



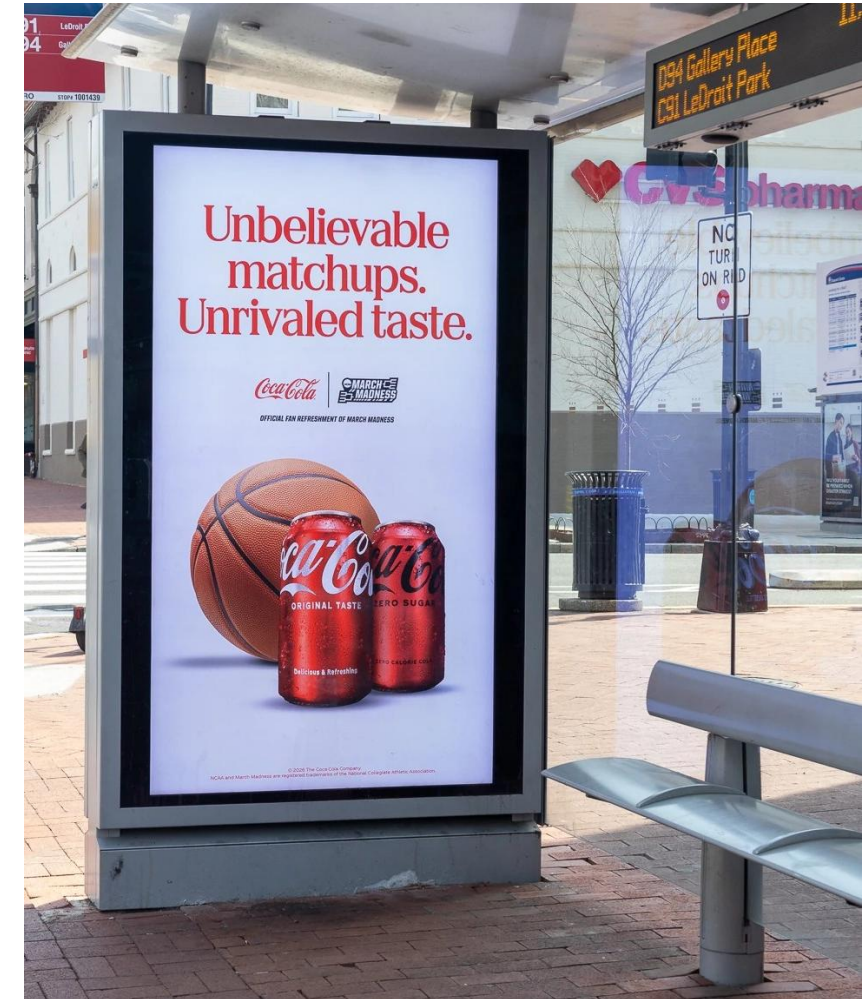
Out of Home Advertising Association of America

