basic Information, Manufacturing Base, Sales Area and Its  
Competitors

- 7.2.2 Outdoor Advertising Product Category, Application and Specification
  - 7.2.2.1 Product A
  - 7.2.2.2 Product B
- 7.2.3 Clear Channel Outdoor Outdoor Advertising Capacity, Production, Revenue, Price and Gross Margin (2012-2017)
- 7.2.4 Main Business/Business Overview
- 7.3 Lamar Advertising
  - 7.3.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 7.3.2 Outdoor Advertising Product Category, Application and Specification
    - 7.3.2.1 Product A
    - 7.3.2.2 Product B
  - 7.3.3 Lamar Advertising Outdoor Advertising Capacity, Production, Revenue, Price and Gross Margin (2012-2017)
  - 7.3.4 Main Business/Business Overview
- 7.4 CBS Corporation
  - 7.4.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 7.4.2 Outdoor Advertising Product Category, Application and Specification
    - 7.4.2.1 Product A
    - 7.4.2.2 Product B
  - 7.4.3 CBS Corporation Outdoor Advertising Capacity, Production, Revenue, Price and Gross Margin (2012-2017)
  - 7.4.4 Main Business/Business Overview
- 7.5 Stroer Media AG
  - 7.5.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 7.5.2 Outdoor Advertising Product Category, Application and Specification
    - 7.5.2.1 Product A
    - 7.5.2.2 Product B
  - 7.5.3 Stroer Media AG Outdoor Advertising Capacity, Production, Revenue, Price and Gross Margin (2012-2017)
  - 7.5.4 Main Business/Business Overview
- 7.6 Adams Outdoor Advertising
  - 7.6.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 7.6.2 Outdoor Advertising Product Category, Application and Specification
    - 7.6.2.1 Product A
    - 7.6.2.2 Product B

7.6.3 Adams Outdoor Advertising Outdoor Advertising Capacity, Production, Revenue, Price and Gross Margin (2012-2017)

7.6.4 Main Business/Business Overview

7.7 AdSpace Networks

7.7.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors

7.7.2 Outdoor Advertising Product Category, Application and Specification

7.7.2.1 Product A

7.7.2.2 Product B

7.7.3 AdSpace Networks Outdoor Advertising Capacity, Production, Revenue, Price and Gross Margin (2012-2017)

7.7.4 Main Business/Business Overview

7.8 AirMedia

7.8.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors

7.8.2 Outdoor Advertising Product Category, Application and Specification

7.8.2.1 Product A

7.8.2.2 Product B

7.8.3 AirMedia Outdoor Advertising Capacity, Production, Revenue, Price and Gross Margin (2012-2017)

7.8.4 Main Business/Business Overview

7.9 APN Outdoor

7.9.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors

7.9.2 Outdoor Advertising Product Category, Application and Specification

7.9.2.1 Product A

7.9.2.2 Product B

7.9.3 APN Outdoor Outdoor Advertising Capacity, Production, Revenue, Price and Gross Margin (2012-2017)

7.9.4 Main Business/Business Overview

7.10 Burkhart Advertising

7.10.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors

7.10.2 Outdoor Advertising Product Category, Application and Specification

7.10.2.1 Product A

7.10.2.2 Product B

7.10.3 Burkhart Advertising Outdoor Advertising Capacity, Production, Revenue, Price and Gross Margin (2012-2017)

7.10.4 Main Business/Business Overview



- 7.11 Outfront Media
- 7.12 Adams Outdoor Advertising
- 7.13 AirMedia
- 7.14 Daktronics
- 7.15 Focus Media Group

## **8 OUTDOOR ADVERTISING MANUFACTURING COST ANALYSIS**

- 8.1 Outdoor Advertising Key Raw Materials Analysis
  - 8.1.1 Key Raw Materials
  - 8.1.2 Price Trend of Key Raw Materials
  - 8.1.3 Key Suppliers of Raw Materials
  - 8.1.4 Market Concentration Rate of Raw Materials
- 8.2 Proportion of Manufacturing Cost Structure
  - 8.2.1 Raw Materials
  - 8.2.2 Labor Cost
  - 8.2.3 Manufacturing Expenses
- 8.3 Manufacturing Process Analysis of Outdoor Advertising

