

Special Facts and Figures Issue

OOH: Consistent Winner in a Disrupted Ad Industry

Out of home (OOH) advertising has been remarkably consistent in an environment of major upheaval for traditional media, and 2015 continued that strong trend. OOH ad revenue rose 4.6 percent in 2015 to \$7.3 billion, and set an all-time high for OOH. The industry has also posted 23 consecutive quarters of growth since the recession.

Among the top OOH revenue categories, those with the greatest growth increase in 2015 included Miscellaneous Local Services & Amusements +9 percent; Retail +8 percent; Government, Politics and Organizations +6 percent; Automotive Dealers & Services +6 percent; and Financial +4 percent.

Of the top 100 OOH advertisers in 2015, 53 had increases in OOH spend equal to or greater than the industry increase of 4.6 percent. Ranked in order of OOH spending, the top 10 advertisers in 2015 were McDonalds, Apple, Verizon, Warner Bros Pictures, Metro PCS, Coca-Cola, Geico, Universal Pictures, Chase, and Samsung. McDonalds and Apple retained the top two positions for the third consecutive year.

For the last six years, 2010-2015, OOH has retained a constant share of about 4.3 percent. Meanwhile, all other traditional media have declined. (See page 3 for more analysis).

Future projections look promising, too, with OOH forecast to eclipse market share and revenue of magazines in 2017 and newspapers in 2019. Examining media share performance from 2010-2019, OOH share is projected to remain constant at 4.3 percent, but OOH revenue will increase 33 percent

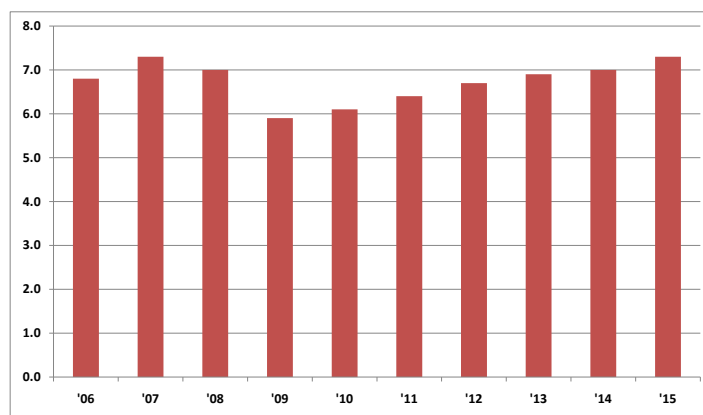
from 2010 and hit a projected \$8.1B in 2019. Shares of all other traditional media will drop, while digital media explodes:

- TV -18%
- Radio -37%
- Magazines -71%
- Newspaper -75%
- Digital +266%

Shifting from media share analysis to revenue performance 2010-2019, the mobile component of digital media is projected to grow 100 times to represent 64 percent of total digital revenue. Overall, total core media revenue will grow 33 percent, and result in increases for OOH and digital, with all other media experiencing revenue declines.

OOH's success in this disruptive climate is anchored in its ubiquity; the fact that it cannot be delayed, skipped, or turned off; and, in most cases, close proximity to the point-of-sale or transaction.

OOH AD SPEND 2006 – 2015 (Billions)



Source: OAAA

Consumers are also spending more time with OOH than ever before driven by the continuing urbanization of the US, plus record levels of consumer miles driven, transit ridership, and airline passenger travel. As the just-released [Nielsen OOH Advertising Study](#) reported, more than 90 percent of US travelers have noticed some form of OOH advertising in the past month.

