



Global DOOH revenue generated by digital place-based network, billboard and signage operators, grew 16.3% to \$6.47 billion in 2010-- and is projected to expand 16.9% in 2011, according to PQ Media.

PQ Media defines the global DOOH sector through two major platform segments – digital place-based networks (DPN) and digital billboards & signage (DBB) – and six venue and location categories, including cinema, retail, office, entertainment, transit and roadside.

Global digital place-based networks (DPN) revenue, the larger of the two platforms, grew 14.5% to \$5.06 billion in 2010, driven by strong double-digit rebounds from the 2009 malaise in key leading markets in all four major regions – Americas, Europe, Asia/Pacific, and MEA. USA (still world's largest overall DOOH and DPN market) as well as Brazil, the UK, Russia, China and India expanded at double-digit rates in 2010. These markets are expected to post similar growth again in 2011 and PQ Media projects global DPN revenue will increase 15.2%.

Meanwhile, global DBB revenue growth jumped 23.2% in 2010 to \$1.41 billion, fuelled by accelerated double-digit growth in all four regions. USA, UK and emerging BRIC markets each produced faster double-digit growth in 2010 and are projected to generate similar increases in 2011, when PQ Media anticipates global DBB revenue will rise 23.1%. DBB in USA is expected grow at an accelerated 18.8% in 2011, fuelled by gains in all four location categories, primarily roadside, the largest.

DOOH Grew WW 16.3% to \$6.47 Billion in 2010

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