The strength of OOH around the world was summarized in MAGNA’s 2019 global advertising market trends.

Highlights from the report include:

**OOH is the only traditional media segment with consistent ad growth.** Global OOH revenues grew annually in the last nine years (2010-2018), with an average growth of 4.1 percent per year to reach $31 billion in 2018. Traditional non-digital media as a whole (television, print, radio, OOH) experienced stagnating advertising revenue (+0.4% over the period, and -1.5% in the last four years).

As a result, the share of OOH in total traditional media grew from 7 percent in 2010 to 10 percent in 2018. Among total media sales (traditional and digital), OOH share has remained stable at 6 percent. TV share decreased from 41 percent to 33 percent over the same period, and the share of print collapsed from 28 percent to 10 percent.

**OOH outperforms other traditional media formats for multiple reasons:** (1) Maintaining Audience. Consumers are increasingly mobile, and OOH does not suffer from the erosion of reach and audience that affects editorial media, or the brand safety issues that affect digital media. (2) Technology Advancement. Digital innovation drives OOH performance and attractiveness in many ways: high-yield digital billboards and new urban niches, to better audience measurement and the use of data to optimize cross-media campaigns in real time.

For these reasons, MAGNA expects OOH ad revenues to outperform again in the next five years (2019-2023) with a global growth of 2.8 percent per year, compared to a decline of -1.7 percent for total traditional media advertising.

**Retail is the largest contributor to OOH ad revenues in most markets.** Other large and over-indexing verticals include Entertainment (pay TV, movie releases), QSR, Travel, and Beverages. In the last two years, internet and technology giants significantly increased ad budgets in traditional media, which propelled some global brands (Google, Amazon, Facebook, Apple, and Netflix), or other local eCommerce or social media giants into the top 10 OOH spenders in many markets. The growing use of OOH campaigns by digital media giants is both a testimony to the efficiency of OOH and a factor of future growth.

Global OOH inventory is stable in the main traditional OOH segments. Roadside billboards are slowly declining, but other segments (transit, street furniture, malls) are adding volume. Place-based digital OOH inventory is exploding but struggling to find a business model in some markets.

**Digital OOH units generated almost $6 billion in 2018 globally,** representing about 18 percent of global OOH ad sales, three times the share in 2010 (6%). DOOH sales have been growing by 16 percent per year over the last five years. Following significant investment from media owners, there are now more than 300,000 digital ad units in the world, compared to 160,000 four years ago.

Some markets are well ahead of the average 18 percent for DOOH share of revenue: 2018 was the year when two markets (UK and Australia) generated 50 percent of total OOH sales from digital units. OAAA reported the US finished 2018 at 29 percent for DOOH.

The markets that are lower (e.g. Italy and France) are typically due to regulatory obstacles and/or industry fragmentation. MAGNA predicts the share of DOOH to grow to 28 percent globally by 2023 following an average growth rate of 12 percent of total ad sales between 2019 and 2023.

The OOH industry is undergoing consolidation with the top three OOH media companies controlling an average 63 percent of total OOH ad sales in the top 20 markets at the end of 2018. This was even greater in the UK and Australia, where share of top three jumped to around 90 percent.

Further consolidation must be expected as all traditional media industries consolidate in an attempt to match the scale of internet giants. The OOH industry is also seeking scale to finance further digitization and leverage data to improve ROI, and outsiders from the traditional OOH industry – from other media and technology – are now interested in OOH assets too.
US Tops in Ad Spend Across Several Measures

The US is not only the world’s largest ad market, it will also be the largest contributor in total ad spend growth from 2018 to 2021. While the Asian region of the globe will post the greatest percentage increases in 2019, the US is projected to post a healthy 7.6 percent growth, or the fifth highest increase.

Top 10 Fastest-Growing Countries, Ranked by Total Media Ad Spending Growth, 2019

% change vs. prior year

- China: 14.9%
- India: 13.1%
- Indonesia: 9.3%
- Russia: 8.2%
- US: 7.6%
- Belgium: 7.1%
- UK: 7.1%
- Canada: 6.8%
- Mexico: 6.5%
- Switzerland: 6.4%

Source: eMarketer

Top 10 Contributors to Ad Spend Growth 2018-2012 (US$)

- USA: 32,070
- China: 16,324
- India: 4,506
- UK: 2,989
- Indonesia: 2,927
- Brazil: 2,562
- Japan: 2,158
- Russia: 1,855
- South Korea: 1,745
- France: 1,694

Source: Zenith

Note: Includes digital (desktop/laptop, mobile and other Internet-connected devices), directories, magazines, newspapers, out-of-home, radio and TV.

*Excludes Hong Kong
**Top OOH Countries by Revenue**

The US remains the top country in OOH revenue and ranks 10th among the 10 largest OOH revenue countries in media share. Population density plays a significant role in determining OOH share of the total media universe.

