



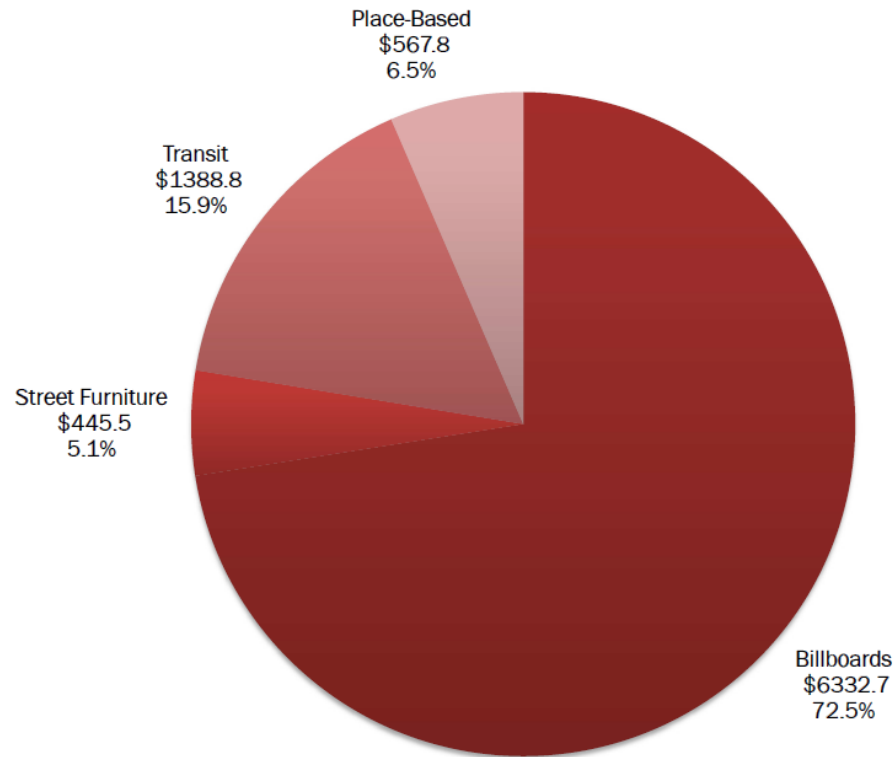
Out of Home Advertising Association of America

2023 00H Facts & Figures

Ad Spend Performance

OOH Ad Spend Grew 2.1% to \$8.73 Billion

2023 YE
Total OOH Revenue \$8.73 Billion



2023 Category Performance vs. 2022

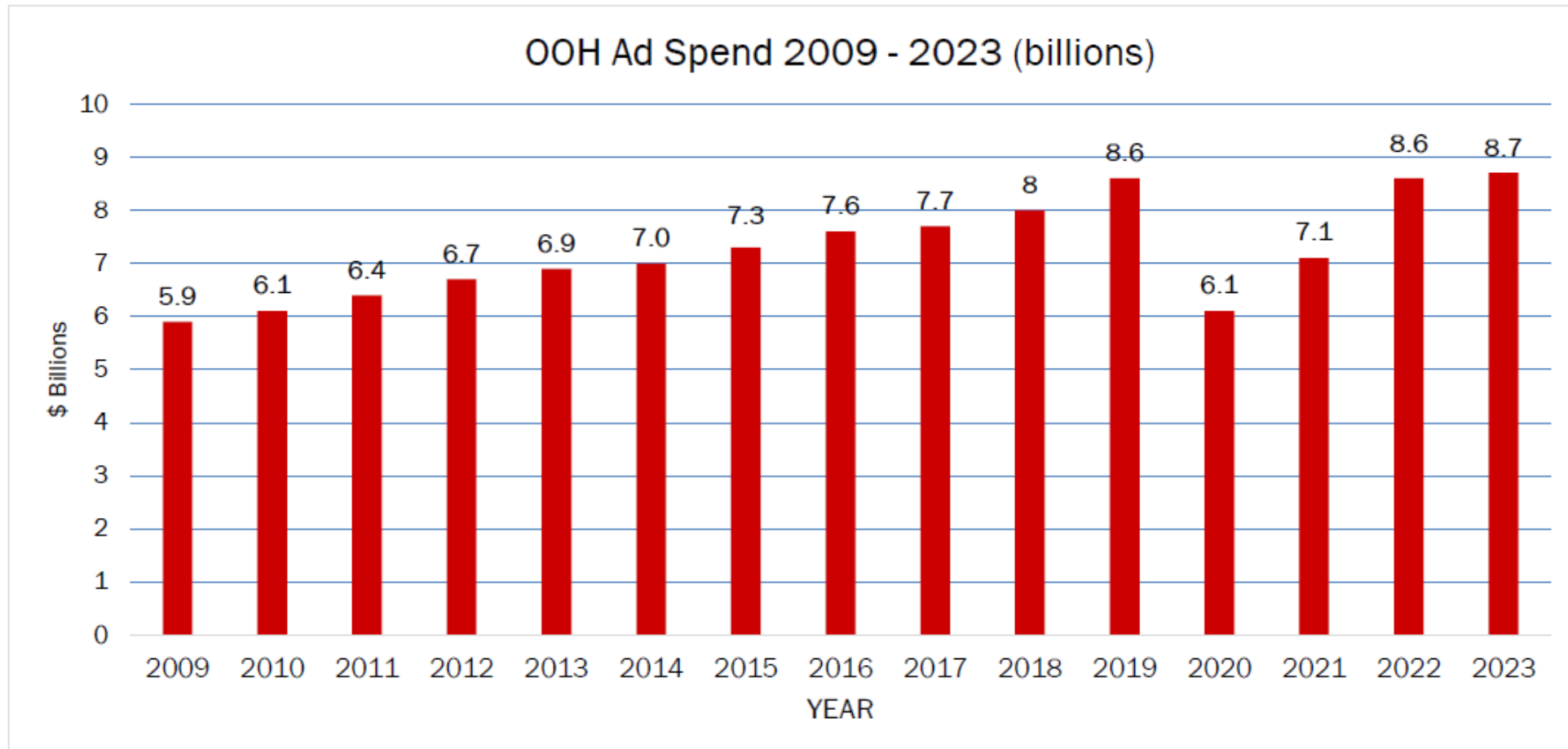
- Billboards +2%
- Street Furniture -8%
- Transit +7%
- Place-Based +2%

