

OOH Advertising Expenditures

January 2022 – March 2022 | Ranked by Total Spending

Total 2022 January – March OOH Expenditures: \$1,801,852.795

Overall Percentage Change January – March '22 vs '21: 40.5%

Industry Categories	Jan – Mar 2022 (\$m)	% of Total Revenue	Rank	Jan – Mar 2021 (\$m)	Rank	Category Growth Jan-Mar '22 vs '21 (\$m)	% Change Jan-Mar '22 vs '21 (\$m)
Misc Local Services & Amusements	473,887.3	26.3%	1	349,426.7	1	124,460.6	35.6%
Retail	174,779.7	9.7%	2	137,224.0	2	37,555.7	27.4%
Media & Advertising	154,959.3	8.6%	3	82,336.4	5	72,623.0	88.2%
Financial	122,526.0	6.8%	4	64,226.7	8	58,299.3	90.8%
Government, Politics & Orgs	109,913.0	6.1%	5	79,893.0	6	30,020.0	37.6%
Restaurants	108,111.2	6.0%	6	108,652.6	3	-541.4	-0.5%
Public Transport, Hotels & Resorts	106,309.3	5.9%	7	67,200.3	7	39,109.1	58.2%
Insurance & Real Estate	97,300.1	5.4%	8	102,352.9	4	-5,052.9	-4.9%
Automotive Dealers & Services	68,470.4	3.8%	9	59,893.6	9	8,576.8	14.3%
Schools, Camps & Seminars	64,886.7	3.6%	10	47,160.6	10	17,706.1	37.5%
Total Top Ten Categories	1,481,123.0	82.2%		1,098,366.7		382,756.3	

Source: Kantar, OAAA - June 2022

Prepared by the Out of Home Advertising Association of America