

NIELSEN OOH ADVERTISING STUDY- HIGHLIGHTS



REACH

91% of U.S. residents age 16 or older who have traveled in a vehicle in the past month, noticed some form of OOH, and 79% have noticed OOH in the past week.



ENGAGEMENT

82% of billboard viewers make a point to look at the advertising message at least some of the time; over one-third look at the billboard ad each time or almost each time they noticed one.

Source: Nielsen 2016

Base: Adults 16+