

2020 Industry Categories Total Spend by Medium

(figures in thousands; OAAA estimates captures approximately 78% of total OOH ad spend)

INDUSTRY CATEGORY	Total Category Ad Spend (000)	OOH Spend (including Cinema) (000)	OOH % of Total Category Spend	Total Online/Mobile Digital Spend (000)	Digital % of Total Category Spend	Mobile Web Video Spend (000)	Mobile Web Search Spend (000)	Internet Search Spend (000)	Internet Display Spend (000)	Online Video Spend (000)	Total TV Spend, (Network, Spot, Cable, Spanish, Syndication) (000)	Total TV % of Category Spend	Total Radio Spend (Local, National Spot, Network) (000)	Total Radio % of Category Spend	Total Newspaper Spend (Local, National, Hispanic) (000)	Total Newspaper % of Category Spend	Total Magazine Spend (Local, National, Sunday, Hispanic, B-to-B) (000)	Total Magazine % of Category Spend
Media & Advertising	12553897	316311.6	2.5%	8426826.7	67%	1534638	1418145	3064452	1840044	569548.8	2820582.8	22%	308754.1	2%	234177.7	2%	447244	4%
Retail	12375301	414200.3	3.3%	6156991.2	50%	869440.5	1065490	2429502	1601324	191234.7	4126207.1	33%	805748.1	7%	571180.6	5%	300973.5	2%
Local Misc Services & Amusements	11695723	1023834	8.8%	4182092.6	36%	774076.4	698530.9	1665442	780181.8	263861.7	3996572.6	34%	844373.6	7%	1300606.6	11%	348243.8	3%
Insurance & Real Estate	10266107	324162.1	3.2%	2943128	29%	566090	304491.6	1516426	368575.8	187544.4	5752143.8	56%	554359.3	5%	406179.2	4%	286134.1	3%
Government, Politics & Organizations	10049303	291968.4	2.9%	1906787.7	19%	389694.9	460174.7	444388.5	487115.2	125414.4	6675456	66%	701461.2	7%	300800.9	3%	172828.5	2%
Medicines & Proprietary Remedies	9157653	7707.9	0.1%	1080085	12%	329865.5	106179.3	322151.4	200689.8	121199	6685062.6	73%	132655.1	1%	11551.7	0%	1240590.8	14%
Financial	7705985.6	229752.3	3.0%	3764944.6	49%	544267.1	398973.7	1930689	749437.8	141577.2	2555266.2	33%	448133.2	6%	477148.2	6%	230741.3	3%
Automotive, Automotive Access & Equip	7060328.1	67249.7	1.0%	1378990.8	20%	350344.3	188361.9	558179.7	176462.6	105642.3	5302945.8	75%	158727.4	2%	11267.8	0%	141146.5	2%
Communications	6155709.4	115600.7	1.9%	1497964.1	24%	378880.2	131419.7	709978.2	138019.7	139666.3	3955489.3	64%	440028.9	7%	41268	1%	105358.4	2%
Restaurants	5677087.1	295216.6	5.2%	746909.3	13%	283483	40159.6	291688.5	36659.4	94918.8	4363704	77%	229551.1	4%	27290.3	0%	14416	0%
Computers, Software, Internet NEC	5555899.3	65709.5	1.2%	4312355.4	78%	629103.3	506442.7	1700814	1052576	423419.7	963333.8	17%	78651.5	1%	963333.8	17%	80330.1	1%
Public Transportation, Hotels & Resorts	3717388.9	242105.7	6.5%	2141923.7	58%	187951.6	164665.2	1528194	192957	68156.3	744314.3	20%	59683.6	2%	127318.1	3%	402043.4	11%
General NEC	3338160.4	25932.5	0.8%	2442300.1	73%	338588.8	776929	3415.7	118847	204520.1	557509.6	17%	27410.3	1%	187482.8	6%	97525	3%
Automotive Dealers & Services	2705700.6	163446.2	6.0%	910841.6	34%	158424.8	142362.5	443101.2	136687.6	30265.5	1145251.6	42%	226648.6	9%	226648.6	8%	10837.2	0%
Schools, Camps, Seminars	2586869	155024.8	6.0%	1628109.6	63%	123317	189127.8	1027649	230407.8	57607.9	542176.6	21%	97057.2	4%	74059.7	3%	90441.1	3%