2025 OOH Facts & Figures

Ad Spend Performance

US OOH Media Landscape

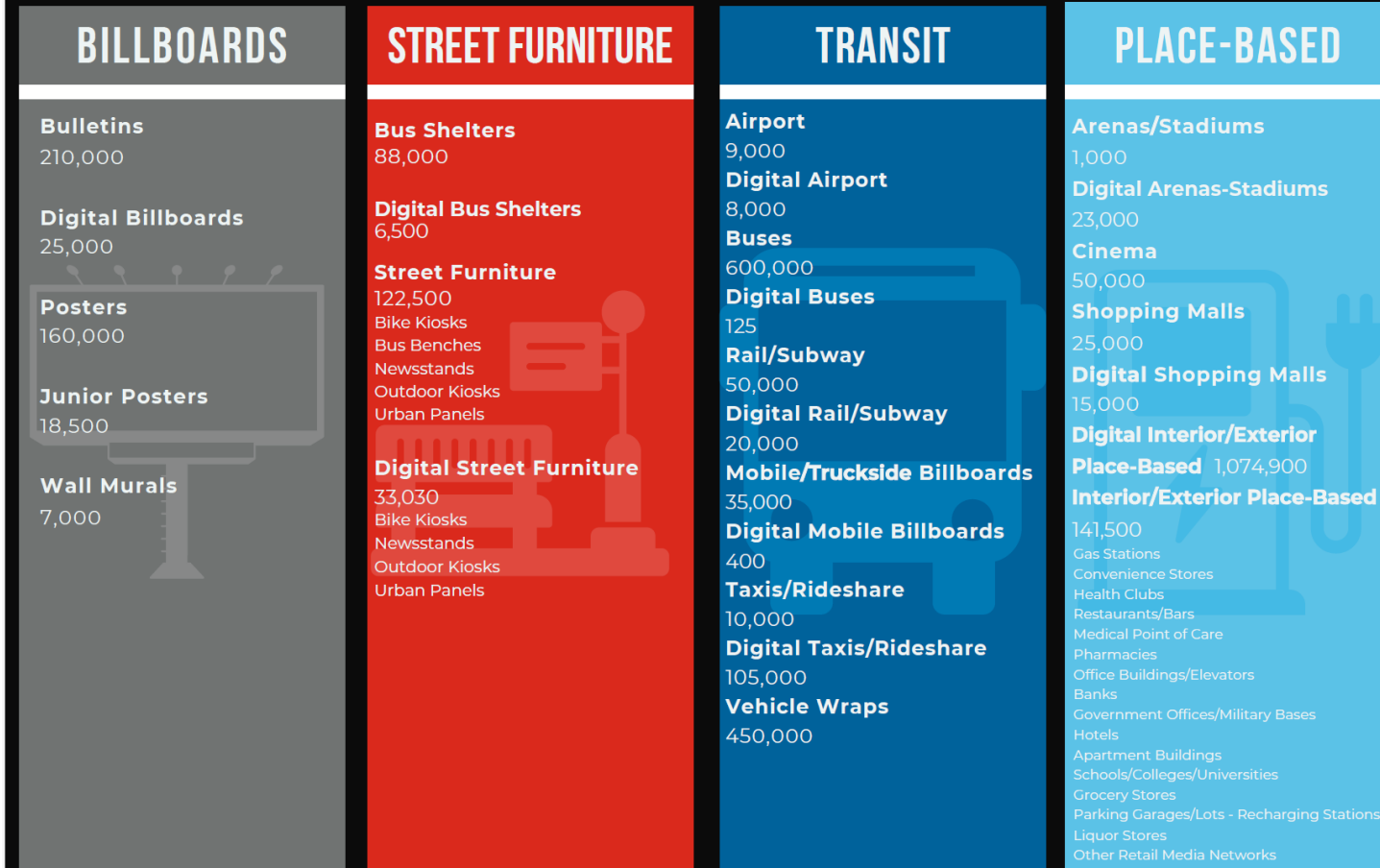
- Local OOH Ad Sales = 65% of total
- National OOH Ad Sales = 35% of total
- OOH Share of Total Media Market = 2.3%
- DOOH Ad Sales = 36% of total
- PDOOH = 30% of DOOH
- Projected OOH Ad Sales Annual Growth 2025 - 2029 = 3.7%



