

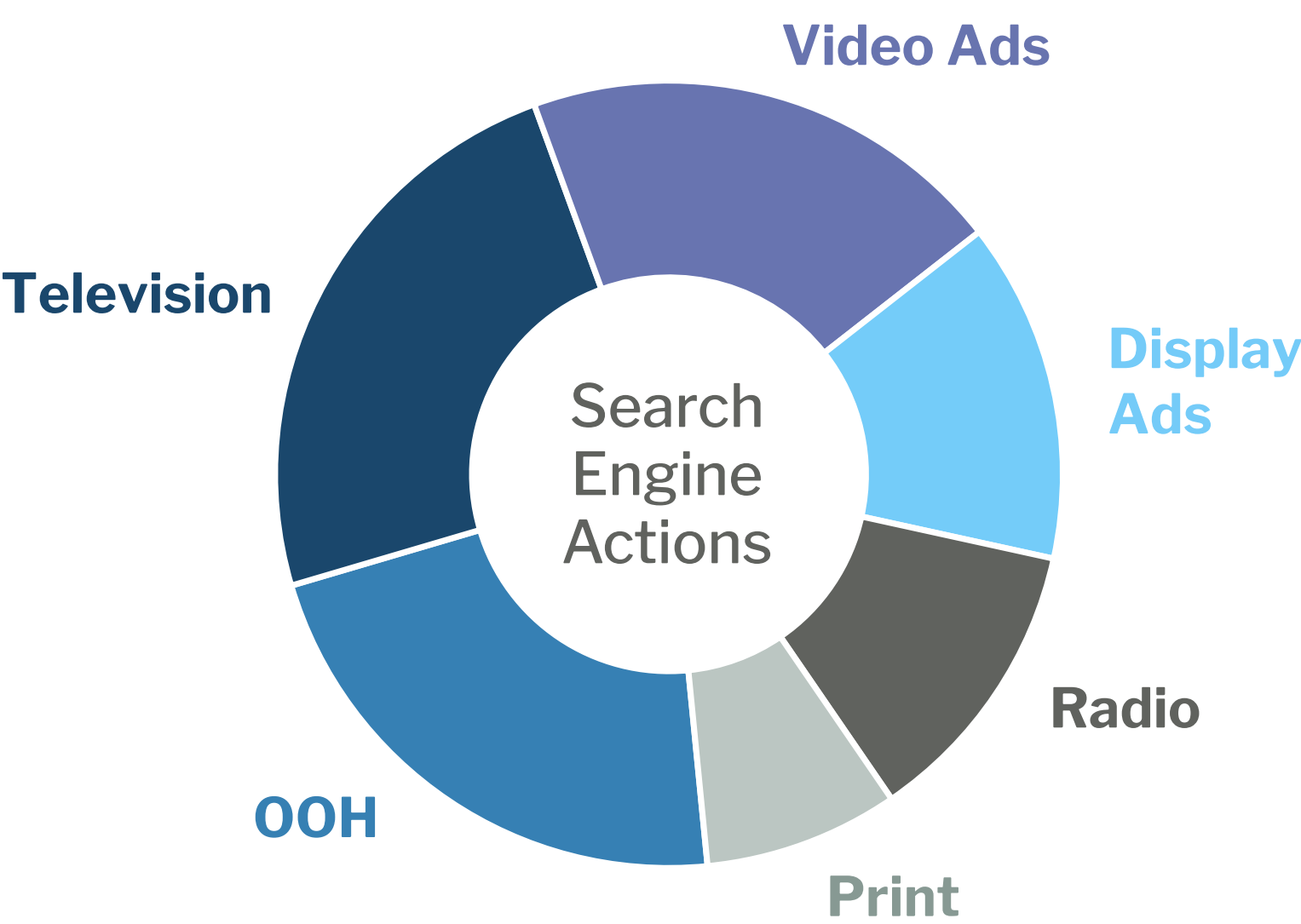
OOH Drives Online Activations at 5X-6X Above Expected Rate

OAAA and Comscore examined connections consumers make between advertisements and their own online actions.