Direct Response Companies	2053183.2	1047.4	0.1%	51715.6	3%	20740.7	9712.2	5700.8	12133.4	3428.5	1125958.8	55%	41660.7	2%	220720.5	11%	612080.2	30%
Discount Department & Variety Stores	1835306.4	32395	1.8%	860610.7	47%	101486.5	81007.7	525660.9	123813	28642.6	858722.4	47%	8434.2	0%	28920.3	2%	28920.3	2%
Dairy, Produce, Meat & Bakery Goods	1832751.4	17097.9	0.9%	187982.9	10%	76467.4	36017.9	16701.5	33223.9	25572.2	1214886.3	66%	27053.2	1%	67127.0	0%	379018.4	21%
Cosmetics & Beauty Aids	1789253.2	5747.3	0.3%	160321.5	9%	37087.7	23539.5	54597.5	32388.5	12708.3	998226.8	56%	17359.8	1%	10625.9	1%	596971.9	33%
Personal Hygiene & Health-Wmn,M&W,Unisex	1776779.5	1948.8	0.1%	180434.9	10%	90455	15677.2	25455	14401.3	34446.4	1184866.5	67%	25161.1	1%	1857.0	0%	382511.1	22%
Games, Toys & Hobbycraft	1671074.4	18843.9	1.1%	778806.9	47%	218598.3	108999	103708.8	237105.6	110395.2	821682	49%	34221.5	2%	2135	0%	15385.3	1%
Confectionery & Snacks	1446655.1	4070.8	0.3%	146334.4	10%	85109.7	12438.5	22141.5	7464.3	19180.4	1135084.1	78%	14447.6	1%	104.9	0%	146613.4	10%
Beverages	1437927.4	44755.4	3.1%	160110.2	11%	81011	24388.9	3234.6	19923.9	31551.8	1086008.7	76%	8434.2	4%	1825.1	0%	90545.4	6%
Beer & Wine	1249013.3	74559.8	6.0%	89495	7%	56258.8	11437	3307.1	8507.1	9985	1022783	82%	24483.4	2%	3789.4	0%	33902.5	3%
Household Soaps, Cleansers & Polishes	1243588.7	845.3	0.1%	90356.9	7%	48304.7	7656.7	5631.4	12159.5	16604.6	1099642.4	88%	16399.2	1%	853.4	0%	35491.6	3%
Household Supplies	1213833.3	1105.7	0.1%	216740.6	18%	76435.1	53809.5	15872.4	53099	17524.6	898161.9	74%	8664.6	1%	60819.3	5%	60819.3	5%
Misc Merchandise	1152668.3	12951.3	1.1%	991445.8	86%	184824	267074.8	111801.7	326340.9	101404.4	9253.7	1%	7363.8	1%	5651.2	0%	126002.6	11%
Business & Technology NEC	1136525.3	16656.9	1.5%	596179.3	52%	134287.6	106042.9	193618	116113.2	46117.6	338895.7	30%	115645.6	10%	45140.1	4%	24007.7	2%
Building Materials, Equipment & Fixtures	1125983.1	9347.9	0.8%	372639.9	33%	50719.4	60036.3	143002.7	104931.2	13950.3	365992.9	33%	46436.5	4%	150332.5	13%	181233.3	16%
Pets, Pet Foods & Supplies	1013190.5	1239.4	0.1%	92317.4	9%	28178.2	22437.2	14575.9	20583.8	6542.3	628583.2	62%	7030.4	1%	711.3	0%	283308.6	28%
Prepared Foods	959356.3	685.8	0.1%	50545	5%	19880	6167.8	8552.5	9182.5	6762.2	669508.9	70%	12588.4	1%	278.8	0%	225749.5	24%
Eye Glasses, Medical Equip & Supplies	752715.2	2936.2	0.4%	300023.5	40%	100758	37739.2	43467.6	96505.4	21553.3	337964.5	45%	13881.1	2%	23183.7	3%	72226.4	10%
Department Stores	721138.4	4168.5	0.6%	214261	30%	14035.6	21224.5	149803.6	23571.6	5625.7	375345.3	52%	63425.2	9%	25054.8	3%	38883.5	5%
Audio & Video Equipment & Supplies	606645	5224.5	0.9%	187456	31%	62434.7	34054.6	32663.6	38508.5	19794.6	385781.5	64%	2034	0%	12759.7	2%	12989.6	2%
Manufactgr: Mtrls&Equip/Freight/Ind Dev	583178.6	11985.1	2.1%	291307.8	50%	64720.1	44208.3	109889.4	65048.8	7441.2	142052.5	24%	13761.5	2%	27714.2	5%	96357.6	17%
Household Furnishings & Accessories	575632.8	2916.9	0.5%	282117.6	49%	59217.7	43230.6	74051.7	88632.3	16985.3	119456.8	21%	13312.3	2%	12243.1	2%	145586.1	25%
Household Appliances, Equip & Utensils	543768.9	2153.6	0.4%	107941.5	20%	15782.5	24579.9	40732.7	20683.2	6163.2	367382.4	68%	8111.9	1%	1840.3	0%	56339.3	10%