(Source for all share and projection data is Magna Global)

Traditional Media Format	Growth Rate 2014	Projected Growth Rate 2015	Projected Growth Rate 2016
OOH	1.1%	4.6%	3.2%
Total TV	3.8%*	-3.9%	6.1%**
Radio	-3.0%	-2.9%	-2.8%
Newspaper	-11.6%	-12.8%	-9.1%
Magazine	-11.4%	-13.5%	-10.6%
Total Traditional Media	-3.6%	-3.3%	-2.0%
OOH Variance to Total Traditional Media	+4.7%	+7.2%	+5.2%
Digital Media (search, display, video, social, mobile)	15.6%	19.6%	13.8%
Total Core Media	3.3%	2.1%	5.7%

Source: MagnaGlobal December 2015

*Includes Olympics, World Cup, Political
** Includes Political, Olympics

CALENDAR

April 19
2016 OBIE Awards Program
Boca Raton, FL

May 4
Webinar: 2016 OOH Conference & OBIE Awards Review
2 pm ET

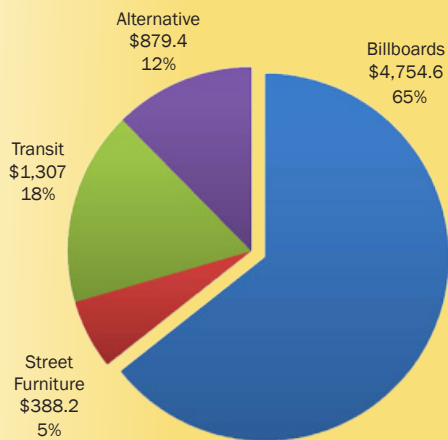
June 1
Webinar: New Nielsen OOH Study
2 pm ET

OOH 2015 Revenue by Format

The four major categories of OOH advertising and their respective share of 2015 revenue are: Billboards (65%), Transit (18%), Alternative (12%), and Street Furniture (5%). The billboard category increase over 2014 was lead by revenue growth in digital billboards. Transit increased its share of the total OOH pie in 2015.

The OOH industry is a vast network of media companies in all 50 states represented across the four major OOH categories. These companies range from large, multinational media corporations to small, independent family-owned businesses.

2015 Total OOH Revenue: \$7.3 Billion



Note: Figures in millions. Source: OAAA

2015 Top 15 in OOH Spending

Advertiser

1. McDonalds Restaurant
2. Apple
3. Verizon
4. Metro PCS
5. Warner Bros Pictures
6. Coca-Cola
7. Geico
8. Universal Pictures
9. Chase
10. Samsung
11. Sprint
12. AT&T
13. T-Mobile
14. Citi
15. NBC

Parent Company

1. McDonalds Corp
2. Comcast Corp
3. Time Warner Inc
4. Apple Inc
5. Deutsche Telekom Ag
6. Verizon Communications Inc
7. 21st Century Fox Inc
8. Coca-Cola Co
9. Walt Disney Co
10. Sabmiller Plc
11. Berkshire Hathaway Inc
12. Softbank Corp
13. JP Morgan Chase & Co
14. AT&T Inc
15. Google Inc

Source: Kantar Media

2015 Top 10 OOH Account Increases

Advertiser	2015 Revenue (000)	Increase Over 2014 (000)
Verizon	\$48,059.8	\$13,588.2
Microsoft	\$19,491.0	\$11,943.8
Universal Pictures	\$25,174.2	\$8,227.2
Sprint	\$21,189.2	\$7,855.9
Coca-Cola	\$30,437.8	\$7,646.2
T-Mobile	\$21,090.6	\$6,437.7
Warner Bros Pictures	\$34,440.6	\$5,802.0
McDonalds Restaurant	\$86,399.8	\$5,083.7
Red Bull	\$8,051.3	\$4,647.3
Netflix	\$8,605.7	\$4,450.3

Source: Kantar Media

2015 Top 10 OOH Categories

Industry Categories 2015

Misc Services & Amusements	\$1,490,349.4
Retail	\$805,393.0
Media & Advertising	\$656,589.7
Restaurants	\$553,497.8
Public Trans., Hotels & Resorts	\$534,195.9
Financial	\$406,363.5
Insurance & Real Estate	\$403,999.7
Government, Politics, Orgs	\$387,334.8
Communications	\$366,723.4
Automotive Dealers & Services	\$318,678.1

Note: Figures in thousands. Source: Kantar Media, OAAA

Number of Out of Home Displays (2016)