+10%

DOOH Growth

Digital OOH represents 33% of total OOH, format figures in millions.
Source: OAAA

2023 Sets New OOH Ad Spend Record



Source: OAAA

OOH Ad Spend: Top 10 Product Industries

The top 10 product industries account for 80% of total OOH spend

Industry Categories	January - December 2023 (000)	Percent of Total Revenue	Rank	January - December 2022 (000)	Rank	Category Growth January - December '23 vs '22 (000)	Percentage Change January - December '23 vs '22 (%)
LOCAL SERVICES & AMUSEMENTS	\$2,360,520.9	27.0%	1	\$2,110,475.7	1	250,045.2	11.8%
RETAIL	\$774,032.3	8.9%	2	\$801,597.9	2	-27,565.6	-3.4%
PUBLIC TRANS., HOTELS & RESORTS	\$658,204.9	7.5%	3	\$557,969.0	5	100,235.9	18.0%
MEDIA & ADVERTISING	\$605,325.2	6.9%	4	\$758,200.4	3	-152,875.1	-20.2%
GOVERNMENT, POLITICS & ORGS	\$563,877.0	6.5%	5	\$584,900.9	4	-21,023.9	-3.6%
RESTAURANTS	\$514,935.3	5.9%	6	\$557,789.6	6	-42,854.3	-7.7%
FINANCIAL	\$446,948.0	5.1%	7	\$483,033.7	7	-36,085.6	-7.5%
INSURANCE & REAL ESTATE	\$413,074.6	4.7%	8	\$457,693.2	8	-44,618.6	-9.7%
SCHOOLS, CAMPS & SEMINARS	\$324,128.1	3.7%	9	\$292,977.3	9	31,150.8	10.6%
AUTOMOTIVE DEALERS & SERVICES	\$290,351.2	3.3%	10	\$282,327.4	10	8,023.8	2.8%
Total Top Ten Categories	\$ 6,951,397.4	79.6%		\$6,886,964.9		\$64,432.5	



Source: OAAA, Vivix (a MediaRadar Co.)

OOH Ad Spend: Top 25 Product Categories

1. Legal Services
2. Hospitals, Clinics & Medical Centers
3. Domestic Hotels & Resorts
4. Consumer Banking
5. Quick Serve Restaurants
6. Colleges & Universities
7. Local Government
8. Chain Food Stores & Supermarkets
9. Television & Cable TV
10. Religious, Charitable & Humanitarian Organizations
11. Apparel
12. Real Estate Agents, Agencies & Brokers
13. Live Theater, Opera, Music, Dance
14. Medical & Dental Insurance
15. Motion Pictures
16. Fuel Suppliers, Plumbing, HVAC Services
17. Computer & Software Stores & Services
18. Architects, Contractors, Engineers
19. Casual Dining Restaurants
20. Amusements & Events
21. Computer Software
22. Jewelry Stores
23. Wireless Telecom Providers
24. Organizations
25. Local Restaurants

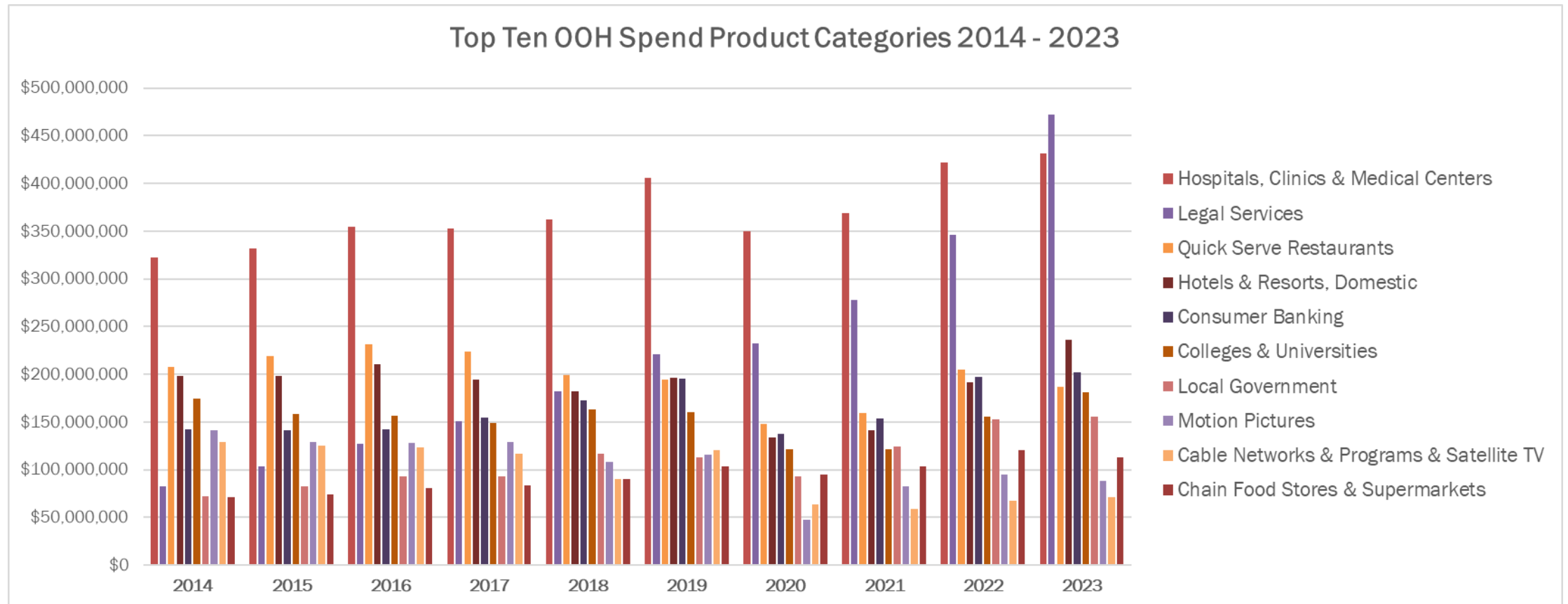
The top 25 product categories account for 52% of total OOH spend



Source: Vivvix (a MediaRadat Co.)