Source: MAGNA, OAAA, Rapport

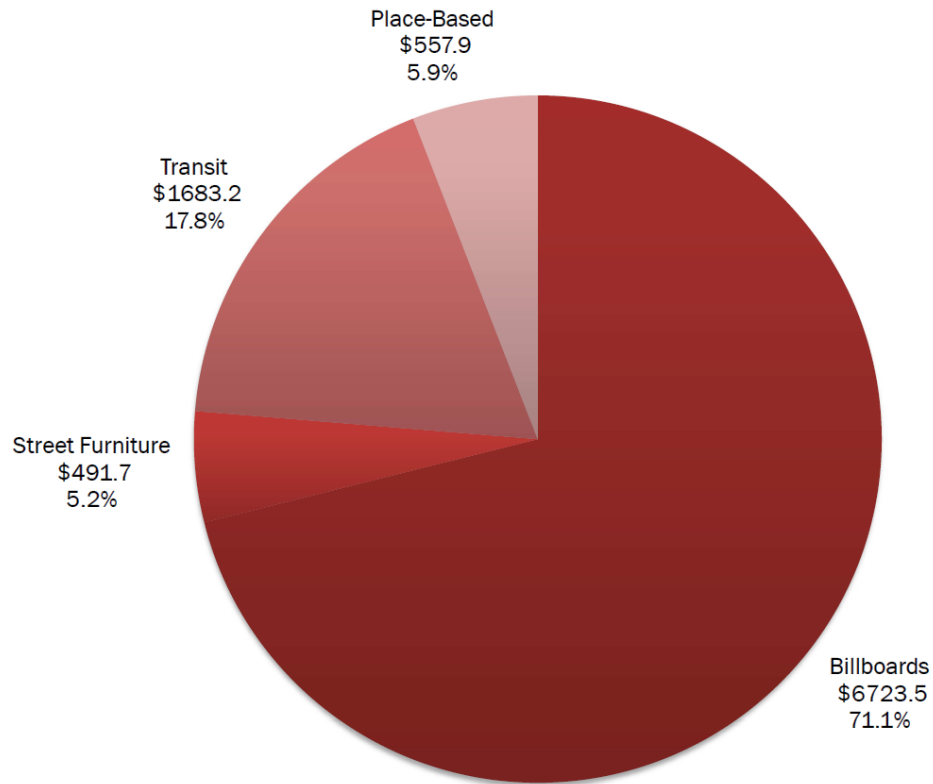
2025 OOH Advertising Displays Nationwide

OOH DISPLAYS - YEAR END 2025



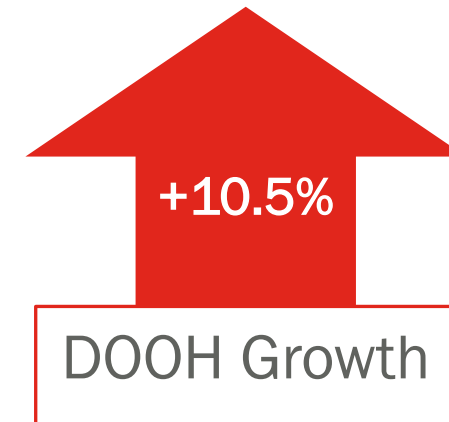
2025 OOH Ad Spend Grew 3.6% to \$9.46 Billion