Billboards	Street Furniture	Transit	Alternative
Bulletins 158,868	Bus Shelters 49,082	Airports 68,560	Arena & Stadiums 1,352
Digital Billboards 6,400	Urban Furniture, i.e. Phone Kiosks Newsracks	Buses 205,426	Cinema 34,350
Posters 165,606 faces	Digital Urban Furniture 699	Subway & Rail 184,078 faces	Digital Place-Based Video 1.25 million screens
Junior Posters 33,336 faces		Mobile Billboards 1,200	Interior Place-Based, i.e. Convenience Stores Health Clubs Restaurants/Bars
Walls/Spectaculars 4,029		Truckside 2,732 vehicles	Exterior Place-Based, i.e. Airborne Marine Resorts & Leisure
		Taxis/ Wrapped Vehicles 46,194	Shopping Malls 30,532
		Digital Transit 3,760	Digital Shopping Malls 120

OOH's Solid Performance in Total Media Landscape

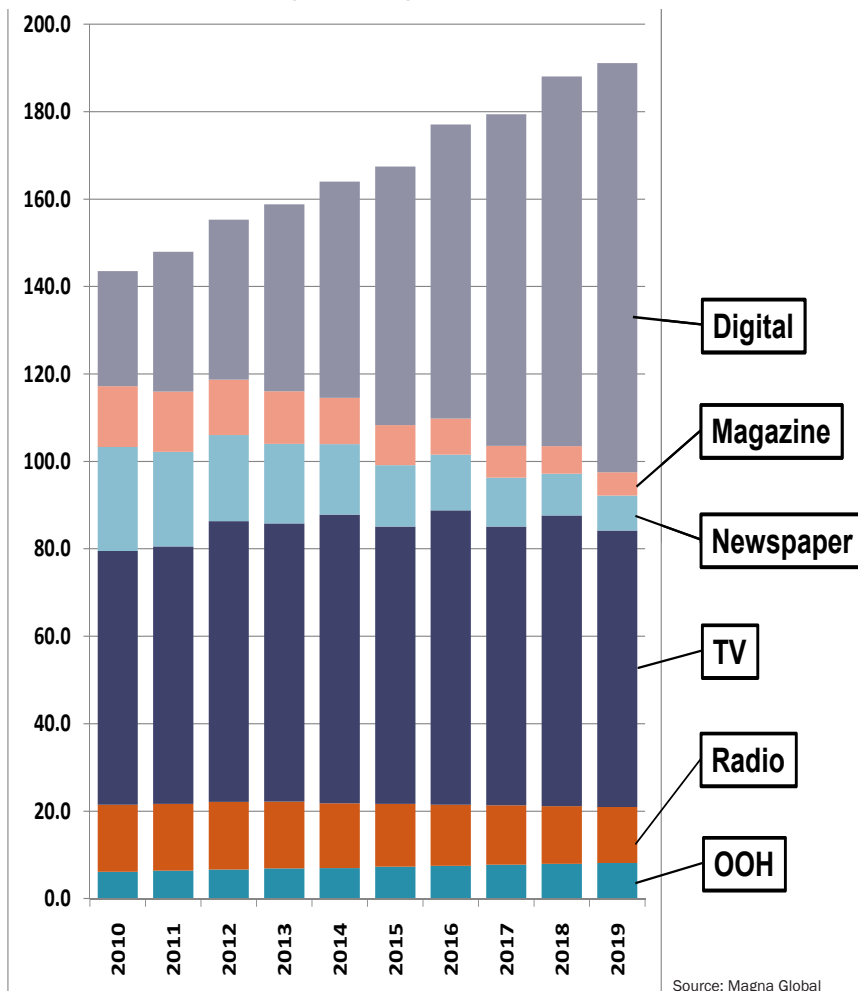
2010-2015 Key Highlights

- OOH retained 4.3 percent share every year
- All other traditional media shares were down 2010 to 2015:
 - TV -6%
 - Radio -20%
 - Magazine -43%
 - Newspaper -49%
- Digital media's share increased 192 percent (almost doubled); mobile's share increased almost 30 times
- Total core media revenue increased 16.7 percent

