

**2018 January - March**  
**OOH Advertising Expenditures**  
 Ranked By Total Spending

Industry Categories	Jan - Mar 2018 (\$m)	Percent of Total Revenue	Rank	Jan - Mar 2017 (\$m)	Rank	Category Growth Jan - Mar '18 vs '17 (\$m)	Percentage Change Jan - Mar '18 vs '17 (%)
MISC LOCAL SERVICES & AMUSEMENTS	403,806.8	24.1%	1	371,048.5	1	32,758.3	8.8%
RETAIL	175,932.4	10.5%	2	169,399.7	2	6,532.7	3.9%
MEDIA & ADVERTISING	144,097.0	8.6%	3	145,368.2	3	-1,271.2	-0.9%
RESTAURANTS	130,692.7	7.8%	4	131,352.8	4	-660.1	-0.5%
PUBLIC TRANSPORT, HOTELS & RESORTS	122,314.9	7.3%	5	119,863.5	5	2,451.4	2.0%
FINANCIAL	100,532.8	6.0%	6	92,810.3	6	7,722.5	8.3%
GOVERNMENT, POLITICS & ORGS	92,155.1	5.5%	7	83,841.5	7	8,313.6	9.9%
INSURANCE & REAL ESTATE	87,128.4	5.2%	8	80,349.9	8	6,778.5	8.4%
AUTOMOTIVE DEALERS & SERVICES	75,399.6	4.5%	9	75,543.4	9	-143.8	-0.2%
SCHOOLS, CAMPS & SEMINARS	70,373.0	4.2%	10	70,721.4	11	-348.4	-0.5%
<b>Total Top Ten Categories</b>	<b>1,402,432.7</b>	<b>83.7%</b>		<b>1,340,299.2</b>		<b>62,133.5</b>	

Total 2018 January - March OOH Expenditures      \$1,675,546,996  
 Overall Percentage Change January - March '18 vs '17      2.0%