### Top 10 OOH Countries by Revenue 2018

<table>
<thead>
<tr>
<th>Country</th>
<th>Revenue (Millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>8,184</td>
</tr>
<tr>
<td>Japan</td>
<td>6,223</td>
</tr>
<tr>
<td>China</td>
<td>4,443</td>
</tr>
<tr>
<td>France</td>
<td>3,141</td>
</tr>
<tr>
<td>UK</td>
<td>2,885</td>
</tr>
<tr>
<td>Germany</td>
<td>2,641</td>
</tr>
<tr>
<td>South Korea</td>
<td>2,532</td>
</tr>
<tr>
<td>Russia</td>
<td>2,303</td>
</tr>
<tr>
<td>Thailand</td>
<td>2,198</td>
</tr>
<tr>
<td>Global Average</td>
<td>1,496</td>
</tr>
</tbody>
</table>

Source: MAGNA, OAAA

### OOH Share of Total Ad Spend 2018

- **Thailand**: 8.0%
- **Japan**: 7.9%
- **France**: 7.8%
- **Russia**: 7.7%
- **South Korea**: 7.6%
- **Global Average**: 7.5%
- **China**: 7.4%
- **Australia**: 7.3%
- **UK**: 7.2%
- **Germany**: 7.1%
- **USA**: 7.0%

Source: MAGNA

### Share of Global Ad Spend by Medium (%)

- **Newspapers**: 6.1% (2018), 6.2% (2021)
- **Magazines**: 3.4% (2018), 3.1% (2021)
- **Television**: 28.5% (2018), 31.9% (2021)
- **Radio**: 5.9% (2018), 5.5% (2021)
- **Cinema**: 0.7% (2018), 0.9% (2021)
- **Out-of-home**: 6.5% (2018), 6.4% (2021)
- **Internet display**: 21.3% (2018), 26.7% (2021)
- **Internet paid search**: 17.3% (2018), 18.8% (2021)
- **Internet classified**: 3.7% (2018), 3.9% (2021)

Source: Zenith

### Only OOH and Digital Are Growing

In net advertising revenue (NAR), Global OOH will continue to follow the growth arc of digital media for the foreseeable future. Traditional media will continue to decline. OOH, along with cinema, is projected to post a slight gain in global media share from 2018 to 2021. In the digital arena, all forms of display ads, including video, will represent the largest share across mobile and desktop platforms. Search will have the second largest share among digital. Both digital display and search will be larger individually than every traditional channel, except TV.

### Long Term NAR Growth (%)

- **TRADITIONAL MEDIA (TV, PRINT, RADIO, OOH)**: 2010: 3%, 2011: 3%, 2012: 3%, 2013: 3%, 2014: 3%, 2015: 3%, 2016: 3%, 2017: 3%, 2018: 3%, 2019: 3%, 2020: 3%, 2021: 3%, 2022: 3%, 2023: 3%

Source: MAGNA
The World’s 5 Largest Advertisers

According to Ad Age, Samsung Electronics Co. took the top spot from Procter & Gamble Co. The South Korean consumer electronics and appliance marketer spent $11.2 billion on advertising and sales promotion in 2017, a 13 percent increase. Total ad spending for the Ad Age World’s 100 Largest Advertisers rose 4.9 percent to $279 billion in 2017, with spending increases at 68 companies.

Internet-centric marketers dominate Ad Age’s tally of the world’s fastest-growing ad spenders. Alphabet (Google), Netflix, and Amazon boosted 2017 spending 32 percent, 29 percent and 26 percent, respectively.

The top 100 ranking includes 10 internet-age companies—Alibaba, Alphabet, Amazon, Netflix, Tencent, and five others—that last year collectively increased global ad spending by 29.6 percent. Spending for the remaining 90 companies rose 2.6 percent. Amazon vaulted to the No. 7 spot from No. 11 among global advertisers with ad and promotion spending of $6.3 billion, tied with AT&T.

World’s Largest Advertisers by Category

Fourteen of the World’s 100 Largest Advertisers in 2017 were from the personal care and household products category and they accounted for $52 billion or almost one-fifth of total ad spend among Ad Age’s Top 100 World’s Largest Advertisers. Sixteen of the Top 100 were from the automotive category with $47 billion in spend or about 17 percent share of the Top 100.

OOH Around the World

POKÉMON Detective Pikachu, UK
Stella Artois, Belgium
Philco, Brazil
The US retains the highest percentage of OOH ad revenue in the billboard segment at a rate roughly 50 percent greater than the global average.

Transit, Street Furniture to Grow
The continuing urbanization of global markets will produce growth in the transit and street furniture categories.

Digital OOH Share to Grow
Digital OOH has exploded across the globe and its share of OOH is projected to grow almost five times between 2010 and 2023. The DOOH share in some countries, such as the US, has already surpassed the 2023 projection.