

2019 Product Categories Total Spend by Medium

(figures in thousands; OAAA estimates Kantar captures approximately 70% of total OOH spend)

INDUSTRY CATEGORY	Total Category	OOH	OOH % of	Internet	Internet	Mobile	Online	Total	Total	Total TV	Total	Total	Total	Total	Total	Total	Total	Total	Total	Total	Total	Total
	Ad Spend (000)	Spend (000)	Total Category Spend	Display Spend (000)	Search Spend (000)	Web Spend (000)	Video Spend (000)	Digital Spend (000)	Digital % of Total Spend	Spot, Cable, Svc Spend (000)	% of Total Spend	Local (Local, National) Spend (000)	% of Total Spend	Local, National, Hispanic Spend (000)	% of Total Spend	Magazine (Local, National) Spend (000)	% of Total Spend	B-T-O-B DOLS (000)	% of Total Category Spend			
Retail	1858131	47614.2	2.6%	120203.4	229742.8	112070.4	29722.4	491739	26.5%	1063522.8	57.2%	116508.2	6.3%	99296.2	5.3%	35877.2	1.9%	3573.4	0.2%			
Media & Advertising	1584354	52136	3.3%	197469.1	250878.4	111503.9	52613.9	612465.3	38.7%	771625.1	48.7%	36139.1	2.3%	39751	2.5%	57378	3.6%	14859.6	0.9%			
Misc Services & Amusements	1296679	100400.8	7.7%	77981.5	159129	71307	20776.4	329193.9	25.4%	588013.4	45.3%	93417.2	7.2%	146938.8	11.3%	28887.3	2.2%	9827.5	0.8%			
Insurance & Real Estate	1246823	34455.2	2.8%	45505.9	126266.5	23134.2	13233.5	208140.1	16.7%	891372.2	71.5%	49033	3.9%	36930.5	3.0%	24952.1	2.0%	1939.9	0.2%			
Medicines & Proprietary Remedies	1199551	2375.3	0.2%	13689.1	25071.7	13779.4	14321	66861.2	5.6%	955280	79.6%	12881.2	1.1%	924	0.1%	159629.4	13.3%	1599.7	0.1%			
Automotive, Automotive Access & Equip	1171699	19977.2	1.7%	18288.9	62372.4	22355.7	9087.6	112104.6	9.6%	975487.2	83.3%	33094.9	2.8%	7209.2	0.6%	20621.2	1.8%	3205.2	0.3%			
Communications	1116252	33549.3	3.0%	21024.7	79066.2	11702.6	18319.2	130112.7	11.7%	866369.3	77.6%	58070.6	5.2%	5916.5	0.5%	21631.1	1.9%	602.4	0.1%			
Financial	990917.6	25742.5	2.6%	53215.1	192065.6	27542.8	15252.2	288075.7	29.1%	559369.4	56.4%	46189.4	4.7%	40679.4	4.1%	25723.5	2.6%	5137.7	0.5%			
Computers, Software, Internet NEC	795826.2	15919.7	2.0%	92823	328344.3	59793.2	37398.8	518359.3	65.1%	243648.1	30.6%	5419.5	0.7%	5368.6	0.7%	2982.2	0.4%	4128.7	0.5%			
Restaurants	777908.1	23134.9	3.0%	3191.2	18165.4	2321.1	4247.3	27925	3.6%	692656.9	89.0%	27245.3	3.5%	5046	0.6%	1856.5	0.2%	43.4	0.0%			
