

**2018 July - September  
OOH Advertising Expenditures**  
Ranked by Total Spending

| Industry Categories             | July - September 2018 (\$m) | Percent of Total Revenue | Rank | July - September 2017 (\$m) | Rank | Category Growth July - September '18 vs '17 (\$m) | Percentage Change July - September '18 vs '17 (%) |
|---------------------------------|-----------------------------|--------------------------|------|-----------------------------|------|---|---|
| MISC SERVICES & AMUSEMENTS      | \$428,844.7                 | 23.2%                    | 1    | \$398,898.8                 | 1    | 29,945.9  | 7.5%  |
| RETAIL                          | \$181,149.9                 | 9.8%                     | 2    | \$167,395.0                 | 2    | 13,754.9  | 8.2%  |
| MEDIA & ADVERTISING             | \$164,513.7                 | 8.9%                     | 3    | \$156,710.3                 | 3    | 7,803.4   | 5.0%  |
| RESTAURANTS                     | \$121,998.9                 | 6.6%                     | 4    | \$138,989.2                 | 4    | -16,990.3   | -12.2%  |
| FINANCIAL                       | \$121,814.1                 | 6.6%                     | 5    | \$113,971.1                 | 6    | 7,843.0   | 6.9%  |
| PUBLIC TRANS, HOTELS & RESORTS  | \$118,302.0                 | 6.4%                     | 6    | \$117,532.7                 | 5    | 769.3   | 0.7%  |
| INSURANCE & REAL ESTATE         | \$109,060.0                 | 5.9%                     | 7    | \$94,382.3                  | 8    | 14,677.7  | 15.6%   |
| GOVERNMENT, POLITICS & ORGS     | \$103,514.2                 | 5.6%                     | 8    | \$89,094.4                  | 6    | 14,419.8  | 16.2%   |
| SCHOOLS, CAMPS, SEMINARS        | \$72,090.3                  | 3.9%                     | 9    | \$65,889.5                  | 9    | 6,200.8   | 9.4%  |
| AUTOMOTIVE DEALERS & SERVICES   | \$70,241.8                  | 3.8%                     | 10   | \$74,793.5                  | 12   | -4,551.7  | -6.1%   |
| <b>Total Top Ten Categories</b> | <b>1,491,529.6</b>          | <b>80.7%</b>             |      | <b>\$1,417,656.8</b>        |      | <b>73,872.8</b>                                   |   |

Total 2018 July - September OOH Expenditures      \$1,848,468,620  
Overall Percentage Change July - September '18 vs '17      3.8%

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

| Industry Categories              | Jan - September 2018 (\$m) | Percent of Total Revenue | Rank | Jan - September 2017 (\$m) | Rank | Category Growth Jan - September '18 vs '17 (\$m) | Percentage Change Jan - September '18 vs '17 (%) |
|----------------------------------|----------------------------|--------------------------|------|----------------------------|------|--|--|
| MISC SERVICES & AMUSEMENTS       | \$ 1,402,126.6             | 23.3%                    | 1    | \$ 1,300,374.7             | 1    | 101,751.9  | 7.8%   |
| RETAIL                           | \$ 607,788.8               | 10.1%                    | 2    | \$ 545,693.0               | 2    | 62,095.8   | 11.4%  |
| MEDIA & ADVERTISING              | \$ 511,505.4               | 8.5%                     | 3    | \$ 539,887.7               | 3    | -28,382.3  | -5.3%  |
| RESTAURANTS                      | \$ 439,292.9               | 7.3%                     | 4    | \$ 458,614.3               | 4    | -19,321.4  | -4.2%  |
| PUBLIC TRANSP., HOTELS & RESORTS | \$ 415,222.1               | 6.9%                     | 5    | \$ 406,367.1               | 5    | 8,855.0  | 2.2%   |
| FINANCIAL                        | \$ 373,098.1               | 6.2%                     | 6    | \$ 354,119.9               | 7    | 18,978.2   | 5.4%   |
| GOVERNMENT, POLITICS & ORGS      | \$ 349,027.2               | 5.8%                     | 7    | \$ 307,678.0               | 6    | 41,349.2   | 13.4%  |
| INSURANCE & REAL ESTATE          | \$ 330,974.1               | 5.5%                     | 8    | \$ 290,262.2               | 8    | 40,711.9   | 14.0%  |
| AUTOMOTIVE DEALERS & SERVICES    | \$ 240,708.4               | 4.0%                     | 9    | \$ 249,625.5               | 9    | -8,917.1   | -3.6%  |
| SCHOOLS, CAMPS, SEMINARS         | \$ 234,690.7               | 3.9%                     | 10   | \$ 214,794.0               | 11   | 19,896.7   | 9.3%   |
| <b>Total Top Ten Categories</b>  | <b>4,904,434.3</b>         | <b>81.5%</b>             |      | <b>4,667,416.4</b>         |      | <b>237,017.9</b>                                 |  |

Total 2018 January - September OOH Expenditures \$6,017,710,921  
Overall Percentage Change January - September '18 vs '17 3.7%