2025 YE
Total OOH Revenue \$9.46 Billion



2025 Category Performance vs. 2024

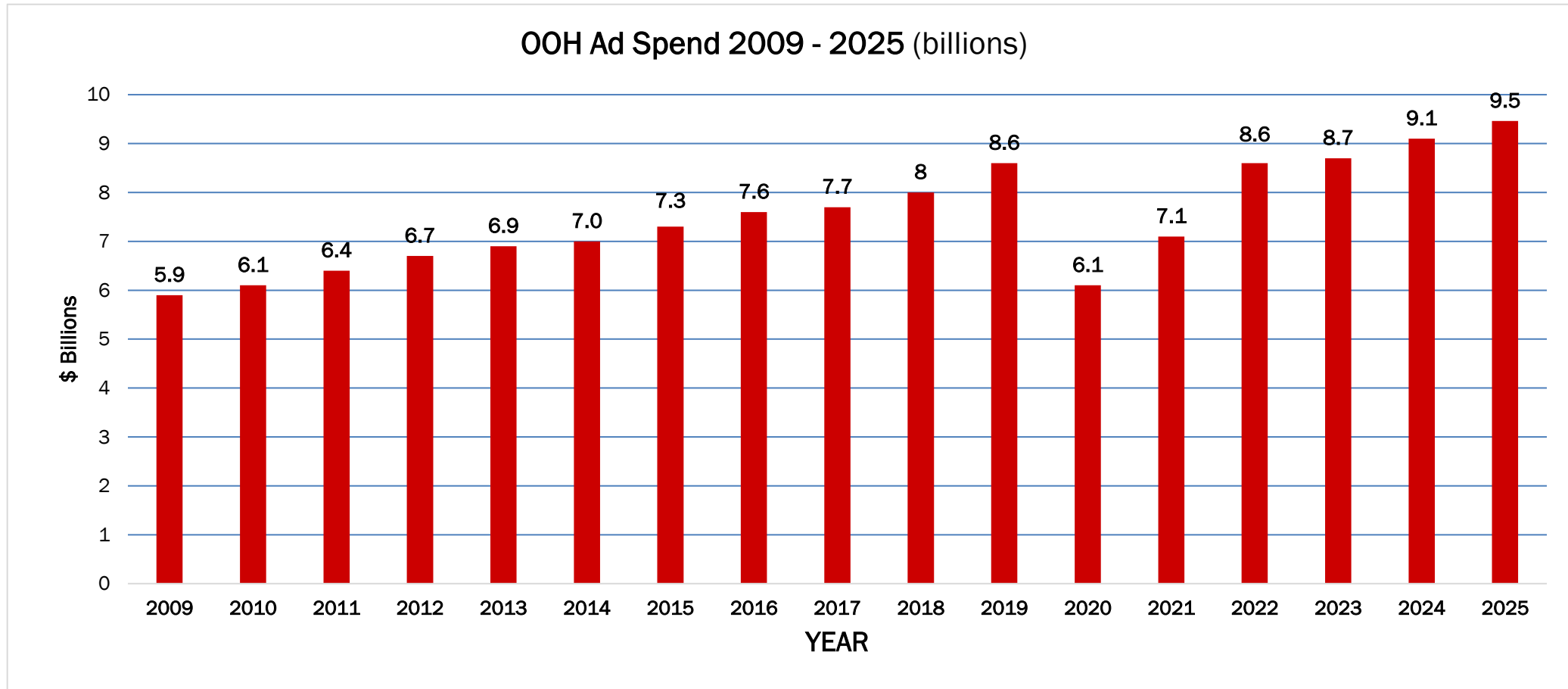
- Billboards +2.3%
- Street Furniture +5.6%
- Transit +9.8%
- Place-Based +0.2%



Digital OOH represents 36% of total OOH, format figures in millions.
Source: OAAA

Access historical OOH Ad Spend by Category Format [here](#)

2025 OOH Ad Spend Reaches \$9.46 Billion



Source: OAAA

2025 OOH Ad Spend: Top 10 Product Industries

The top 10 product industries account for 78% of OOH spend

Industry Categories	January - December 2025 (000)	Percent of Total Revenue	Rank	January - December 2024 (000)	Rank	Category Growth January - December '25 vs '24 (000)	Percentage Change January - December '25 vs '24 (%)
LOCAL SERVICES & AMUSEMENTS	\$2,784,802.6	29.4%	1	\$2,592,980.1	1	191,822.5	7.4%
RETAIL	\$751,945.2	8.0%	2	\$864,125.2	2	-112,180.0	-13.0%
MEDIA & ADVERTISING	\$573,639.5	6.1%	3	\$601,843.6	5	-28,204.1	-4.7%
PUBLIC TRANS., HOTELS & RESORTS	\$560,335.2	5.9%	4	\$651,102.0	3	-90,766.8	-13.9%
GOVERNMENT, POLITICS & ORGS	\$524,854.2	5.6%	5	\$630,741.6	4	-105,887.4	-16.8%
RESTAURANTS	\$494,015.6	5.2%	6	\$501,225.9	6	-7,210.4	-1.4%
FINANCIAL	\$493,953.4	5.2%	7	\$385,231.1	8	108,722.3	28.2%
INSURANCE & REAL ESTATE	\$477,620.1	5.1%	8	\$418,215.2	7	59,404.9	14.2%
COMMUNICATIONS	\$391,649.9	4.1%	9	\$327,764.7	9	63,885.3	19.5%
AUTOMOTIVE DEALERS & SERVICES	\$321,057.3	3.4%	10	\$321,819.6	10	-762.3	-0.2%
Total Top Ten Categories	\$ 7,373,873.0	78.0%		\$7,295,049.0		\$78,823.9	