## **9 INDUSTRIAL CHAIN, SOURCING STRATEGY AND DOWNSTREAM BUYERS**

- 9.1 Outdoor Advertising Industrial Chain Analysis
- 9.2 Upstream Raw Materials Sourcing
- 9.3 Raw Materials Sources of Outdoor Advertising Major Manufacturers in 2015
- 9.4 Downstream Buyers

## **10 MARKETING STRATEGY ANALYSIS, DISTRIBUTORS/TRADERS**

- 10.1 Marketing Channel
  - 10.1.1 Direct Marketing
  - 10.1.2 Indirect Marketing
  - 10.1.3 Marketing Channel Development Trend
- 10.2 Market Positioning
  - 10.2.1 Pricing Strategy
  - 10.2.2 Brand Strategy
  - 10.2.3 Target Client
- 10.3 Distributors/Traders List

## **11 MARKET EFFECT FACTORS ANALYSIS**

## 11.1 Technology Progress/Risk

### 11.1.1 Substitutes Threat

### 11.1.2 Technology Progress in Related Industry

## 11.2 Consumer Needs/Customer Preference Change

## 11.3 Economic/Political Environmental Change

## **12 GLOBAL OUTDOOR ADVERTISING MARKET FORECAST (2017-2022)**

### 12.1 Global Outdoor Advertising Capacity, Production, Revenue Forecast (2017-2022)

#### 12.1.1 Global Outdoor Advertising Capacity, Production and Growth Rate Forecast (2017-2022)

#### 12.1.2 Global Outdoor Advertising Revenue and Growth Rate Forecast (2017-2022)

#### 12.1.3 Global Outdoor Advertising Price and Trend Forecast (2017-2022)

### 12.2 Global Outdoor Advertising Production, Consumption, Import and Export Forecast by Region (2017-2022)

#### 12.2.1 North America Outdoor Advertising Production, Revenue, Consumption, Export and Import Forecast (2017-2022)

#### 12.2.2 Europe Outdoor Advertising Production, Revenue, Consumption, Export and Import Forecast (2017-2022)

#### 12.2.3 China Outdoor Advertising Production, Revenue, Consumption, Export and Import Forecast (2017-2022)

#### 12.2.4 Japan Outdoor Advertising Production, Revenue, Consumption, Export and Import Forecast (2017-2022)

#### 12.2.5 Southeast Asia Outdoor Advertising Production, Revenue, Consumption, Export and Import Forecast (2017-2022)

#### 12.2.6 India Outdoor Advertising Production, Revenue, Consumption, Export and Import Forecast (2017-2022)

### 12.3 Global Outdoor Advertising Production, Revenue and Price Forecast by Type (2017-2022)

### 12.4 Global Outdoor Advertising Consumption Forecast by Application (2017-2022)

## **13 RESEARCH FINDINGS AND CONCLUSION**

## **14 APPENDIX**

### 14.1 Methodology/Research Approach

#### 14.1.1 Research Programs/Design

#### 14.1.2 Market Size Estimation

- 14.1.3 Market Breakdown and Data Triangulation
- 14.2 Data Source
  - 14.2.1 Secondary Sources
  - 14.2.2 Primary Sources
- 14.3 Disclaimer

The report requires updating with new data and is sent in 2-3 business days after order is placed.

## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Picture of Outdoor Advertising

Figure Global Outdoor Advertising Production (K Units) and CAGR (%) Comparison by Types (Product Category) (2012-2022)

Figure Global Outdoor Advertising Production Market Share by Types (Product Category) in 2016

Figure Product Picture of Digital Outdoor Advertising

Table Major Manufacturers of Digital Outdoor Advertising

Figure Product Picture of Physical Outdoor Advertising

Table Major Manufacturers of Physical Outdoor Advertising

Figure Product Picture of Other

Table Major Manufacturers of Other

Figure Global Outdoor Advertising Consumption (K Units) by Applications (2012-2022)

Figure Global Outdoor Advertising Consumption Market Share by Applications in 2016

Figure Commercial Propaganda Examples

Table Key Downstream Customer in Commercial Propaganda

Figure Transit Display Examples

Table Key Downstream Customer in Transit Display

Figure Other Examples

Table Key Downstream Customer in Other

Figure Global Outdoor Advertising Market Size (Million USD), Comparison (K Units) and CAGR (%) by Regions (2012-2022)

Figure North America Outdoor Advertising Revenue (Million USD) and Growth Rate (2012-2022)

Figure Europe Outdoor Advertising Revenue (Million USD) and Growth Rate (2012-2022)

Figure China Outdoor Advertising Revenue (Million USD) and Growth Rate (2012-2022)

Figure Japan Outdoor Advertising Revenue (Million USD) and Growth Rate (2012-2022)

Figure Southeast Asia Outdoor Advertising Revenue (Million USD) and Growth Rate (2012-2022)

Figure India Outdoor Advertising Revenue (Million USD) and Growth Rate (2012-2022)

Figure Global Outdoor Advertising Revenue (Million USD) Status and Outlook (2012-2022)

Figure Global Outdoor Advertising Capacity, Production (K Units) Status and Outlook (2012-2022)

Figure Global Outdoor Advertising Major Players Product Capacity (K Units)

(2012-2017)

Table Global Outdoor Advertising Capacity (K Units) of Key Manufacturers (2012-2017)

Table Global Outdoor Advertising Capacity Market Share of Key Manufacturers  
(2012-2017)

Figure Global Outdoor Advertising Capacity (K Units) of Key Manufacturers in 2016

Figure Global Outdoor Advertising Capacity (K Units) of Key Manufacturers in 2017

Figure Global Outdoor Advertising Major Players Product Production (K Units)  
(2012-2017)

Table Global Outdoor Advertising Production (K Units) of Key Manufacturers  
(2012-2017)

Table Global Outdoor Advertising Production Share by Manufacturers (2012-2017)

Figure 2016 Outdoor Advertising Production Share by Manufacturers

Figure 2017 Outdoor Advertising Production Share by Manufacturers

Figure Global Outdoor Advertising Major Players Product Revenue (Million USD)  
(2012-2017)

Table Global Outdoor Advertising Revenue (Million USD) by Manufacturers (2012-2017)

Table Global Outdoor Advertising Revenue Share by Manufacturers (2012-2017)

Table 2016 Global Outdoor Advertising Revenue Share by Manufacturers

Table 2017 Global Outdoor Advertising Revenue Share by Manufacturers

Table Global Market Outdoor Advertising Average Price (USD/Unit) of Key  
Manufacturers (2012-2017)

Figure Global Market Outdoor Advertising Average Price (USD/Unit) of Key  
Manufacturers in 2016

Table Manufacturers Outdoor Advertising Manufacturing Base Distribution and Sales  
Area

Table Manufacturers Outdoor Advertising Product Category

Figure Outdoor Advertising Market Share of Top 3 Manufacturers

Figure Outdoor Advertising Market Share of Top 5 Manufacturers

Table Global Outdoor Advertising Capacity (K Units) by Region (2012-2017)

Figure Global Outdoor Advertising Capacity Market Share by Region (2012-2017)

Figure Global Outdoor Advertising Capacity Market Share by Region (2012-2017)

Figure 2016 Global Outdoor Advertising Capacity Market Share by Region

Table Global Outdoor Advertising Production by Region (2012-2017)

Figure Global Outdoor Advertising Production (K Units) by Region (2012-2017)

Figure Global Outdoor Advertising Production Market Share by Region (2012-2017)

