Total US Core Media in Millions of $ (At Current Prices)

Year	Inflation	OOH Share	OOH YoY % Change	OOH	Newspapers	Magazines	Broadcast TV	Cable TV	Radio	Digital (desktop & mobile - search, video, social, display)	Total	All Media YoY % Change
1980	13.6%	3.0%	18.3%	1,000	14,794	5,114	8,494	73	3,633		33,108	
1981	10.4%	3.0%	10.9%	1,109	16,528	5,699	9,513	162	4,163		37,172	12.3%
1982	6.2%	3.0%	8.7%	1,205	17,152	5,923	10,631	293	4,609		39,813	7.1%
1983	3.2%	2.9%	12.9%	1,360	21,123	6,599	12,347	456	5,151		47,036	18.1%
1984	4.3%	2.7%	9.0%	1,483	23,523	7,637	14,420	740	6,183		53,986	14.8%
1985	3.6%	2.8%	7.9%	1,600	25,171	7,985	15,190	990	6,736		57,672	6.8%
1986	1.9%	2.9%	11.6%	1,785	26,989	8,164	16,252	1,165	7,226		61,580	6.8%
1987	3.7%	3.0%	12.2%	2,002	29,412	8,552	17,257	1,311	7,489		66,022	7.2%
1988	4.1%	3.2%	12.4%	2,251	31,197	9,206	18,250	1,628	8,098		70,631	7.0%
1989	4.8%	3.3%	9.3%	2,460	32,368	10,052	19,295	2,076	8,648		74,899	6.0%
1990	5.4%	3.4%	5.7%	2,600	32,281	10,263	18,895	2,651	9,071		75,760	1.2%
1991	4.3%	3.7%	4.9%	2,728	30,349	10,080	18,206	2,990	8,987		73,340	-3.2%
1992	3.0%	3.5%	-3.3%	2,638	30,639	10,699	18,968	3,662	9,126		75,732	3.3%
1993	3.0%	3.6%	8.7%	2,867	31,082	11,258	19,267	4,224	9,971		78,669	3.9%
1994	2.6%	3.7%	10.2%	3,159	34,109	11,955	20,916	5,097	11,082		86,318	9.7%
1995	2.8%	3.7%	10.8%	3,500	36,092	12,872	23,086	6,332	11,927		93,810	8.7%
1996	2.9%	3.7%	7.4%	3,760	38,075	13,592	25,059	7,101	12,906		100,493	7.1%
1997	2.3%	3.7%	7.6%	4,047	41,330	14,771	25,867	7,981	14,184	907	109,087	8.6%
1998	1.6%	3.7%	9.0%	4,413	43,926	15,641	27,976	9,443	15,847	1,921	119,167	9.2%
1999	2.2%	3.7%	9.5%	4,832	46,289	16,826	29,882	11,499	18,158	4,621	132,105	10.9%
2000	3.4%	3.6%	8.3%	5,235	48,671	18,223	33,582	12,609	20,361	8,068	146,749	11.1%
2001	2.8%	3.8%	-0.8%	5,193	44,305	17,039	30,580	13,082	18,862	7,134	136,195	-7.2%
2002	1.6%	3.7%	0.8%	5,232	44,102	16,486	33,098	14,780	19,953	6,009	139,660	2.5%
2003	2.3%	3.8%	5.2%	5,504	44,939	16,391	33,190	15,896	20,158	7,267	143,345	2.6%
2004	2.7%	3.8%	6.0%	5,834	46,703	17,204	35,938	17,690	20,590	9,631	153,590	7.1%
2005	3.4%	3.9%	8.0%	6,301	47,407	18,253	35,650	19,308	20,665	12,564	160,147	4.3%
2006	3.2%	4.1%	8.0%	6,805	46,601	19,010	36,700	20,426	20,694	16,956	167,192	4.4%
2007	2.9%	4.3%	7.0%	7,283	42,209	19,410	35,836	21,506	20,175	21,390	167,809	0.4%
2008	3.9%	4.4%	-4.0%	6,992	34,740	18,080	34,773	22,634	18,185	23,590	158,993	-5.3%
2009	-0.4%	4.4%	-15.6%	5,901	24,821	13,798	29,870	21,492	14,642	23,015	133,538	-16.0%
2010	1.6%	4.3%	4.1%	6,143	22,795	13,813	33,242	24,591	15,348	26,342	142,274	6.5%
2011	3.2%	4.4%	4.0%	6,388	20,692	13,766	32,317	26,217	15,270	31,983	146,633	3.1%
2012	2.1%	4.3%	4.2%	6,654	19,443	13,238	34,497	27,633	15,147	36,572	153,184	4.5%
2013	1.5%	4.4%	4.2%	6,932	17,575	12,021	33,329	29,271	15,306	42,781	157,215	2.6%
2014	1.7%	4.3%	1.1%	7,006	16,250	10,657	35,423	30,097	14,764	49,454	163,650	4.1%
2015	0.0%	4.4%	4.6%	7,329	14,031	9,204	33,200	30,259	14,371	59,126	167,521	4.7%
2016	2.1%	4.3%	2.9%	7,556	12,312	8,481	32,913	30,590	14,022	72,436	178,310	5.7%
2017	2.1%	4.2%	1.2%	7,650	10,410	7,564	31,634	30,089	13,847	91,861	193,198	4.5%
2018	1.9%	4.0%	4.5%	7,995	8,559	6,412	30,537	30,171	13,376	107,024	203,453	5.3%
2019	1.8%	4.0%	7.0%	8,555	7,172	5,872	30,415	30,092	13,642	127,052	222,800	8.0%
2020	1.4%	2.8%	-29.0%	6,074	4,760	4,156	24,947	26,710	9,239	143,132	219,018	-1.6%
2021	7.0%	2.5%	16.7%	7,085	4,400	3,490	27,771	28,688	10,834	202,020	284,288	29.8%
All Core Media Shares - Current Year				**2.5%**	**1.5%**	**1.2%**	**9.8%**	**10.1%**	**3.8%**	**71.1%**	**100.0%**	

Sources: OAAA, MAGNA, Bureau of Labor Statistics

Note: Digital media definition expanded in 2015 to include desktop & mobile search, video, audio, social, display. Prior to 2015 digital reporting included internet display only.