Total 2025 January - December OOH Expenditures \$9,456,403,015
 Overall Percentage Change January - December '25 vs '24 3.6%

Source: OAAA, MediaRadar

2025 OOH Ad Spend: Top 25 Product Categories

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

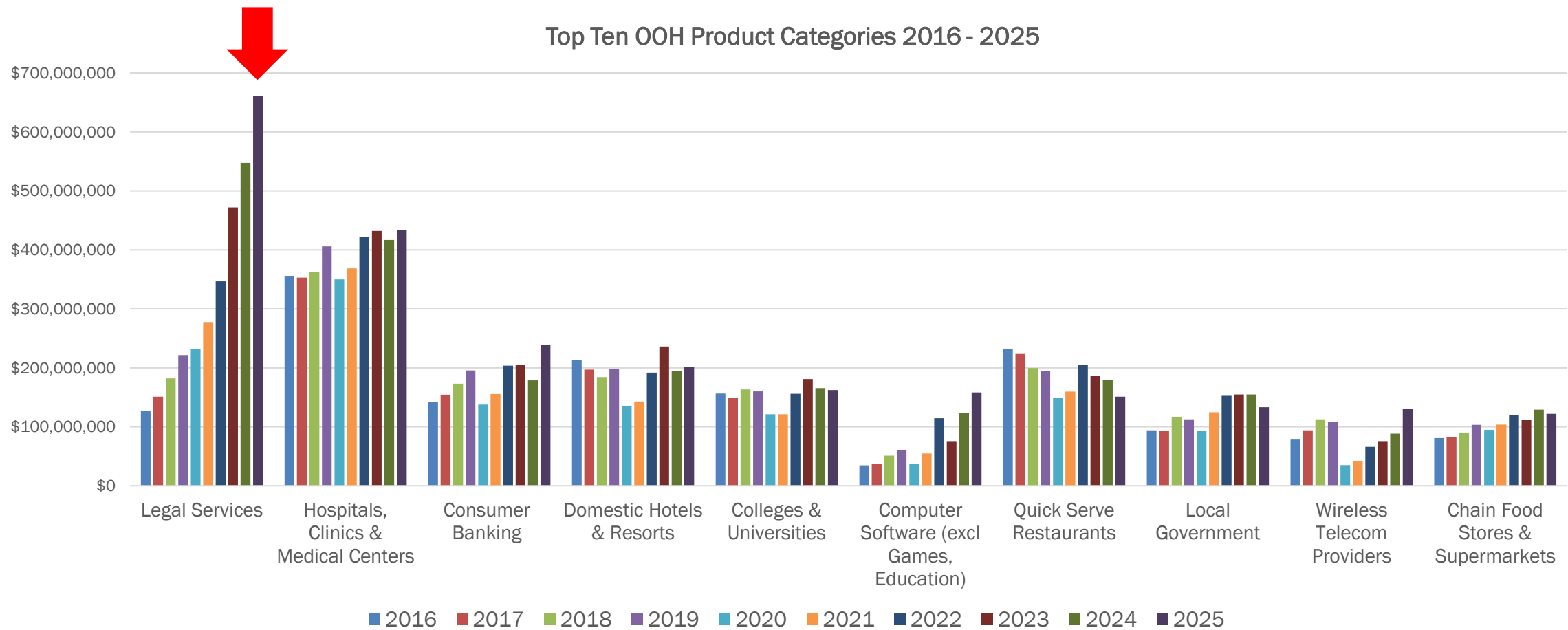
The top 25 product categories account for 55% of total OOH spend