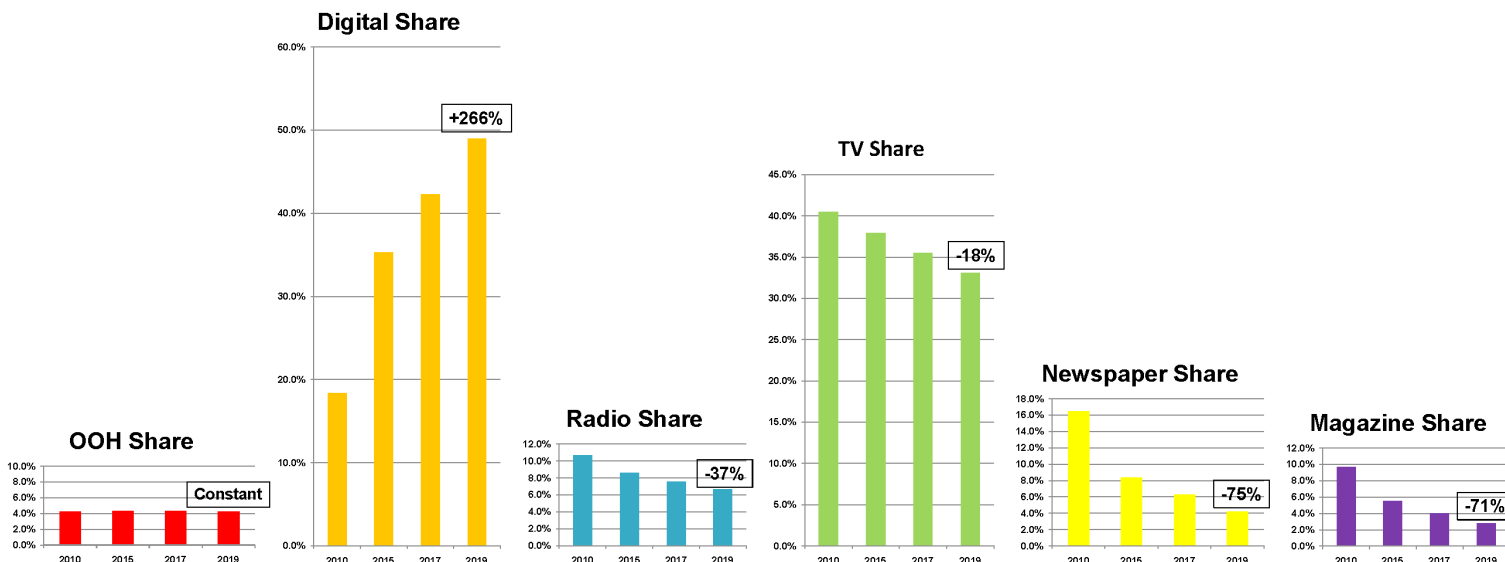
2016-2019 Key Projections

- OOH projected to retain 4.3 percent share and grow by 8 percent to \$8.1B in 2019
- All other traditional media shares decrease:
 - TV -13%
 - Radio -15%
 - Magazine -39%
 - Newspaper -42%
- Digital media share grows 29 percent, and mobile share more than doubles to represent 64 percent of total digital revenue
- OOH is projected to overtake share and revenue of magazine in 2017 and newspaper in 2019

US TOTAL AD SPEND 2010 - 2019 By Media Type (Billions)



US TOTAL CORE MEDIA SHARE 2010 - 2019



Top Ad Spend Markets

2015 Top 40 Markets Overall Ad Spend	
Rank	Market
1	New York
2	Los Angeles
3	Chicago
4	Philadelphia
5	Dallas
6	Houston
7	San Francisco
8	Washington, DC
9	Miami
10	Boston
11	Atlanta
12	Phoenix
13	Minneapolis
14	Denver
15	Tampa
16	Seattle
17	Detroit
18	Orlando
19	San Diego
20	Baltimore
21	Cleveland
22	San Antonio
23	Pittsburgh
24	Las Vegas
25	St. Louis
26	Harford
27	Sacramento
28	Portland
29	Salt Lake City
30	Indianapolis
31	Cincinnati
32	Austin
33	Kansas City
34	Charlotte
35	Raleigh
36	Milwaukee
37	Nashville
38	West Palm Beach
39	Columbus
40	Oklahoma City