OOH Ad Spend: Product Category Trends 2014 - 2023

Hospitals/Clinics/Medical Centers replaced by Legal Services as Top Category in 2023



NOTE: OAAA estimates Vivvix under reports OOH spend by approximately 25%, so data in this chart is best used for longitudinal analysis.

Source: Vivvix (a MediaRadar Co.)

Top Ten OOH Advertisers and Parent Companies

Advertisers

- Apple
- McDonald's
- Disney
- Coca-Cola
- Amazon
- Uber
- T-Mobile
- American Express
- Coors
- Dunkin'



Access the full 2023 MegaBrands report [here](#)

Parent Companies

- Walt Disney Company
- Comcast Corp.
- Apple Inc.
- McDonald's Corp.
- Molson Coors Brewing Co.
- Paramount Global
- LVMH Moët Hennessy Louis Vuitton SA
- Coca-Cola Co.
- Amazon.com Inc.
- Warner Bros Discovery Inc.

Source: Vivix (a MediaRadar Co.)

Top 20 OOH Advertisers: \$ Increase over 2022 Spend

ADVERTISER	2023 OOH Ad Spend	2023 OOH Ad Spend Rank	2022 OOH Ad Spend	2023 OOH \$ Spend Increase
Coors	\$33,273,076	9	\$2,231,976	\$31,041,100
Disney	\$61,409,552	3	\$31,107,966	\$30,301,586
Verizon	\$32,366,001	11	\$12,727,754	\$19,638,247
Coca-Cola	\$46,892,063	4	\$30,843,996	\$16,048,066
Johnson & Johnson	\$12,899,920	42	\$350,348	\$12,549,572
Pfizer	\$26,864,775	17	\$14,348,982	\$12,515,793
Morgan & Morgan Attorneys	\$28,551,499	15	\$17,166,899	\$11,384,600
Expedia	\$16,738,891	29	\$5,483,505	\$11,255,386
RICHEMONT JEWELERS	\$14,394,286	38	\$4,016,639	\$10,377,647
IHG	\$25,175,330	18	\$14,869,641	\$10,305,689
Anheuser-Busch	\$30,273,771	14	\$20,056,602	\$10,217,169
JP Morgan	\$22,574,674	20	\$12,399,247	\$10,175,427
Coca-Cola Southwest Beverages	\$10,603,146	54	\$725,000	\$9,878,146
Walmart	\$12,039,302	47	\$2,885,452	\$9,153,850
Avis	\$8,896,231	71	\$53,697	\$8,842,534
Asia Forging Supply Co	\$8,818,832	72	\$1	\$8,818,831
State Farm	\$16,687,268	30	\$8,400,682	\$8,286,586
Diageo	\$10,521,633	55	\$2,951,749	\$7,569,884
Nintendo	\$9,423,423	64	\$1,907,630	\$7,515,794
Louis Vuitton	\$9,124,197	67	\$2,188,023	\$6,936,174

NOTE: OAAA estimates Vivvix under reports OOH spend by approximately 25%.



Source: Vivvix (a MediaRadar Co.)

Top 20 OOH Advertisers: % Increase over 2022 Spend

ADVERTISER	2023 OOH Ad Spend	2023 OOH Ad Spend Rank	2023 OOH Spend % Increase
Asia Forging Supply Co	8,818,832	72	881883100%
Avis	8,896,231	71	16467%
Johnson & Johnson	12,899,920	42	3582%
Coors	33,273,076	9	1391%
Coca-Cola Southwest Beverages	10,603,146	54	1363%
Target	7,860,566	88	537%
Nintendo	9,423,423	64	394%
Walmart	12,039,302	47	317%
Louis Vuitton	9,124,197	67	317%
Richemont Jewelers	14,394,286	38	258%
Diageo	10,521,633	55	256%
Aetna	7,448,634	95	216%
Expedia	16,738,891	29	205%
Hilton	9,423,712	63	192%
Warner Bros	8,022,407	81	183%
Verizon	32,366,001	11	154%
Nordstrom	9,983,802	59	153%
Ashley	8,208,862	78	112%
Sweet James Attorneys	9,395,738	66	112%
Yaamava Resort & Casino At San Manuel	8,975,850	68	108%



NOTE: OAAA estimates Vivix under reports OOH spend by approximately 25%.

Source: Vivix (a MediaRadar Co.)

Top 30 Local OOH Ad Spend Markets

OOH Ad Spend Rank	DMA MARKET	2023 OOH Ad Spend
1	NEW YORK	\$842,159,227
2	LOS ANGELES	\$601,660,424
3	CHICAGO	\$236,061,332
4	SAN FRANCISCO	\$205,044,523
5	DALLAS	\$203,654,202
6	MIAMI	\$199,696,274
7	ATLANTA	\$191,667,320
8	ORLANDO	\$179,041,942
9	HOUSTON	\$154,948,242
10	PHILADELPHIA	\$144,098,553
11	BOSTON	\$137,988,418
12	LAS VEGAS	\$125,867,312
13	WASHINGTON,DC	\$120,014,951
14	PHOENIX	\$115,499,244
15	TAMPA	\$106,669,166
16	MINNEAPOLIS	\$85,739,737
17	SAN DIEGO	\$75,922,970
18	DETROIT	\$74,712,854
19	DENVER	\$63,422,948
20	SACRAMENTO	\$61,680,965
21	NASHVILLE	\$60,253,608
22	SAN ANTONIO	\$59,026,487
23	ST LOUIS	\$47,056,363
24	HARTFORD	\$46,052,492
25	SEATTLE	\$46,039,179
26	HARRISBURG	\$45,755,935
27	SALT LAKE CITY	\$45,045,070
28	MILWAUKEE	\$43,916,058
29	NEW ORLEANS	\$43,595,931
30	CHARLOTTE	\$42,870,944



Access the full report [here](#)

NOTE: OAAA estimates Vivvix under reports OOH spend by approximately 25%.

Source: Vivvix (a MediaRadar Co.)

