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Out of Home Advertising Up 4.1% in Q2 2016

August 18, 2016 (Washington, DC) –Out of home (OOH) advertising revenue rose 4.1 percent in the second quarter of 2016 compared to the previous year, accounting for \$2.35 billion, based on figures released by the Outdoor Advertising Association of America (OAAA). Year-to-date 2016 the OOH industry is up 3.8 percent, and is outperforming the local media sector, which was down the first half of 2016, according to an OAAA analysis of Kantar Media data.

“OOH’s appeal with the advertising community is demonstrated by the industry’s strong first half,” said OAAA President & CEO Nancy Fletcher. “OOH is also outperforming the US economy, more than tripling GDP in the second quarter.”

Among the top 10 revenue categories, those outperforming GDP in the second quarter were Miscellaneous Local Services and Amusements; Public Transportation, Hotels and Resorts; Restaurants; Government, Politics and Organizations; Financial; and Automotive Dealers and Services.

Ranked in order of OOH spending, the top 10 advertisers in the second quarter were McDonalds Restaurant, Apple, Anheuser-Busch, Geico, Sprint, Coca-Cola, Universal Pictures, Verizon, Citi, and Walt Disney Pictures.

Among the top 50 OOH advertisers that more than doubled OOH spend from Q2 2015 are (in order of growth): Deloitte & Touche Consulting, Amazon, Budweiser, Google, Chevrolet Dealers Association, Chevrolet, Anheuser-Busch, and the New York City Department of Health & Mental Hygiene.

“While digital is driving the most significant growth in OOH, printed formats are achieving impressive increases for the year. This reflects the value of OOH in connecting with audiences of all types, because it generates some of the highest levels of reach among consumers,” said Stephen Freitas, OAAA chief marketing officer.

OAAA issues full industry pro forma revenue estimates that include, but are not limited to, Miller Kaplan and Kantar Media (which is not adjusted to reflect changes in data sources), and member company affidavits. Revenue estimates include digital and printed billboards, street furniture, transit, place-based, and cinema advertising.

For more information about specific category spend, please contact Nicole Hayes at nhayes@oaaa.org or (202) 833-5566.

OAAA is the national trade association for the out of home (OOH) advertising industry. Founded in 1891, the association represents more than 90 percent of the US industry based on revenues. OAAA is dedicated to leading and uniting a responsible OOH industry committed to serving advertisers, consumers, and communities. The OOH industry generates \$7.3 billion annually in ad revenues and donates more than \$500 million in space each year. For more information, please visit www.oaaa.org.

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**2016 April - June
OOH Advertising Expenditures**
Ranked By Total Spending

Industry Categories	April - June 2016 (\$m)	Percent of Total Revenue	Rank	April - June 2015 (\$m)	Rank	Category Growth April - June '16 vs '15 (\$m)	Percentage Change April - June '16 vs '15 (%)
MISC SERVICES & AMUSEMENTS	\$501,496.9	21.4%	1	\$463,685.2	1	37,811.7	8.2%
RETAIL	\$239,462.3	10.2%	2	\$242,703.6	2	-3,241.3	-1.3%
PUBLIC TRANS., HOTELS & RESORTS	\$184,858.4	7.9%	3	\$174,699.3	4	10,159.1	5.8%
RESTAURANTS	\$184,501.5	7.9%	4	\$173,644.4	5	10,857.1	6.3%
MEDIA & ADVERTISING	\$181,558.7	7.7%	5	\$199,929.9	3	-18,371.2	-9.2%
GOVERNMENT, POLITICS & ORGS	\$128,768.5	5.5%	6	\$119,900.9	7	8,867.6	7.4%
FINANCIAL	\$124,474.5	5.3%	7	\$116,634.3	8	7,840.2	6.7%
INSURANCE AND REAL ESTATE	\$120,037.2	5.1%	8	\$122,835.4	6	-2,798.2	-2.3%
AUTOMOTIVE DEALERS & SERVICES	\$108,440.7	4.6%	9	\$97,065.3	10	11,375.4	11.7%
COMMUNICATIONS	\$102,360.3	4.4%	10	\$105,398.6	9	-3,038.3	-2.9%
Total Top Ten Categories	\$1,875,959.0	79.9%		\$1,816,496.9		59,462.1	

Total 2016 April - June OOH Expenditures \$2,346,554,599
Overall Percentage Change April - June '16 vs '15 4.1%

2016 January - June
OOH Advertising Expenditures
 Ranked By Total Spending

Industry Categories	Jan - June 2016 (\$m)	Percent of Total Revenue	Rank	Jan - June 2015 (\$m)	Rank	Category Growth Jan - June '16 vs '15 (\$m)	Percentage Change Jan - June '16 vs '15 (%)
MISC SERVICES & AMUSEMENTS	\$ 875,846.4	22.0%	1	\$ 786,937.7	1	88,908.7	11.3%
RETAIL	\$ 408,733.0	10.3%	2	\$ 409,063.4	2	-330.4	-0.1%
MEDIA & ADVERTISING	\$ 329,807.5	8.3%	3	\$ 341,385.7	3	-11,578.2	-3.4%
RESTAURANTS	\$ 316,221.3	7.9%	4	\$ 292,925.0	5	23,296.3	8.0%
PUBLIC TRANS, HOTELS & RESORTS	\$ 303,486.1	7.6%	5	\$ 297,248.3	4	6,237.8	2.1%
FINANCIAL	\$ 218,495.7	5.5%	6	\$ 220,473.2	6	-1,977.5	-0.9%
GOVERNMENT, POLITICS & ORGS	\$ 211,623.2	5.3%	7	\$ 206,095.6	7	5,527.6	2.7%
INSURANCE & REAL ESTATE	\$ 199,760.6	5.0%	8	\$ 207,430.4	8	-7,669.8	-3.7%
AUTOMOTIVE DEALERS & SERVICES	\$ 183,898.8	4.6%	9	\$ 167,249.3	9	16,649.5	10.0%
COMMUNICATIONS	\$ 166,292.6	4.2%	10	\$ 186,889.6	10	-20,597.0	-11.0%
Total Top Ten Categories	3,214,165.2	80.7%		3,115,698.2		98,467.0	

Total 2016 January - June OOH Expenditures \$3,984,334,392
 Overall Percentage Change January - June '16 vs '15 3.8%