Government, Politics & Organizations	629857.9	26992.9	4.3%	64984.7	49904.1	37523.5	9282	161694.3	25.7%	358122.5	56.9%	37789.7	6.0%	33499.8	5.3%	9274	1.5%	2484.7	0.4%			
Public Transportation, Hotels & Resorts	601767.7	31191.5	5.2%	40131.7	235299.4	33148.6	18737.7	327317.4	54.4%	167164.1	27.8%	13482.6	2.2%	26506.3	4.4%	32081.7	5.3%	4024.4	0.7%			
Discount Department & Variety Stores	456870.4	8858.4	1.9%	23486.1	40044.9	9616.1	3017.5	76164.6	16.7%	351135	76.9%	9036.7	2.0%	4834.3	1.1%	6841.4	1.5%	602.4	0.0%			
Cosmetics & Beauty Aids	444604.7	2690	0.6%	2897.6	6183.3	3278.1	1410.8	13769.8	3.1%	295833.4	66.5%	558.8	0.1%	2822.2	0.6%	12870.7	28.9%	223.6	0.1%			
Automotive Dealers & Services	331165.2	14177	4.3%	21729.5	43282.4	14583.9	1895.1	81490.9	24.6%	153525.3	46.4%	35737.8	10.8%	45364.6	13.7%	238.2	0.1%	631.5	0.2%			
Direct Response Companies	279780.4	361.3	0.1%	1738.8	1291.7	766	745.4	4541.9	1.6%	183463.2	65.6%	3571.6	1.3%	28445.4	10.2%	58875.5	21.0%	521.4	0.2%			
Audio & Video Equipment & Supplies	268282.4	3556.4	1.3%	6304.7	1125.6	4955.5	3571.5	15957.3	5.9%	243265	90.7%	1983.4	0.7%	553.3	0.2%	1984.5	0.7%	982.6	0.4%			
Games, Toys & Hobbycraft	254850.5	9434.2	3.7%	13462.5	16607.5	6704.4	7825.1	44599.5	17.5%	196599.7	77.1%	3201	1.3%	274.2	0.1%	432.3	0.2%	309.7	0.1%			
Department Stores	244848.1	1820.6	0.7%	3422.7	18808.7	1933	428.3	24592.7	9.9%	187176.1	75.3%	12764	5.1%	12019.7	4.8%	10078.1	4.1%	36.9	0.0%			
Beverages	245916.9	4648.4	1.9%	2330	357.4	1918.2	1867.9	6473.5	2.6%	212739.9	86.5%	8915.8	3.6%	543.4	0.2%	12277.4	5.0%	318.6	0.1%			
Schools, Camps, Seminars	240565	13877.4	5.8%	15910.4	100471.4	14639.2	4949	135970	56.5%	67486	28.1%	7921.4	3.3%	7297.5	3.0%	3006.8	1.2%	5005.9	2.1%			
Dairy, Produce, Meat & Bakery Goods	223722.5	1638.3	0.7%	3518.3	1539.9	5152.8	2153.8	12364.8	5.5%	161119.6	72.0%	3681.7	1.6%	459.8	0.2%	43953.1	19.6%	504.9	0.2%			
Personal Hygiene & Health-Wmn,M&W,Unisex	216707.3	206.2	0.1%	1076.4	2709.5	456.8	867.9	5110.6	2.4%	171736.7	79.2%	2386	1.1%	88.4	0.0%	37066.6	17.1%	113.2	0.1%			
Confectionery & Snacks	211115.3	2087.3	1.0%	657.2	117	795.7	403.8	1973.7	0.9%	197862.4	93.7%	610.7	0.3%	20.1	0.0%	8400.2	4.0%	161.1	0.1%			
Beer & Wine	195595.4	3978.9	2.0%	670.9	300.5	746.1	1220.2	2937.7	1.5%	177785.1	90.9%	919.4	0.5%	1326.7	0.7%	8536.8	4.4%	111.1	0.1%			
Household Supplies	173218.7	1689.8	1.0%	6267	887.3	4872.4	925.3	12952	7.5%	145722.9	84.1%	3932.6	2.3%	65.4	0.0%	8816.1	5.1%	40.1	0.0%			