Top 30 Total Local Ad Spend Markets: OOH Share Analysis

Total Local Ad Spend Rank	DMA MARKET	Total Local Ad Spend	OOH Local Ad Spend	OOH Ad Spend DMA Rank	OOH Share of DMA Local Ad Spend
1	NEW YORK	\$3,301,347,592	\$842,159,227	1	25.5%
2	LOS ANGELES	\$2,221,631,013	\$601,660,424	2	27.1%
3	CHICAGO	\$1,413,746,722	\$236,061,332	3	16.7%
4	DALLAS	\$1,051,113,360	\$203,654,202	5	19.4%
5	SAN FRANCISCO	\$1,042,140,002	\$205,044,523	4	19.7%
6	HOUSTON	\$981,202,745	\$154,948,242	9	15.8%
7	WASHINGTON,DC	\$969,305,640	\$120,014,951	13	12.4%
8	PHILADELPHIA	\$959,423,612	\$144,098,553	10	15.0%
9	MIAMI	\$890,783,348	\$199,696,274	6	22.4%
10	BOSTON	\$854,711,889	\$137,988,418	11	16.1%
11	ATLANTA	\$798,085,619	\$191,667,320	7	24.0%
12	PHOENIX	\$662,869,096	\$115,499,244	14	17.4%
13	DETROIT	\$640,635,155	\$74,712,854	18	11.7%
14	TAMPA	\$603,397,283	\$106,669,166	15	17.7%
15	ORLANDO	\$593,312,400	\$179,041,942	8	30.2%
16	DENVER	\$521,975,597	\$63,422,948	19	12.2%
17	SEATTLE	\$477,580,977	\$46,039,179	25	9.6%
18	MINNEAPOLIS	\$476,658,297	\$85,739,737	16	18.0%
19	SAN DIEGO	\$451,174,586	\$75,922,970	17	16.8%
20	LAS VEGAS	\$431,061,328	\$125,867,312	12	29.2%
21	CLEVELAND	\$416,424,662	\$40,508,909	32	9.7%
22	ST LOUIS	\$378,324,250	\$47,056,363	23	12.4%
23	PITTSBURGH	\$336,092,962	\$36,347,286	35	10.8%
24	SAN ANTONIO	\$335,342,716	\$59,026,487	22	17.6%
25	SACRAMENTO	\$332,959,109	\$61,680,965	20	18.5%
26	INDIANAPOLIS	\$330,620,275	\$28,904,937	42	8.7%
27	BALTIMORE	\$302,105,401	\$22,287,817	52	7.4%
28	MILWAUKEE	\$294,445,712	\$43,916,058	28	14.9%
29	SALT LAKE CITY	\$291,259,841	\$45,045,070	27	15.5%
30	HARTFORD	\$291,191,222	\$46,052,492	24	15.8%

NOTE: OAAA estimates Vivix under reports OOH spend by approximately 25%.



[Access the full report here](#)

Source: Vivix (a MediaRadar Co.)

Top 30 OOH Markets Ranked by Share of Total Local Ad Spend

Total Local Ad Spend Rank	DMA MARKET	Total Local Ad Spend	OOH Local Ad Spend	OOH Ad Spend DMA Rank	OOH Share of DMA Local Ad Spend
150	RAPID CITY	\$16,907,516	\$11,588,227	92	68.5%
191	VICTORIA	\$5,658,610	\$3,449,931	141	61.0%
167	CASPER	\$12,127,392	\$6,928,811	121	57.1%
190	MANKATO	\$5,816,395	\$3,070,129	145	52.8%
147	PANAMA CITY	\$17,619,393	\$8,313,504	111	47.2%
134	ALBANY,GA	\$23,279,707	\$10,819,914	97	46.5%
157	JACKSON,TN	\$14,417,368	\$6,454,813	126	44.8%
148	ODESSA	\$17,470,030	\$7,326,982	116	41.9%
177	BLUEFIELD	\$8,514,444	\$3,534,637	139	41.5%
141	ERIE	\$18,447,165	\$7,638,369	115	41.4%
139	DULUTH	\$21,076,829	\$8,499,894	110	40.3%
135	BILLINGS	\$22,986,723	\$9,034,770	105	39.3%
143	LUBBOCK	\$17,900,134	\$6,823,021	122	38.1%
89	HUNTSVILLE	\$52,049,964	\$19,832,534	57	38.1%
142	LAKE CHARLES	\$18,219,339	\$6,767,736	124	37.1%
109	BILOXI	\$39,556,494	\$14,565,851	71	36.8%
61	MOBILE	\$93,971,899	\$34,210,267	36	36.4%
115	WILMINGTON	\$37,499,698	\$13,426,407	82	35.8%
164	ALEXANDRIA	\$12,759,784	\$4,513,462	134	35.4%
149	LAREDO	\$17,033,349	\$5,982,925	129	35.1%
110	PALM SPRINGS	\$39,487,855	\$13,867,542	79	35.1%
124	SALISBURY	\$32,682,227	\$11,425,120	94	35.0%
73	FLINT	\$60,847,883	\$20,888,596	54	34.3%
160	YUMA	\$13,637,370	\$4,643,640	131	34.1%
121	MACON	\$34,624,896	\$11,515,718	93	33.3%
156	AMARILLO	\$14,559,368	\$4,804,910	130	33.0%
104	BOISE	\$44,110,873	\$14,466,395	73	32.8%
188	JONESBORO	\$6,009,353	\$1,962,998	150	32.7%
158	TOPEKA	\$14,114,164	\$4,574,114	133	32.4%
99	MYRTLE BEACH	\$46,555,411	\$14,985,767	68	32.2%

NOTE: OAAA estimates Vivvix under reports OOH spend by approximately 25%.



[Access the full report here](#)

Source: Vivvix (a MediaRadar Co.)