Figure 2016 Global Outdoor Advertising Production Market Share by Region

Table Global Outdoor Advertising Revenue (Million USD) by Region (2012-2017)

Table Global Outdoor Advertising Revenue Market Share by Region (2012-2017)

Figure Global Outdoor Advertising Revenue Market Share by Region (2012-2017)

Table 2016 Global Outdoor Advertising Revenue Market Share by Region  
Figure Global Outdoor Advertising Capacity, Production (K Units) and Growth Rate (2012-2017)  
Table Global Outdoor Advertising Capacity, Production (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (2012-2017)  
Table North America Outdoor Advertising Capacity, Production (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (2012-2017)  
Table Europe Outdoor Advertising Capacity, Production (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (2012-2017)  
Table China Outdoor Advertising Capacity, Production (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (2012-2017)  
Table Japan Outdoor Advertising Capacity, Production (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (2012-2017)  
Table Southeast Asia Outdoor Advertising Capacity, Production (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (2012-2017)  
Table India Outdoor Advertising Capacity, Production (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (2012-2017)  
Table Global Outdoor Advertising Consumption (K Units) Market by Region (2012-2017)  
Table Global Outdoor Advertising Consumption Market Share by Region (2012-2017)  
Figure Global Outdoor Advertising Consumption Market Share by Region (2012-2017)  
Figure 2016 Global Outdoor Advertising Consumption (K Units) Market Share by Region  
Table North America Outdoor Advertising Production, Consumption, Import & Export (K Units) (2012-2017)  
Table Europe Outdoor Advertising Production, Consumption, Import & Export (K Units) (2012-2017)  
Table China Outdoor Advertising Production, Consumption, Import & Export (K Units) (2012-2017)  
Table Japan Outdoor Advertising Production, Consumption, Import & Export (K Units) (2012-2017)  
Table Southeast Asia Outdoor Advertising Production, Consumption, Import & Export (K Units) (2012-2017)  
Table India Outdoor Advertising Production, Consumption, Import & Export (K Units) (2012-2017)  
Table Global Outdoor Advertising Production (K Units) by Type (2012-2017)  
Table Global Outdoor Advertising Production Share by Type (2012-2017)  
Figure Production Market Share of Outdoor Advertising by Type (2012-2017)  
Figure 2016 Production Market Share of Outdoor Advertising by Type  
Table Global Outdoor Advertising Revenue (Million USD) by Type (2012-2017)

Table Global Outdoor Advertising Revenue Share by Type (2012-2017)  
Figure Production Revenue Share of Outdoor Advertising by Type (2012-2017)  
Figure 2016 Revenue Market Share of Outdoor Advertising by Type  
Table Global Outdoor Advertising Price (USD/Unit) by Type (2012-2017)  
Figure Global Outdoor Advertising Production Growth by Type (2012-2017)  
Table Global Outdoor Advertising Consumption (K Units) by Application (2012-2017)  
Table Global Outdoor Advertising Consumption Market Share by Application (2012-2017)  
Figure Global Outdoor Advertising Consumption Market Share by Applications (2012-2017)  
Figure Global Outdoor Advertising Consumption Market Share by Application in 2016  
Table Global Outdoor Advertising Consumption Growth Rate by Application (2012-2017)  
Figure Global Outdoor Advertising Consumption Growth Rate by Application (2012-2017)  
Table JCDecaux Group Basic Information, Manufacturing Base, Sales Area and Its Competitors  
Table JCDecaux Group Outdoor Advertising Capacity, Production (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (2012-2017)  
Figure JCDecaux Group Outdoor Advertising Production Growth Rate (2012-2017)  
Figure JCDecaux Group Outdoor Advertising Production Market Share (2012-2017)  
Figure JCDecaux Group Outdoor Advertising Revenue Market Share (2012-2017)  
Table Clear Channel Outdoor Basic Information, Manufacturing Base, Sales Area and Its Competitors  
Table Clear Channel Outdoor Outdoor Advertising Capacity, Production (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (2012-2017)  
Figure Clear Channel Outdoor Outdoor Advertising Production Growth Rate (2012-2017)  
Figure Clear Channel Outdoor Outdoor Advertising Production Market Share (2012-2017)  
Figure Clear Channel Outdoor Outdoor Advertising Revenue Market Share (2012-2017)  
Table Lamar Advertising Basic Information, Manufacturing Base, Sales Area and Its Competitors  
Table Lamar Advertising Outdoor Advertising Capacity, Production (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (2012-2017)  
Figure Lamar Advertising Outdoor Advertising Production Growth Rate (2012-2017)  
Figure Lamar Advertising Outdoor Advertising Production Market Share (2012-2017)  
Figure Lamar Advertising Outdoor Advertising Revenue Market Share (2012-2017)  
Table CBS Corporation Basic Information, Manufacturing Base, Sales Area and Its

