

Global Outdoor Advertising Market Report: 2013 Edition

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Abstracts

Outdoor advertising market is comprised of 4 major segments namely; billboards, street furniture, transit advertising, and alternative media. Billboards have been the largest segment in the outdoor advertising market due to the increasing popularity of digital billboards across the world.

The global outdoor advertising worldwide is growing at a great pace and is expected to continue to witness stable growth in the advertising industry which is mainly due to increasing popularity of this segment in comparison with other segments of the advertising industry. The present report examines the outdoor advertising market on a global scale and also provides detailed information regarding the key regional markets. On the regional basis, the US accounted for the major share in the outdoor advertising market followed by Japan.

The key trends observed within the market are environment friendly techniques, string growth opportunity of FMCG advertising and improving penetration rate of outdoor advertising. The major factors which will contribute in the growth of the industry include increasing urbanization, meliorating global economy and digital out of home advertising. But there are certain challenges which the industry is facing as of now which includes contribution to pollution, ethical and moral impact, and impact on traffic safety.

The report studies the outdoor advertising market on a global scale and also provides detailed information regarding the key regional markets. The competition in the global outdoor advertising market is intense with few large players viz. JC Decaux, Lamar Advertising Company, Clear Channel Outdoor Holdings, Inc. and CBS Corporation. In addition, global competitive landscape along with the company profiles of the leading players in the market is discussed in detail.

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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