Total Local Ad Spend by Market by Media Channel

2023 Local Ad Spend by Market by Ad Channel

Total Local Ad Spend Rank	DMA Market	Total Local Ad Spend	OOH Local Ad Spend	OOH Ad Spend Market Rank	% of Market Spend	Spot TV Local Ad Spend	% of Market Spend	Mobile Web Video Local Ad Spend	% of Market Spend	Mobile Web Local Ad Spend	% of Market Spend	Internet Display Local Ad Spend	% of Market Spend	Online Video Local Ad Spend	% of Market Spend	National Spot Radio Local Ad Spend	% of Market Spend	Radio Local Ad Spend	% of Market Spend	Print Local Ad Spend (Newspaper, Magazine)	% of Market Spend
1	NEW YORK	3,301,347,592	842,159,227	1	25.5%	728,450,932	22.1%	92,059,058	2.8%	167,801,393	5.1%	62,761,103	1.9%	76,346,573	2.3%	94,586,589	2.9%	431,625,311	13.1%	805,557,405	24.4%
2	LOS ANGELES	2,221,631,013	601,660,424	2	27.1%	721,156,947	32.5%	64,987,901	2.9%	46,709,664	2.1%	29,560,839	1.3%	20,409,664	0.9%	97,947,878	4.4%	466,233,765	21.0%	172,963,931	7.8%
3	CHICAGO	1,413,746,722	236,061,332	3	16.7%	465,549,853	32.9%	59,288,430	4.2%	54,558,076	3.9%	14,698,318	1.0%	15,012,786	1.1%	73,576,261	5.2%	262,892,664	18.6%	232,109,003	16.4%
4	DALLAS	1,051,113,360	203,654,202	5	19.4%	382,625,387	36.4%	23,458,244	2.2%	35,969,559	3.4%	19,416,044	1.8%	7,465,496	0.7%	57,534,736	5.5%	256,874,465	24.4%	64,115,226	6.1%
5	SAN FRANCISCO	1,042,140,002	205,044,523	4	19.7%	313,414,342	30.1%	89,085,969	8.5%	41,740,594	4.0%	19,052,560	1.8%	35,713,453	3.4%	50,015,851	4.8%	199,163,085	19.1%	88,909,624	8.5%
6	HOUSTON	981,202,745	154,948,242	9	15.8%	344,944,130	35.2%	36,730,151	3.7%	21,350,320	2.2%	10,108,094	1.0%	20,122,275	2.1%	69,351,083	7.1%	227,325,750	23.2%	96,322,701	9.8%
7	WASHINGTON,DC	969,305,640	120,014,951	13	12.4%	358,095,560	36.9%	26,912,093	2.8%	37,886,201	3.9%	25,050,125	2.6%	37,313,866	3.8%	46,055,638	4.8%	144,125,436	14.9%	173,851,769	17.9%
8	PHILADELPHIA	959,423,612	144,098,553	10	15.0%	371,109,326	38.7%	54,682,774	5.7%	30,636,422	3.2%	17,156,782	1.8%	23,194,617	2.4%	49,577,787	5.2%	194,334,537	20.3%	74,632,814	7.8%
9	MIAMI	890,783,348	199,696,274	6	22.4%	369,249,551	41.5%	12,258,617	1.4%	18,569,007	2.1%	15,515,479	1.7%	5,866,564	0.7%	43,414,373	4.9%	140,517,819	15.8%	85,695,664	9.6%
10	BOSTON	854,711,889	137,988,418	11	16.1%	298,852,217	35.0%	42,647,484	5.0%	47,947,995	5.6%	36,977,335	4.3%	34,232,879	4.0%	41,377,842	4.8%	145,778,628	17.1%	68,909,091	8.1%
11	ATLANTA	798,085,619	191,667,320	7	24.0%	274,153,759	34.4%	51,652,910	6.5%	29,670,992	3.7%	9,066,995	1.1%	16,866,521	2.1%	38,201,366	4.8%	153,301,247	19.2%	33,504,510	4.2%
12	PHOENIX	662,869,096	115,499,244	14	17.4%	219,196,974	33.1%	45,013,716	6.8%	30,721,111	4.6%	14,126,956	2.1%	14,006,696	2.1%	35,319,581	5.3%	117,502,705	17.7%	71,482,112	10.8%
13	DETROIT	640,635,155	74,712,854	18	11.7%	215,193,572	33.6%	52,743,611	8.2%	35,946,220	5.6%	18,025,261	2.8%	30,391,102	4.7%	32,517,663	5.1%	153,508,841	24.0%	27,596,031	4.3%
14	TAMPA	603,397,283	106,669,166	15	17.7%	241,106,303	40.0%	41,949,476	7.0%	20,285,102	3.4%	11,934,156	2.0%	6,494,090	1.1%	25,258,538	4.2%	76,326,035	12.6%	73,374,417	12.2%
15	ORLANDO	593,312,400	179,041,942	8	30.2%	230,706,528	38.9%	19,363,046	3.3%	21,096,113	3.6%	8,144,825	1.4%	5,796,450	1.0%	25,721,723	4.3%	91,602,526	15.4%	11,839,248	2.0%
16	DENVER	521,975,597	63,422,948	19	12.2%	196,139,940	37.6%	31,539,064	6.0%	20,545,352	3.9%	8,166,608	1.6%	16,679,648	3.2%	30,641,308	5.9%	102,269,503	19.6%	52,571,226	10.1%
17	SEATTLE	477,580,977	46,039,179	25	9.6%	177,387,526	37.1%	26,531,081	5.6%	17,584,170	3.7%	16,333,743	3.4%	11,624,458	2.4%	23,106,664	4.8%	110,882,601	23.2%	48,091,555	10.1%
18	MINNEAPOLIS	476,658,297	85,739,737	16	18.0%	128,098,699	26.9%	29,240,223	6.1%	18,236,743	3.8%	12,958,626	2.7%	12,036,589	2.5%	22,296,071	4.7%	90,998,630	19.1%	77,052,980	16.2%
19	SAN DIEGO	451,174,586	75,922,970	17	16.8%	163,275,296	36.2%	10,050,423	2.2%	11,721,763	2.6%	8,718,681	1.9%	3,962,512	0.9%	24,990,664	5.5%	103,277,471	22.9%	49,254,806	10.9%
20	LAS VEGAS	431,061,328	125,867,312	12	29.2%	140,733,963	32.6%	9,980,504	2.3%	17,673,814	4.1%	12,947,399	3.0%	3,261,943	0.8%	9,988,190	2.3%	47,732,447	11.1%	62,875,756	14.6%

[Access the full report here](#)

NOTE: OAAA estimates Vivix under reports OOH spend by approximately 25%.

Source: Vivix (a MediaRadar Co.)