## Competitors

Table CBS Corporation Outdoor Advertising Capacity, Production (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (2012-2017)

Figure CBS Corporation Outdoor Advertising Production Growth Rate (2012-2017)

Figure CBS Corporation Outdoor Advertising Production Market Share (2012-2017)

Figure CBS Corporation Outdoor Advertising Revenue Market Share (2012-2017)

Table Stroer Media AG Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Stroer Media AG Outdoor Advertising Capacity, Production (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (2012-2017)

Figure Stroer Media AG Outdoor Advertising Production Growth Rate (2012-2017)

Figure Stroer Media AG Outdoor Advertising Production Market Share (2012-2017)

Figure Stroer Media AG Outdoor Advertising Revenue Market Share (2012-2017)

Table Adams Outdoor Advertising Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Adams Outdoor Advertising Outdoor Advertising Capacity, Production (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (2012-2017)

Figure Adams Outdoor Advertising Outdoor Advertising Production Growth Rate (2012-2017)

Figure Adams Outdoor Advertising Outdoor Advertising Production Market Share (2012-2017)

Figure Adams Outdoor Advertising Outdoor Advertising Revenue Market Share (2012-2017)

Table AdSpace Networks Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table AdSpace Networks Outdoor Advertising Capacity, Production (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (2012-2017)

Figure AdSpace Networks Outdoor Advertising Production Growth Rate (2012-2017)

Figure AdSpace Networks Outdoor Advertising Production Market Share (2012-2017)

Figure AdSpace Networks Outdoor Advertising Revenue Market Share (2012-2017)

Table AirMedia Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table AirMedia Outdoor Advertising Capacity, Production (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (2012-2017)

Figure AirMedia Outdoor Advertising Production Growth Rate (2012-2017)

Figure AirMedia Outdoor Advertising Production Market Share (2012-2017)

Figure AirMedia Outdoor Advertising Revenue Market Share (2012-2017)

Table APN Outdoor Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table APN Outdoor Outdoor Advertising Capacity, Production (K Units), Revenue



(Million USD), Price (USD/Unit) and Gross Margin (2012-2017)

Figure APN Outdoor Advertising Production Growth Rate (2012-2017)

Figure APN Outdoor Advertising Production Market Share (2012-2017)

Figure APN Outdoor Advertising Revenue Market Share (2012-2017)

Table Burkhart Advertising Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Burkhart Advertising Outdoor Advertising Capacity, Production (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (2012-2017)

Figure Burkhart Advertising Outdoor Advertising Production Growth Rate (2012-2017)

Figure Burkhart Advertising Outdoor Advertising Production Market Share (2012-2017)

Figure Burkhart Advertising Outdoor Advertising Revenue Market Share (2012-2017)

