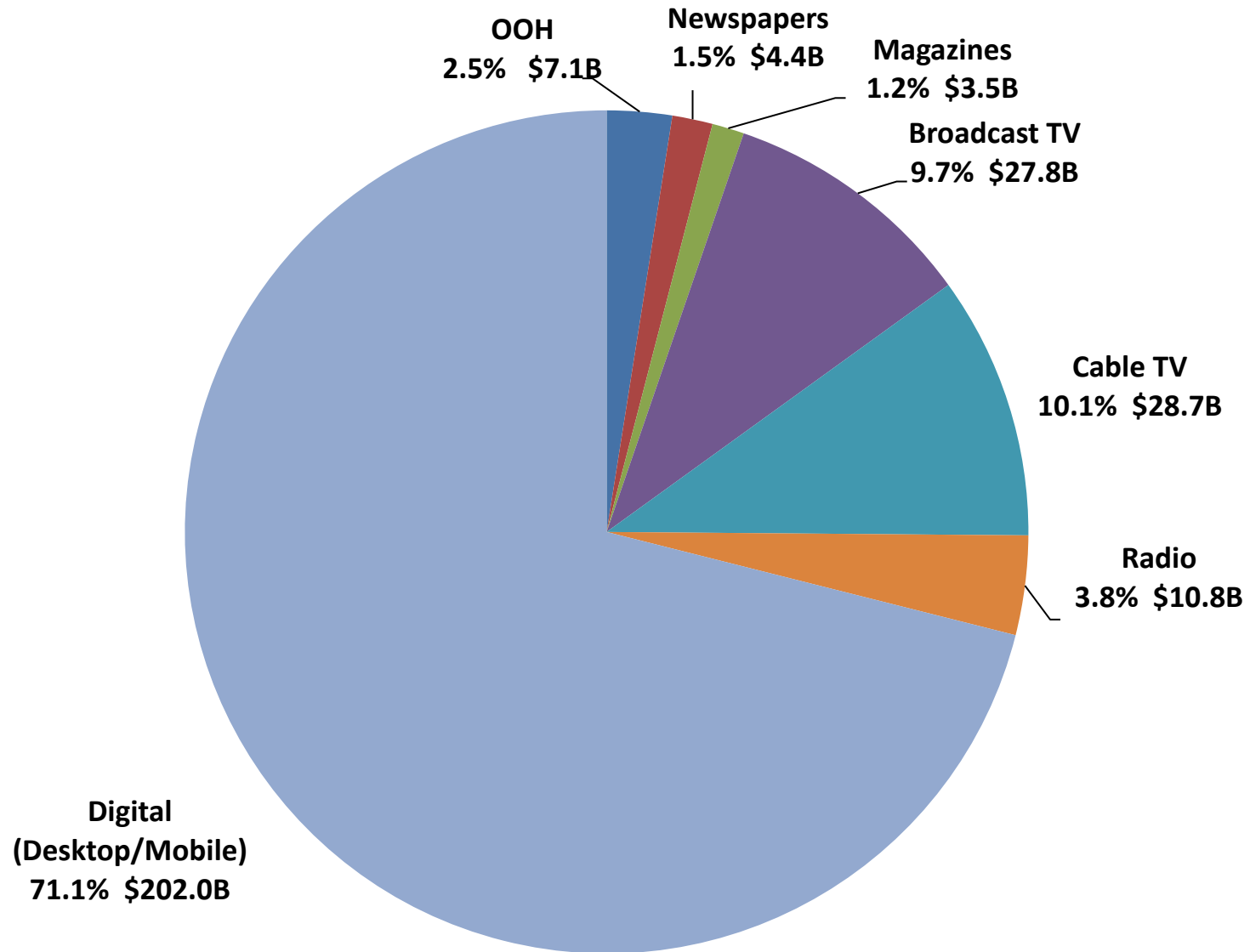


OOH Share of Overall US Media Spend - 2021



Source: MAGNA, OAAA

Note - Digital media includes search, video, audio, social, display on desktop and mobile devices.