2022 Product Industries Ad Spend by Ad Channel

PRODUCT INDUSTRY	Total Category Ad Spend	OOH Ad Spend	OOH % of Industry Spend	Total Digital Online/Mobile Spend (Display, Video, Search, App)	Digital Media % of Industry Spend	Internet Search Spend	Internet Display Spend	Online Video Spend	Mobile Web Spend	Mobile Web Video Spend	Mobile App Spend	Total TV Spend (Network, Spot, Cable, Spanish, Syndication)	Total TV % of Industry Spend
Grand Total	188,001,174,627	6,565,936,675	3.5%	105,502,190,373	56.1%	55,500,681,950	10,451,101,465	5,711,551,084	9,608,885,150	13,909,644,884	10,320,325,739	60,109,410,863	32.0%
Retail	30,376,166,629	581,825,402	1.9%	24,188,986,494	79.6%	17,900,231,192	1,519,571,295	587,812,498	1,429,808,997	1,442,154,405	1,309,408,108	3,983,931,862	13.0%
Misc Services & Amusements	16,738,246,597	1,774,149,895	10.6%	6,995,061,290	41.8%	3,565,779,735	624,365,177	459,018,577	592,743,499	857,580,363	895,573,940	5,114,549,799	30.6%
Media & Advertising	14,397,090,249	455,191,480	3.2%	9,702,169,102	67.4%	3,986,137,218	1,393,922,062	531,132,680	1,110,386,565	1,578,939,943	1,101,650,635	3,377,358,485	23.5%
Medicines & Proprietary Remedies	10,231,902,843	18,380,711	0.2%	2,415,360,833	23.6%	557,665,246	239,027,491	273,049,086	279,747,594	775,232,290	290,639,127	7,129,913,637	69.7%
Financial	10,117,498,700	335,917,684	3.3%	6,098,653,586	60.3%	3,127,413,994	839,707,800	372,314,616	511,376,450	690,928,917	556,911,808	2,503,542,403	24.7%
Insurance & Real Estate	9,564,142,852	310,467,238	3.2%	4,469,129,769	46.7%	2,708,126,944	269,489,563	292,710,598	235,712,900	523,069,916	440,019,849	4,043,557,233	42.3%
Public Transportation, Hotels & Resorts	8,832,327,079	494,780,938	5.6%	6,061,471,034	68.6%	4,048,609,649	415,671,583	251,443,462	294,001,009	698,225,439	353,519,892	1,500,665,884	17.0%
Automotive, Automotive Access & Equip	8,102,177,426	125,307,306	1.5%	2,849,722,602	35.2%	791,995,103	426,527,116	303,719,786	470,952,218	353,703,042	502,825,535	4,892,317,020	60.4%
Communications	7,213,412,523	165,334,682	2.3%	2,946,950,674	40.9%	1,014,731,934	513,972,286	212,268,231	276,554,323	465,643,772	463,760,128	3,555,587,574	49.3%
Discount Department & Variety Stores	7,187,952,121	36,458,847	0.5%	6,235,007,438	86.7%	4,089,712,815	543,821,132	104,828,081	922,596,802	393,003,561	181,045,026	862,210,075	12.0%

[Access the full report here](#)

NOTE: OAAA estimates Vivvix under reports OOH spend by approximately 25%.

Source: Vivvix (a MediaRadar Co.)

2023 Total Media Spend by Product Industry by Month

Product Industry	Total Ad Spend	January 2023 Ad Spend	Monthly % of Annual Product Industry Total	February 2023 Ad Spend	Monthly % of Annual Product Industry Total	March 2023 Ad Spend	Monthly % of Annual Product Industry Total	April 2023 Ad Spend	Monthly % of Annual Product Industry Total	May 2023 Ad Spend	Monthly % of Annual Product Industry Total	June 2023 Ad Spend	Monthly % of Annual Product Industry Total
Grand Total	188,001,174,627	16,985,837,846	9.0%	15,329,857,981	8.2%	14,781,991,641	7.9%	14,593,746,603	7.8%	14,988,127,041	8.0%	15,163,877,049	8.1%
Retail	30,376,166,629	2,926,823,849	9.6%	2,637,880,088	8.7%	2,145,750,391	7.1%	2,245,867,113	7.4%	2,298,107,755	7.6%	2,376,602,367	7.8%
Misc Services & Amusements	16,738,246,597	1,381,691,813	8.3%	1,309,867,384	7.8%	1,247,795,681	7.5%	1,280,307,666	7.6%	1,329,276,155	7.9%	1,420,109,579	8.5%
Media & Advertising	14,397,090,249	1,340,359,676	9.3%	1,234,255,457	8.6%	1,119,303,770	7.8%	1,093,520,320	7.6%	1,173,144,758	8.1%	1,215,465,507	8.4%
Medicines & Proprietary Remedies	10,231,902,843	953,988,164	9.3%	826,679,329	8.1%	874,026,694	8.5%	800,252,115	7.8%	903,767,854	8.8%	801,798,849	7.8%
Financial	10,117,498,700	915,827,140	9.1%	847,960,817	8.4%	850,394,017	8.4%	814,793,635	8.1%	805,532,641	8.0%	820,956,765	8.1%
Insurance & Real Estate	9,564,142,852	953,654,047	10.0%	698,042,754	7.3%	793,601,987	8.3%	719,929,958	7.5%	666,529,918	7.0%	665,569,689	7.0%
Public Transportation, Hotels & Resorts	8,832,327,079	873,159,310	9.9%	936,092,504	10.6%	865,059,964	9.8%	850,845,735	9.6%	777,637,828	8.8%	778,644,387	8.8%
Automotive, Automotive Access & Equip	8,102,177,426	767,286,817	9.5%	623,971,945	7.7%	620,281,235	7.7%	583,993,667	7.2%	594,974,638	7.3%	623,078,521	7.7%
Communications	7,213,412,523	764,098,606	10.6%	586,577,915	8.1%	596,358,358	8.3%	615,875,510	8.5%	525,802,890	7.3%	529,151,444	7.3%
Discount Department & Variety Stores	7,187,952,121	636,690,056	8.9%	584,951,872	8.1%	513,293,920	7.1%	543,552,907	7.6%	524,592,557	7.3%	564,819,878	7.9%

