

Airport Advertising Industry Report (China)



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In the airport advertising industry, with the scale of surpassing 1,000, the practitioners communicate a lot. It is preliminarily estimated that outdoor ad media has occupied at least tens of thousands of square meters in China airports, seeing the growth rate of 50% annually. With the rapid development of domestic airport advertising industry, the industry has changed dramatically. As the special requirements on the airport environment and the advertising client structure determine that the manufacture and picture quality of outdoor ad media in airports must maintain the first-class level, many airports found special ad companies to provide more professional services.

Beijing 2008 Olympic Games and Shanghai World Expo 2010 are coming, which will promote the overall level of China advertising industry. Morganstanley anticipates that Chinese advertising market would increase by 15% in 2007 to be RMB 200 billion. Driven by Beijing Olympic Games, China advertising industry growth will reach a peak in 2008, with the revenue amounting to RMB 250 billion, 25% up over the year of 2007. It is expected that the advertising revenue of the flight station building of Capital Airport will reach 760 million in 2008, up 81% compared with the anticipated amount of 420 million in 2007.

With the development of China's market-oriented economy and the open to the outside world, China airport advertising industry will develop towards high technology and large scale. Consequently, new advertising concept and advanced design technology will come into being. From the angle of development experience of the international airport industry, the advertising revenue of the airports, as the main revenue source except for aviation revenue, plays an important role in foreign large airports. Currently, China domestic airport revenue still mainly comes from aviation services. In the future, China non-aviation business revenue will further enlarge, and the airport advertising industry will take on favorable development momentum and huge potentials.

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