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**MODERN WORLD TRENDS IN OHH ADVERTISING RESEARCH**

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***Research methodology*** *is to use historical and logical methods of cognition. The above methodological approach allows to systematize and to form the sequence of field measurements in outdoor advertising.*

***Results.*** *The purpose of the research is to explore and to summarize the main research methodology in outdoor advertising in the world and to reveal its nature and characteristics; to identify 2015-2016 years key trends and their impact on the modern development of research in OOH advertising globally.*

***Novelty*** *is that the study was the first comprehensive attempt to give disclosure of traditional and modern approaches studying the OOH advertising effectiveness. Dominant trends in outdoor advertising were discovered and it was determined that further development in the coming years will be on the combination of OOH and digital (the internet, social networks, and mobile devices).*

***Practical significance.*** *Study’s results are that the outdoor advertising industry is in a transitional stage of development and quickly adapts to changes in the media space. The innovative new technologies not only help to monitor behavioral characteristics of consumers, simplify planning and reporting on advertising campaigns, but also to buy and sell advertising areas quickly and in real time. An important trend of globalization of OOH advertising market is the process of standardization, in the area of digital advertising research in particular.*