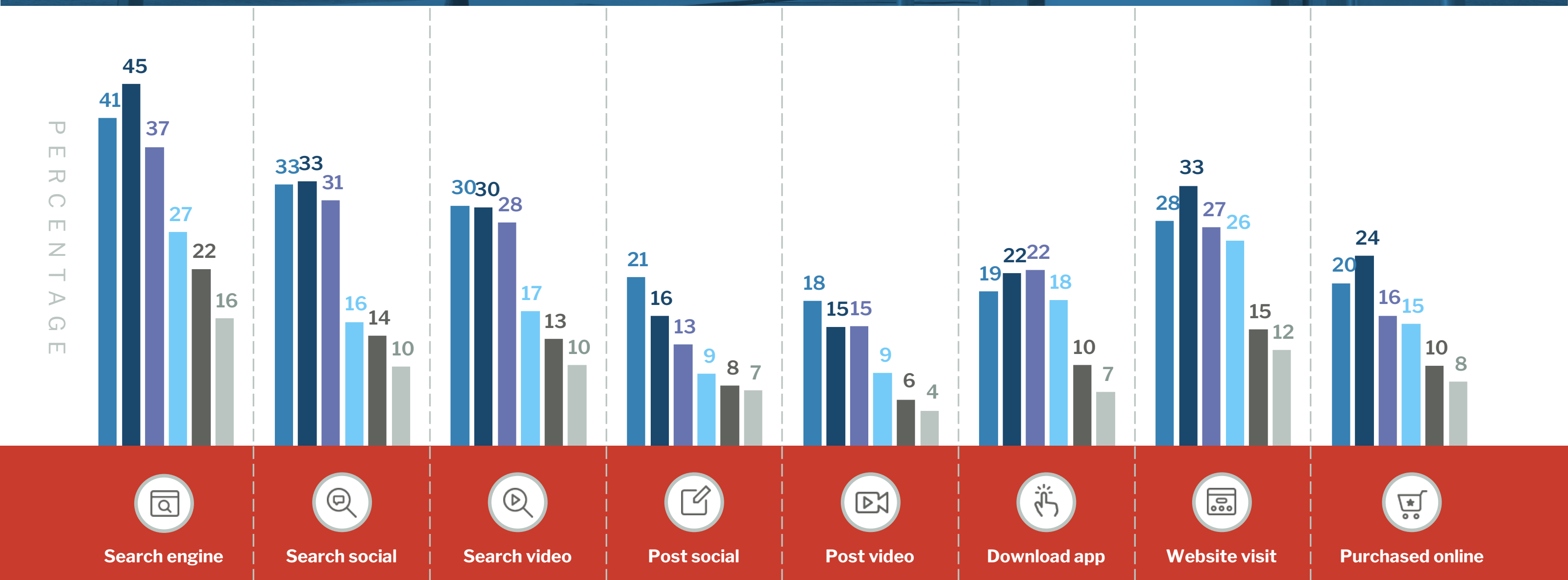
OOH advertising delivers exceptional value compared to other mediums.

OOH, Television and Video ads generated similar shares of consumer online activations across all eight categories, while TV and Video ads command 68% of advertising dollars and OOH about 4%.



Media depicted in the bar charts below correspond to the colors in the pie chart to the right.

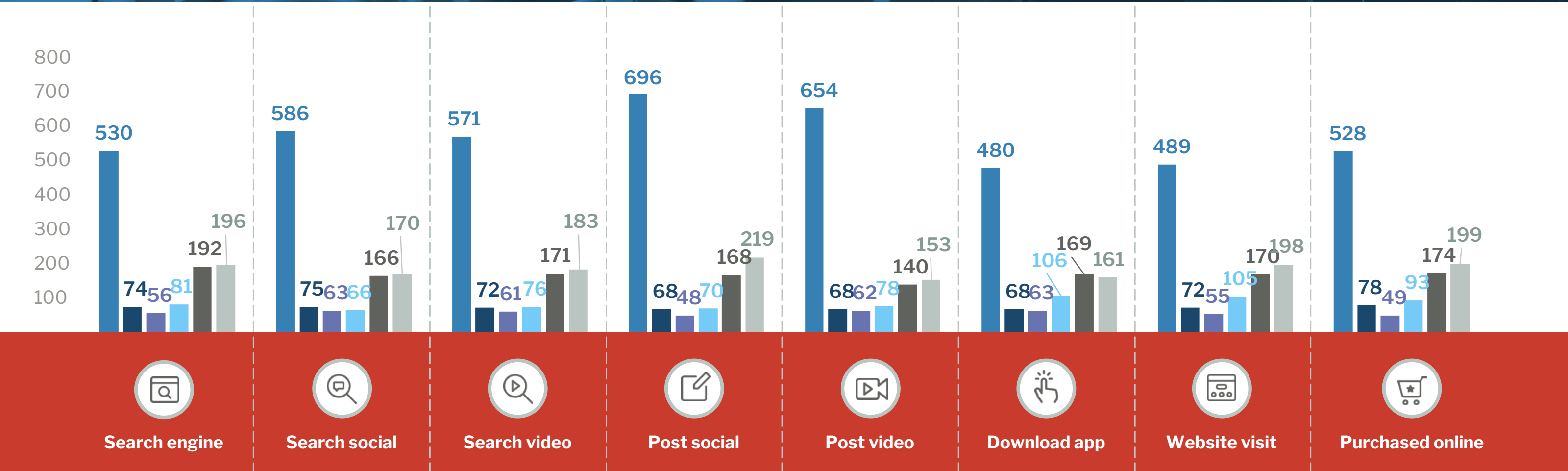
OOH generates consumer online activation rates of 18% – 41% among OOH ad viewers



Interpreting Survey Chart Results:

Within the past six months, 41% of US adults used a search engine to look up information after seeing an out of home ad.

Analyzing consumer online action share and ad spend, OOH indexes at rates of 480-696



Interpreting Survey Chart Results:

OOH advertising indexes for search engine activity at 5.3 times the expected rate given its relative ad spend. OOH accounted for 22% of the search engine action share but only 4.1% of ad spend share. (22% ÷ 4% x 100 = 530 index)