# Article information:

Out-of-home advertising media: theoretical and industry perspectives | Communitas
<https://journals.ufs.ac.za/index.php/com/article/view/1007>

# Article summary:

1. Out-of-home (OOH) advertising expenditure has grown considerably in recent years.

2. There is a discrepancy between academic and industry experts on what constitutes contemporary OOH advertising media.

3. The article presents a conceptualisation of four key platforms for a contemporary OOH advertising media classification framework: outdoor advertising, transit media advertising, street-and-retail-furniture advertising, and digital and ambient OOH media.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The article "Out-of-home advertising media: theoretical and industry perspectives" presents an integrative review of the taxonomies of out-of-home (OOH) advertising media in academic sources and industry publications from various countries. The authors aim to address the discrepancy between academic and industry experts' views on contemporary OOH advertising media by presenting both sides of the coin.

The article provides a comprehensive overview of the different types of OOH advertising media, including outdoor advertising, transit media advertising, street-and-retail-furniture advertising, and digital and ambient OOH media. The authors argue that these platforms should be included in a contemporary OOH advertising media classification framework.

However, the article has some potential biases and limitations. Firstly, it is unclear how representative the selected academic sources and industry publications are of the entire field of OOH advertising. The authors do not provide any information on their selection criteria or methodology for identifying relevant sources.

Secondly, while the article presents both academic and industry perspectives on OOH advertising media, it seems to give more weight to industry opinions. For example, the authors state that "overall expenditure [on OOH advertising] has grown considerably in recent years," without providing any evidence or data to support this claim. This statement appears to be based solely on industry reports rather than independent research.

Thirdly, the article does not explore potential risks or negative aspects of OOH advertising media. For example, there is no discussion of privacy concerns related to digital OOH advertising or potential negative effects on local communities from excessive outdoor advertisements.

Finally, while the article proposes a new conceptualisation of a contemporary OOH advertising media classification framework, it does not provide any evidence or data to support this framework's effectiveness or validity. Future research is needed to test this proposed framework's usefulness in practice.

In conclusion, while "Out-of-home advertising media: theoretical and industry perspectives" provides a useful overview of different types of OOH advertising media, it has some potential biases and limitations that should be taken into account. Further research is needed to explore the effectiveness of the proposed classification framework and potential risks associated with OOH advertising media.

# Topics for further research:

* Privacy concerns related to digital out-of-home advertising
* Negative effects of outdoor advertising on local communities
* Regulation of out-of-home advertising
* Effectiveness of out-of-home advertising compared to other advertising media
* Consumer attitudes towards out-of-home advertising
* Impact of technology on out-of-home advertising industry

# Report location:

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