

Out-of-home advertising

Key insights at a glance

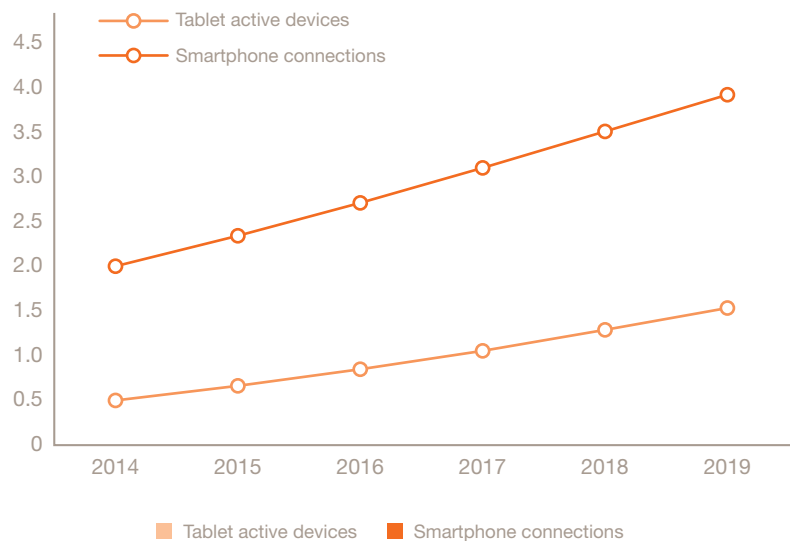


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Interactivity with consumers will become a key part of OOH advertising. OOH advertising will increasingly feature interactive elements to engage with consumers. By 2019, there will be 3.85bn smartphone connections and 1.46bn tablet active devices worldwide. This growth, combined with that of DOOH advertising, will offer opportunities to interact with these devices, increasingly including technologies such as near-field communications (NFC), allowing advertisements to act as points of sale.

Fig. 4: Global mobile device adoption is growing rapidly

Global smartphone connections and tablet active devices (bn), 2014–2019



Source: Global entertainment and media outlook 2015–2019, PwC, Ovum

Outlook insights: an analysis of the Global entertainment and media outlook 2015–2019

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