

# Outdoor Advertising Market Report: 2009 Edition

<https://marketpublishers.com/r/O06C7BCE6A0EN.html>

Date: March 2009

Pages: 47

Price: US\$ 900.00 (Single User License)

ID: O06C7BCE6A0EN

## Abstracts

Corporate spending on advertising is likely to remain low following the failure of some of the most well-known institutions worldwide. Decline in advertising demand is expected to be more severe in financial services, real estate and automotive sector.

Traditional media platforms like television, radio and newspapers, are operating under tremendous pressure in the current economic recession. However, outdoor advertising segment is expected to register a strong growth in the coming years. After online advertising segment, the outdoor advertising segment has been the most dynamic in recent years. Outdoor advertising has been capturing share of advertising from television, radio, and newspaper.

The adoption of digital technology is driving growth of outdoor segment. Digital outdoor technology combines the traditional strengths of outdoor with unique targeting opportunities. Another key reason behind rapid growth of outdoor advertising is the low cost of this medium compared with the more expensive advertising mediums.

The United States has one of the highest growth rates in the outdoor advertising market. China has also registered remarkable growth in outdoor advertising market in recent years. The share of Chinese outdoor spending of the total advertising spend, is several times the world average.

The three leading competitors in the global outdoor advertising business are Clear Channel Outdoor, JCDecaux and CBS Outdoor. Together they have about thirty percent share of the global outdoor market. JCDecaux is the number one Street Furniture player worldwide and the number one outdoor company in Asia and Europe. Outdoor advertising in US is a duopoly between CBS and Clear Channel Outdoor.

The report analyzes the global outdoor advertising market. It analyzes the worldwide,

US, UK, China, Russia and Ukraine market. Apart from providing a competitive landscape of the market, the report also profiles the major players. It also analyzes the potential opportunities and discusses outlook of the market.

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