

Global Outdoor Advertising Market Report: 2016 Edition

<https://marketpublishers.com/r/GED5588EBDDEN.html>

Date: January 2016

Pages: 58

Price: US\$ 800.00 (Single User License)

ID: GED5588EBDDEN

Abstracts

Outdoor advertising also called as out-of-home advertising, includes any type of advertising that reaches the consumers when they are outside their homes. This form of advertising works all the seven days of the week and twenty-four hours a day. Outdoor advertising consist of three major segments: advertising on street furniture, advertising on and in public transportation vehicles, station and airports and advertising on billboard. Other outdoor advertising activities, such as advertising on shopping trolleys or in gas stations are grouped together. The global outdoor advertising market is growing due to rising trend of digital content replacing traditional posters and billboards worldwide.

The key factors driving the growth of the outdoor advertising market are growing digital outdoor advertising market, growing mobile audience, rising display market, growing urbanization, fragmentation of all major media and growing global economy. Some of the noteworthy trends and developments of this industry are innovation in outdoor advertising, improving new measurement and addressability opportunities in digital outdoor advertising, new alternative outdoor advertising media solutions and low cost advertising medium. However, the expansion of global outdoor advertising market is hindered by stringent regulations and billboard operators as permit holders.

The report “Global Outdoor Advertising Market” provides an in-depth analysis of the global market along with a detailed study of major regional markets. The major trends, growth drivers as well as issues being faced by the industry are being presented in this report. The four major players in the industry, JC Decaux, Clear Channel Outdoor, CBS Corporation and Lamar Advertising Company are being profiled.

By combining SPSS Inc.’s data integration and analysis capabilities with our relevant

findings, we have predicted the future growth of the industry. We employed various significant variables that have an impact on this industry and created regression models with SPSS Base to determine the future direction of the industry. Before deploying the regression model, the relationship between several independent or predictor variables and the dependent variable was analyzed using standard SPSS output, including charts, tables and tests.

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