

2015 January - March
OOH Advertising Expenditures
 Ranked By Total Spending

Industry Categories	Jan - Mar 2015 (\$m)	Percent of Total Revenue	Rank	Jan - Mar 2014 (\$m)	Rank	Category Growth Jan - Mar 15 vs '14 (\$m)	Percentage Change Jan - Mar 15 vs '14 (%)
MISC SERVICES & AMUSEMENTS	323,507.4	20.4%	1	304,984.8	1	18,522.6	6.1%
RETAIL	166,977.1	10.5%	2	155,174.6	2	11,802.5	7.6%
MEDIA & ADVERTISING	141,223.4	8.9%	3	129,040.7	3	12,182.7	9.4%
PUBLIC TRANSPORT, HOTELS & RESORTS	122,605.5	7.7%	4	118,382.7	5	4,222.8	3.6%
RESTAURANTS	119,597.2	7.5%	5	123,602.8	4	-4,005.6	-3.2%
FINANCIAL	101,170.3	6.4%	6	91,914.0	6	9,256.3	10.1%
GOVERNMENT, POLITICS & ORGS	85,984.3	5.4%	7	77,123.9	9	8,860.4	11.5%
INSURANCE & REAL ESTATE	84,721.6	5.3%	8	81,090.1	7	3,631.5	4.5%
COMMUNICATIONS	80,952.6	5.1%	9	81,003.5	8	-50.9	-0.1%
AUTOMOTIVE DEALERS & SERVICES	69,950.1	4.4%	10	66,777.6	11	3,172.5	4.8%
Total Top Ten Categories	1,296,689.5	81.8%		1,229,094.7		67,594.8	

Total 2015 January - March OOH Expenditures \$1,585,459,625
 Overall Percentage Change January - March '15 vs '14 4.7%