

Outdoor Advertising Market - Market Demand, Growth, Opportunities and Analysis of Top Key Player Forecast To 2022

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/EINPresswire.com/ -- Outdoor Advertising Market

Summary

Advertising, in simple terms, is informing about various types of brands and products available in the market. Advertising industry plays an important role in the economy and has become a necessity for the producers, traders and consumers. Advertising can be classified into five key categories including print advertising, broadcast advertising, covert advertising, public service advertising and outdoor advertising.

Outdoor advertising, also known as out of home (OOH) media is a type of advertising done by companies to promote their product to people when they are outside their house. In comparison with other types of advertising, outdoor advertisements are more impactful, reaches people quickly, provides final push before point of purchase, builds company's brand image and helps to target mass audience. Outdoor advertising can be segmented into four broad categories including billboards, street furniture, transit advertising and alternative advertising.

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Report Highlights

The U.S. is a major contributor to the out of home advertisement market supported by increased installation of new digital bus shelters across New York City and conversion of traditional paper based advertisements into digital screens which resulted in increased profits for the advertisement sites.

The global outdoor advertising market is expected to grow in future with emerging middle class population, rising urban population, increased investments in infrastructure and emergence of digital displays. Key trends of this market includes domination of digital out of home advertising market,



integration of mobile devices with OOH and increased preference towards beacons technology. However, there are some factors which can hinder the market growth including impact on tourism industry and stringent regulations.

The report “Global Outdoor Advertising Market: Industry Analysis & Outlook (2018-2022)” by Koncept Analytics provides an extensive research and detailed analysis of the present market along with future outlook. The report discusses the major growth drivers and challenges of the market, covering the U.S., the U.K., Australia and Canada region. The report profiles the key players of the market including JCDecaux, iHeartMedia Inc. (Clear Channel Outdoor Holdings, Inc.), Outfront Media Inc. and Lamar Advertising Company are being profiled.

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