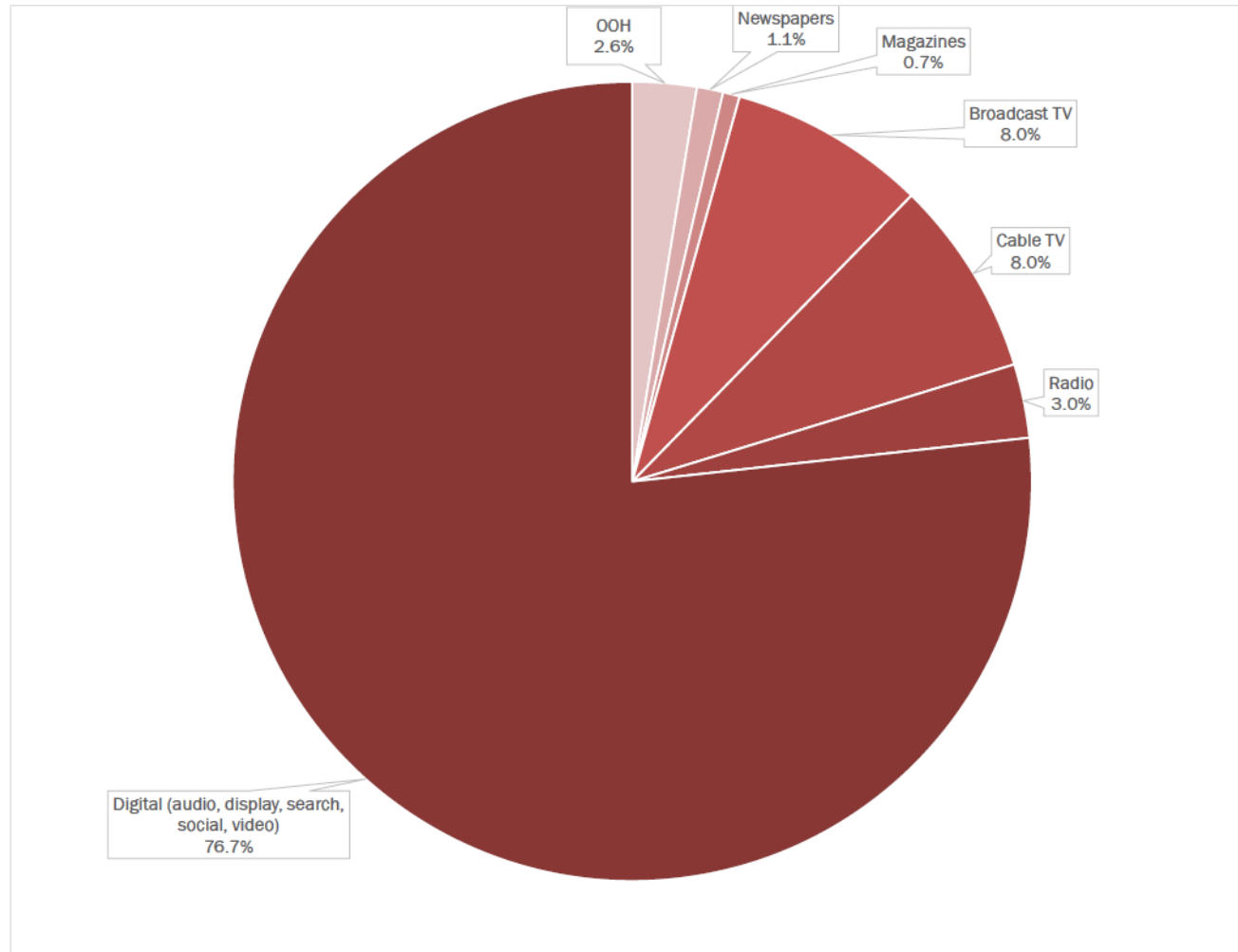
[Access the full report here](#)

NOTE: OAAA estimates Vivix under reports OOH spend by approximately 25%.

Source: Vivix (a MediaRadar Co.)