Household Soaps, Cleansers & Polishes	166996.2	61.2	0.0%	1166.5	684.2	318.6	2325.4	4494.8	2.7%	154779.5	92.7%	641.8	0.4%	17.8	0.0%	6970.8	4.2%	30.3	0.0%			
General NEC	152208.9	1293.7	0.8%	52861.7	267.7	37354.8	22731.3	113215.5	74.4%	7556	5.0%	2853.2	1.9%	17162.3	11.3%	3844.1	2.5%	6284	4.1%			
Household Appliances, Equip & Utensils	136863.3	168.9	0.1%	2855.1	3697.3	1284.9	2060.2	9897.5	7.2%	116270.4	85.0%	1509.3	1.1%	341.2	0.2%	7616.5	5.6%	1059.7	0.8%			
Jewelry & Watches	129942.8	3914.1	3.0%	6126.4	1472.2	2628	2618	12844.6	9.9%	44183.4	34.0%	631.1	0.5%	17382.2	13.4%	50649.8	39.0%	337.5	0.3%			
Liquor	127046.3	5769.3	4.5%	1182.8	1607.6	709.2	2294.1	5793.7	4.6%	92702.3	73.0%	1592.6	1.3%	1360.3	1.1%	19535.2	15.4%	292.9	0.2%			
Prepared Foods	121163.2	522	0.4%	563.3	491.9	317.5	2208.9	3581.6	3.0%	100755.9	83.2%	226.6	0.2%	11.1	0.0%	16003.1	13.2%	63.1	0.1%			
Misc Merchandise	116526.8	8669.4	7.4%	34149.8	9267.1	28740.2	18084.6	90241.7	77.4%	4760.5	4.1%	1284.3	1.1%	442.5	0.4%	8747.8	7.5%	2380.5	2.0%			
Business & Technology NEC	107663.6	2376	2.2%	10129.2	16747.6	6185	4374.8	37436.6	34.8%	52813.1	49.1%	7495.4	7.0%	4979.3	4.6%	1128.6	1.0%	1434.5	1.3%			
Building Materials, Equipment & Fixtures	103725.6	595.7	0.6%	9929	12719.3	6025.6	702	29375.9	28.3%	45156.8	43.5%	3154.7	3.0%	14549.3	14.0%	6954.5	6.7%	3939.1	3.8%			
Sporting Goods	101871.7	200.9	0.2%	3871.3	1922.6	2948.6	848.4	9590.9	9.4%	86867.4	85.3%	1446.9	1.4%	22	0.0%	3686.8	3.6%	56.7	0.1%			
Manufactur: MTrls&Equip/Freight/Ind Dev	101736.6	1021.4	1.0%	10156.2	11286.4	8154.5	661.4	30258.5	29.7%	53015.5	52.1%	2045.2	2.0%	2760.6	2.7%	5390.2	5.3%	7245.3	7.1%			
Pets, Pet Foods & Supplies	99526.5	2145.5	2.2%	768.2	1103.5	1401.4	631.7	3904.8	3.9%	68826.9	69.2%	388.1	0.4%	32.1	0.0%	24198.8	24.3%	30.3	0.0%			
Eye Glasses, Medical Equip & Supplies	77686.4	506.1	0.7%	6746.2	4357	2113.6	2042.2	15259	19.6%	55613	71.6%	1141.8	1.5%	1209.9	1.6%	3801.1	4.9%	155.5	0.2%			
Fitness & Diet Programs & Spas	69801.1	3330.7	4.8%	1312.7	3637.2	1924.2	2942.2	9823.3	14.1%	52641.2	75.4%	2978.5	4.3%	332.4	0.5%	695.1	1.0%	0.0%	0.0%			
Apparel NEC	65704.7	7766.1	11.8%	4824.7	3145.8	2169	1515.6	11655.1	17.7%	15960.4	24.3%	935.8	1.4%	2979.8	4.5%	26297.3	40.0%	110	0.2%			
