

2019 April - June
OOH Advertising Expenditures
 Ranked By Total Spending

Industry Categories	April - June 2019 (\$m)	Percent of Total Revenue	Rank	April - June 2018 (\$m)	Rank	Category Growth April - June '19 vs '18 (\$m)	Percentage Change April - June '19 vs '18 (%)
MISC SERVICES & AMUSEMENTS	\$628,456.1	23.4%	1	\$568,562.5	1	59,893.6	10.5%
RETAIL	\$268,571.0	10.0%	2	\$249,369.5	2	19,201.5	7.7%
MEDIA & ADVERTISING	\$220,228.2	8.2%	3	\$201,989.3	3	18,238.9	9.0%
RESTAURANTS	\$187,999.7	7.0%	4	\$189,520.8	4	-1,521.1	-0.8%
PUBLIC TRANSP, HOTELS & RESORTS	\$185,314.0	6.9%	5	\$174,558.7	5	10,755.3	6.2%
INSURANCE & REAL ESTATE	\$171,885.4	6.4%	6	\$137,153.2	8	34,732.2	25.3%
FINANCIAL	\$145,028.3	5.4%	7	\$152,115.4	7	-7,087.1	-4.7%
GOVERNMENT, POLITICS & ORGS	\$142,342.6	5.3%	8	\$157,102.8	6	-14,760.2	-9.4%
AUTOMOTIVE DEALERS & SERVICES	\$102,057.0	3.8%	9	\$92,266.6	10	9,790.4	10.6%
SCHOOLS, CAMPS & SEMINARS	\$92,266.8	3.4%	10	\$92,266.7	9	0.1	0.0%
Total Top Ten Categories	\$2,144,149.1	79.8%		\$2,014,905.5		129,243.6	

Total 2019 April - June OOH Expenditures \$2,685,709,844
 Overall Percentage Change April - June '19 vs '18 7.7%

2019 January - June
OOH Advertising Expenditures
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Industry Categories	Jan - June 2018 (\$m)	Percent of Total Revenue	Rank	Jan - June 2017 (\$m)	Rank	Category Growth Jan - June '18 vs '17 (\$m)	Percentage Change Jan - June '18 vs '17 (%)
MISC SERVICES & AMUSEMENTS	\$ 1,066,367.7	23.9%	1	\$ 975,602.7	1	90,765.0	9.3%
RETAIL	\$ 441,717.2	9.9%	2	\$ 425,262.7	2	16,454.5	3.9%
MEDIA & ADVERTISING	\$ 383,713.9	8.6%	3	\$ 346,047.1	3	37,666.8	10.9%
PUBLIC TRANS, HOTELS & RESORTS	\$ 307,863.5	6.9%	4	\$ 300,185.5	5	7,678.0	2.6%
RESTAURANTS	\$ 298,939.9	6.7%	5	\$ 321,031.7	4	-22,091.8	-6.9%
INSURANCE & REAL ESTATE	\$ 276,631.0	6.2%	6	\$ 220,969.8	8	55,661.2	25.2%
FINANCIAL	\$ 254,322.0	5.7%	7	\$ 254,323.8	6	-1.8	0.0%
GOVERNMENT, POLITICS & ORGS	\$ 236,474.9	5.3%	8	\$ 245,985.3	7	-9,510.4	-3.9%
AUTOMOTIVE DEALERS & SERVICES	\$ 178,471.6	4.0%	9	\$ 170,938.9	9	7,532.7	4.4%
SCHOOLS, CAMPS & SEMINARS	\$ 160,624.4	3.6%	10	\$ 162,600.5	10	-1,976.1	-1.2%
Total Top Ten Categories	3,605,126.1	80.8%		3,422,948.0		182,178.1	

Total 2019 January - June OOH Expenditures \$4,461,789,660
 Overall Percentage Change January - June '19 vs '18 7.0%