Fitness & Diet Programs & Spas	538865.8	24368.6	4.5%	160642	30%	63677.6	21151.2	27019	27548.1	21246.1	313458.7	58%	28472.5	5%	2038.4	0%	9885.6	2%
Hair Products & Access-Wmn,M&W,Unisex	535011.1	1396.9	0.3%	70578.7	13%	40327.1	4419.6	7954.9	9115.9	8761.2	300866.9	56%	7773.6	1%	368.9	0%	154026	29%
Pharmaceutical Houses	512594	1226.3	0.2%	132867	26%	41205.7	20809.1	35086.6	27870.6	7895	274841	54%	39291.7	8%	20771.9	4%	43596.1	9%
Sporting Goods	507765.9	5212.6	1.0%	144424.8	28%	41572.5	23105.9	19595.7	39575.2	20575.5	226500.9	45%	3602.2	1%	1098.7	0%	126926.6	25%
Apparel NEC	504549.7	35544.7	7.0%	171490.2	34%	33139.1	26430.8	32511.1	61257.4	18151.8	57356.6	11%	1107.2	0%	35613.7	7%	203437.4	40%
Liquor	465192.2	26806.5	5.8%	109423.6	24%	44960.8	17114.3	22823.9	15505.3	9019.3	281228.3	60%	7189.6	2%	4946.3	1%	35597.7	8%
Jewelry & Watches	421033.2	8031.4	1.9%	77415.3	18%	6626.7	18972.4	16461.5	30862.7	4492	62586.2	15%	3503.2	1%	60077.5	14%	209419.6	50%
Horticulture & Farming	403219.8	6663.7	1.7%	118298	29%	37727.4	44589.8	7486.7	23209.5	5284.6	129572.7	32%	30173.8	7%	4303.9	1%	114207.7	28%
Ingredients, Mixes & Seasonings	385314.5	2028.6	0.5%	90298.8	23%	33583.1	27032.1	44279	11914.1	13339.8	190924.2	50%	7504.3	2%	6389.0	0%	93919.7	24%
Footwear	262299.3	2852.8	1.1%	120506.2	46%	19453.4	21444.5	9253.9	63134.3	7220.1	61557.3	23%	11928.5	5%	2804.7	1%	62649.7	24%
Ready-To-Wear, Formalwear & Bridalwear	252314	2916.4	1.2%	80440.8	32%	15620.6	12530.8	14367.9	35107.5	2814	42673.2	17%	4824.7	2%	18964	8%	102495	41%
Food & Beverages: Comb Copy & NEC	240858.3	6488	2.7%	116778.4	48%	47112.3	29956.9	7925.5	21356.3	10427.4	84406.2	35%	14371	6%	9182.0	0%	17896.7	7%
Toiletries, Hygienic Gds & Skin Care-Men	193804	130.8	0.1%	51306.1	26%	8019.1	3199.6	3366.3	31606.7	5114.4	132347.9	68%	5702.2	3%	48.8	0%	4268.2	2%
Gasoline, Lubricants (Trans) & Fuels	139112.2	12342.5	8.9%	38335.1	28%	9532.1	9617.2	7443.1	7145.1	4597.6	56987.9	41%	17112.6	12%	5057.6	4%	9276.7	7%
Apparel Accessories	129603.8	857.3	0.7%	35586.4	27%	4256.7	3152.1	6343.5	16706.5	5127.6	5981.5	5%	2289.4	2%	12475.5	10%	72413.8	56%
Cigarettes, Tobacco & Accessories	96994.6	7179.2	7.4%	7767	8%	2086.6	1900.1	97.3	3444.5	238.5	6824.9	7%	12148.6	13%	5805.5	6%	57269.4	59%
Office Machines, Furniture & Supplies	91090.3	576.1	0.6%	60334.9	66%	27114.6	9217.3	12916.9	8840.8	2245.3	17262.7	19%	1004	1%	1053.4	1%	10859.2	12%
Underclothing & Hosiery	87477.6	1616.6	1.8%	16583	19%	3730.5	2561.4	3593.8	5204.8	1492.5	65391.4	75%	1601.1	2%	214.2	0%	2071.3	2%
Shopping Centers & Catalog Showrooms	69220.1	11613.9	16.8%	25618.8	37%	1385	7799.5	9301.2	6725.8	407.3	8965.1	13%	12620	18%	3606.8	5%	6795.7	10%
Drugs, Toiletries & Fitness: Comb & NEC	60966.1	1523.8	2.5%	42186.4	69%	13261.3	4672.3	13998.4	3246.8	7007.6	2851.5	5%	8436.4	14%	27.1	0%	5940.7	10%
Aviation (Excl Freight)	56031.4	6595.7	11.8%	39626.2	71%	5914.7	6510.1	5532.9	14627.3	7041.2	2560	5%	740.2	1%	1316.9	2%	5192.6	9%
Home & Building: Comb Copy & NEC	1665.4	877.2	52.7%	105.2	6%	0	48.1	6.3	50.8	0	11.1	1%	0.1	0%	13.2	1%	658.6	40%
Transportation & Travel NEC	452.7	408.9																