Household Furnishings & Accessories	60473.1	305.3	0.5%	3290.4	6796.4	2062.2	2360.1	14509.1	24.0%	30008	49.6%	1213.8	2.0%	762	1.3%	11419.8	18.9%	2255.1	3.7%			
Ingredients, Mixes & Seasonings	48439.4	112.3	0.2%	884.5	353.2	1342.8	1953.5	4534	9.4%	28067.8	57.9%	316.4	0.7%	34.9	0.1%	14852	30.7%	522	1.1%			
Hair Products & Access-Wmn,M&W,Unisex	47340.5	151.6	0.3%	826.9	669.9	276.8	151.7	1925.3	4.1%	22327.5	47.2%	574	1.2%	0	0.0%	22228.2	47.0%	134	0.3%			
Footwear	47196.9	1268.8	2.7%	6606.3	838.5	2405.1	278.7	10128.6	21.5%	28236.4	59.8%	1336.3	2.8%	1498.3	3.2%	4324.3	9.2%	404.2	0.9%			
Pharmaceutical Houses	36532.5	33.6	0.1%	3400.9	7148.5	1870	1193.5	13612.9	37.3%	16724.5	45.8%	2897	7.9%	458.3	1.3%	2569.8	7.0%	236.4	0.6%			
Ready-To-Wear, Formalwear & Bridalwear	33073.8	3447.6	10.4%	3088.5	926	2252.8	386.6	6653.9	20.1%	9476.6	28.7%	642	1.9%	1855.3	5.6%	10805.1	32.7%	193.3	0.6%			
Gasoline, Lubricants (Trans) & Fuels	30315.7	2276.5	7.5%	289.5	1501.5	493.6	951.3	3235.9	10.7%	20680.4	68.2%	2500.7	8.2%	150	0.5%	1138.8	3.8%	333.4	1.1%			
Toiletries, Hygienic Gds & Skin Care-Men	29611.6	262	0.9%	317.8	406.5	43.9	791.7	1559.9	5.3%	25081.7	84.7%	1509.9	5.1%	1198	4.0%	0	0.0%	0.0%	0.0%			
Horticulture & Farming	29450	258.5	0.9%	1520.7	619	988.3	757.7	3885.7	13.2%	7336.3	24.9%	1278	4.3%	505.7	1.7%	7018.4	23.8%	9167.3	31.1%			
Shopping Centers & Catalog Showrooms	27085.9	1922.6	7.1%	4024.2	907.1	3442.8	1099.3	9473.4	35.0%	8787.6	32.4%	2939.9	10.9%	1227.6	4.5%	2692.8	9.9%	42.4	0.2%			
Apparel Accessories	25553.3	115	0.5%	1185.7	655	844.4	41.3	3199.4	12.5%	3024.9	11.8%	1012.8	4.0%	4030.8	15.8%	14137.2	55.3%	32.9	0.1%			
Food & Beverages: Comb Copy & NEC	20858.9	350.8	1.7%	1289.5	1655.3	2617.9	1097.4	6660.1	31.9%	9556.9	45.8%	854.1	4.1%	4.1	0.0%	3377.9	16.2%	55.1	0.3%			
Underclothing & Hosiery	19188.6	73.2	0.4%	247.7	403.4	372	135.7	1158.8	6.0%	17183.9	89.6%	486.3	2.5%	166.6	0.9%	69.1	0.4%	50.6	0.3%			
Cigarettes, Tobacco & Accessories	11668.1	1285.4	11.0%	49		72.7		121.7	1.0%	21.2	0.2%	2388.7	20.5%	69	0.6%	7439.2	63.8%	342.8	2.9%			
Aviation (Excl Freight)	6405.4	723.1	11.3%	1544.6	192.6	771.1	1545.8	4054.1	63.3%	707.6	11.0%	179.9	2.8%	236.6	3.7%	450.2	7.0%	53.7	0.8%			
Office Machines, Furniture & Supplies	5757.1	38	0.7%	1086.7	1528.3	495.2	477.2	3587.4	62.3%	1128.6	19.6%	266.9	4.6%	130.4	2.3%	289.4	5.0%	316.6	5.5%			
Drugs, Toiletries & Fitness: Comb & NEC																						