Source: Kantar Media

2015 Top 40 OOH Markets by Ad Spend	
Market	OOH Ad Spend (000)
New York	\$701,655.4
Los Angeles	\$412,972.3
Chicago	\$226,786.5
San Francisco	\$191,661.0
Miami	\$141,715.8
Dallas	\$134,377.2
Philadelphia	\$128,175.9
Boston	\$119,450.4
Washington, DC	\$117,400.5
Atlanta	\$113,408.1
Houston	\$103,922.1
Orlando	\$95,107.5
Minneapolis	\$70,757.9
Tampa	\$66,717.3
Phoenix	\$62,924.6
Detroit	\$60,865.1
Las Vegas	\$57,706.7
Seattle	\$47,589.8
Salt Lake City	\$47,355.2
Denver	\$40,457.3
Sacramento	\$37,758.1
San Diego	\$37,106.9
Pittsburgh	\$35,368.4
Hartford	\$34,254.2
Austin	\$34,077.5
San Antonio	\$33,932.5
Nashville	\$33,808.5
Indianapolis	\$32,335.8
Cleveland	\$30,031.0
Charlotte	\$29,350.9
Harrisburg	\$28,627.7
Milwaukee	\$28,537.0
New Orleans	\$28,010.3
Grand Rapids	\$27,140.7
Portland, OR	\$24,164.5
Kansas City	\$24,029.2
Mobile	\$23,183.3
Oklahoma City	\$22,972.8
Birmingham	\$21,977.5
Jacksonville	\$21,849.1

Source: Kantar Media. Note: Kantar under-reports OOH spend by approx. 35% so figures are not actual.

2015 Top 40 OOH Markets by OOH Share of Local Ad Spend	
Market	OOH % of Local Market Ad Spend
Flint	23.3%
Harrisburg	22.2%
Cedar Rapids	21.7%
Huntsville	21.7%
Mobile	21.4%
Waco	20.1%
New York	19.8%
Evansville	19.0%
Jackson, MS	18.7%
Birmingham	18.0%
Toledo	17.8%
Spokane	17.2%
Baton Rouge	17.1%
Johnstown	16.1%
New Orleans	16.0%
Shreveport	15.7%
Orlando	15.5%
Madison	15.2%
Nashville	15.1%
Grand Rapids	15.0%
Wilkes Barre	14.6%
Salt Lake City	14.6%
San Francisco	14.6%
Youngstown	14.5%
Los Angeles	13.9%
Knoxville	13.6%
Las Vegas	13.5%
Des Moines	13.4%
Columbia, SC	13.3%
Richmond	13.3%
Champaign	13.1%
Green Bay	12.8%
Tucson	12.7%
Lexington	12.7%
El Paso	12.5%
Atlanta	12.4%
Albuquerque	12.3%
Miami	12.2%
Savannah	12.2%
Austin	12.0%

Source: Kantar Media

MegaBrands 2015 - Valuable Insights

The [2015 MegaBrands](#) report is now available. The report reviews the top 100 OOH advertisers and top 100 total media advertisers, along with their ad spend by medium.

MegaBrands also includes a comprehensive list of all OOH agencies and specialists for each of the Top 100 advertisers.

There were 21 companies appearing in the 2015 top 100 that were not in the 2014 list including: Amazon, American Airlines, Beats Electronics, Boost Mobile, Burberry, Cadillac, Caesars Hotels & Resorts, Draft Kings, Epson, Ford, Glaceau, Lyft, NYC Department of Health & Mental Hygiene, Oscar Insurance, Red Bull, Revlon, Siemens, Southwest Airlines, Spotco Theater, University of California, and Yahoo.

Additional research resources to assist you in analyzing 2015 and future business trends include:

[2015 Total Local Ad Spend by Medium - Top 102 Markets](#)

[2015 Product Category Total Ad Spend by Medium](#)

[2015 Product Category Total Ad Spend by Month](#)