OOH Share: Total US Core Media Spend of \$337 Billion

2023 OOH Share of Total US Core Media Spend

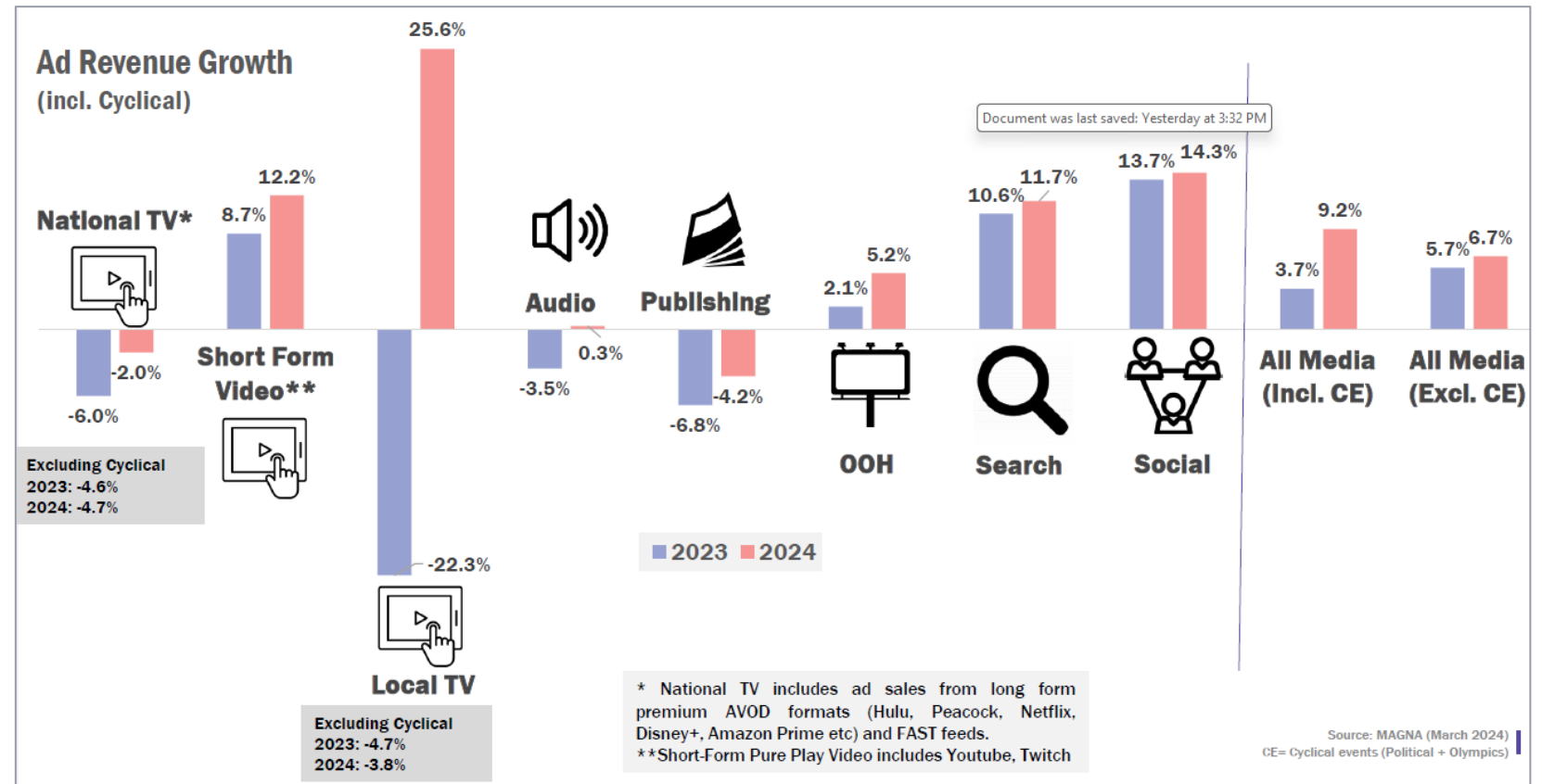


In 2023, OOH growth outperformed digital display, magazine, newspaper, radio, and TV

[Access the full report here](#)

Source: MAGNA, OAAA

US Total Core Media 2023 Growth + 2024 Forecast



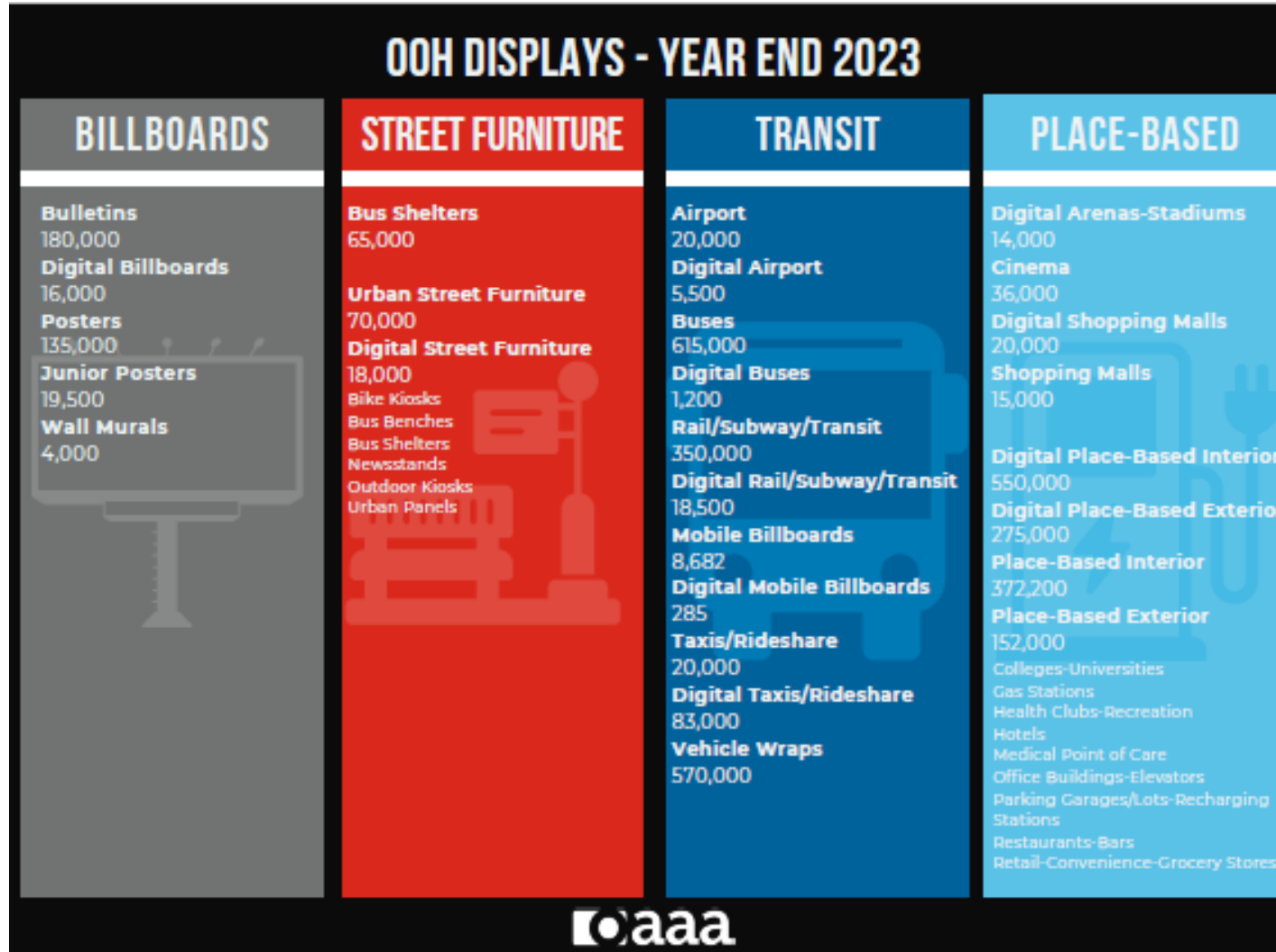
2023

- Total media grew 5.7%
- OOH grew 2.1%

2024 MAGNA Forecast

- Total media growth of 6.7%
- OOH growth of 5.2%

OOH Advertising Displays Nationwide



Source: OAAA