Table Production Base and Market Concentration Rate of Raw Material

Figure Price Trend of Key Raw Materials

Table Key Suppliers of Raw Materials

Figure Manufacturing Cost Structure of Outdoor Advertising

Figure Manufacturing Process Analysis of Outdoor Advertising

Figure Outdoor Advertising Industrial Chain Analysis

Table Raw Materials Sources of Outdoor Advertising Major Manufacturers in 2016

Table Major Buyers of Outdoor Advertising

Table Distributors/Traders List

Figure Global Outdoor Advertising Capacity, Production (K Units) and Growth Rate Forecast (2017-2022)

Figure Global Outdoor Advertising Revenue (Million USD) and Growth Rate Forecast (2017-2022)

Figure Global Outdoor Advertising Price (Million USD) and Trend Forecast (2017-2022)

Table Global Outdoor Advertising Production (K Units) Forecast by Region (2017-2022)

Figure Global Outdoor Advertising Production Market Share Forecast by Region (2017-2022)

Table Global Outdoor Advertising Consumption (K Units) Forecast by Region (2017-2022)

Figure Global Outdoor Advertising Consumption Market Share Forecast by Region (2017-2022)

Figure North America Outdoor Advertising Production (K Units) and Growth Rate Forecast (2017-2022)

Figure North America Outdoor Advertising Revenue (Million USD) and Growth Rate Forecast (2017-2022)

Table North America Outdoor Advertising Production, Consumption, Export and Import (K Units) Forecast (2017-2022)

Figure Europe Outdoor Advertising Production (K Units) and Growth Rate Forecast

(2017-2022)

Figure Europe Outdoor Advertising Revenue (Million USD) and Growth Rate Forecast (2017-2022)

Table Europe Outdoor Advertising Production, Consumption, Export and Import (K Units) Forecast (2017-2022)

Figure China Outdoor Advertising Production (K Units) and Growth Rate Forecast (2017-2022)

Figure China Outdoor Advertising Revenue (Million USD) and Growth Rate Forecast (2017-2022)

Table China Outdoor Advertising Production, Consumption, Export and Import (K Units) Forecast (2017-2022)

Figure Japan Outdoor Advertising Production (K Units) and Growth Rate Forecast (2017-2022)

Figure Japan Outdoor Advertising Revenue (Million USD) and Growth Rate Forecast (2017-2022)

Table Japan Outdoor Advertising Production, Consumption, Export and Import (K Units) Forecast (2017-2022)

Figure Southeast Asia Outdoor Advertising Production (K Units) and Growth Rate Forecast (2017-2022)

Figure Southeast Asia Outdoor Advertising Revenue (Million USD) and Growth Rate Forecast (2017-2022)

Table Southeast Asia Outdoor Advertising Production, Consumption, Export and Import (K Units) Forecast (2017-2022)

Figure India Outdoor Advertising Production (K Units) and Growth Rate Forecast (2017-2022)

Figure India Outdoor Advertising Revenue (Million USD) and Growth Rate Forecast (2017-2022)

Table India Outdoor Advertising Production, Consumption, Export and Import (K Units) Forecast (2017-2022)

Table Global Outdoor Advertising Production (K Units) Forecast by Type (2017-2022)

Figure Global Outdoor Advertising Production (K Units) Forecast by Type (2017-2022)

Table Global Outdoor Advertising Revenue (Million USD) Forecast by Type (2017-2022)

Figure Global Outdoor Advertising Revenue Market Share Forecast by Type (2017-2022)

Table Global Outdoor Advertising Price Forecast by Type (2017-2022)

Table Global Outdoor Advertising Consumption (K Units) Forecast by Application (2017-2022)

Figure Global Outdoor Advertising Consumption (K Units) Forecast by Application (2017-2022)

Table Research Programs/Design for This Report  
Figure Bottom-up and Top-down Approaches for This Report  
Figure Data Triangulation  
Table Key Data Information from Secondary Sources  
Table Key Data Information from Primary Source

## I would like to order

Product name: Global Outdoor Advertising Market Research Report 2017

Product link: <https://marketpublishers.com/r/GCF435585AFPEN.html>

Price: US\$ 2,900.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/GCF435585AFPEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970