Source: MediaRadar

OOH Ad Spend: Product Category Trends 2016 - 2025

Top Ten OOH Product Categories 2016 - 2025

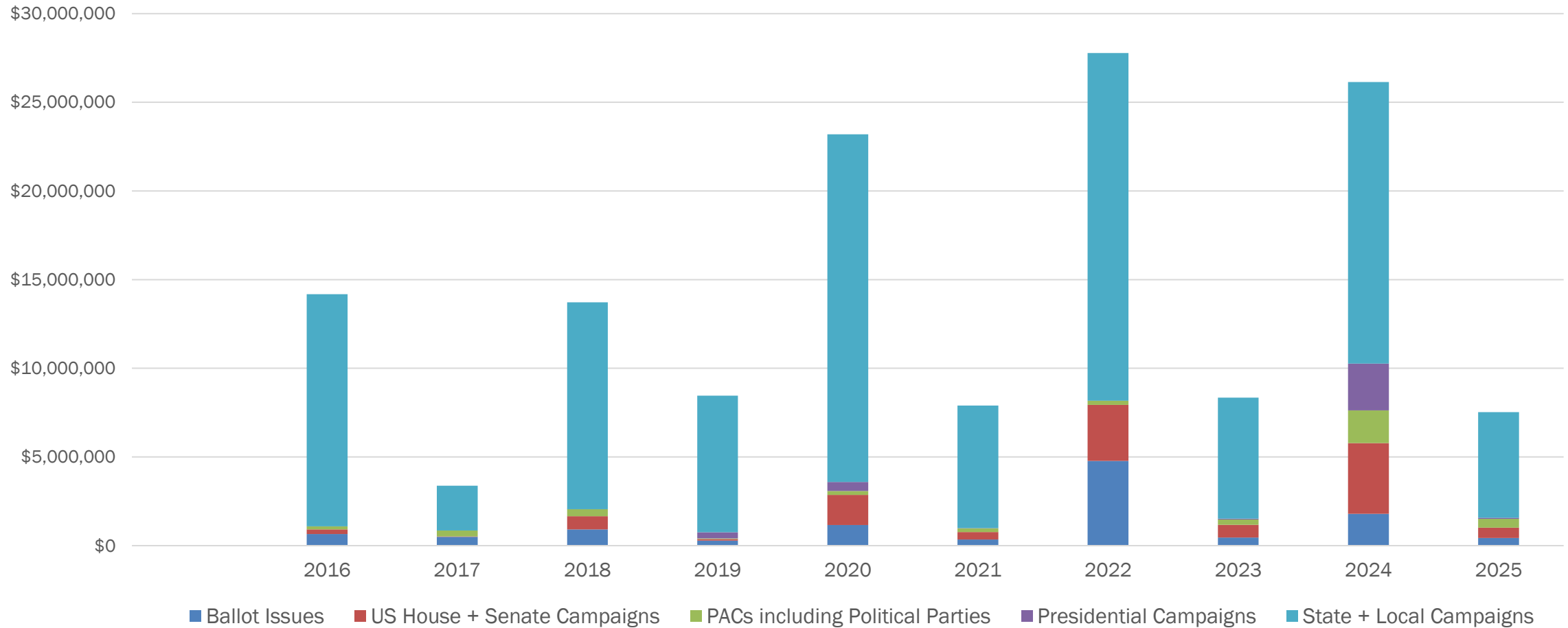


NOTE: OAAA estimates MediaRadar under reports OOH spend by approximately 30%, so data in this chart is best used for longitudinal analysis.

Source: MediaRadar

OOH Political Ad Spend 2016 - 2025

OOH Political Spend 2016 - 2025



Source: MediaRadar

2025 Top Ten OOH Advertisers and Parent Companies

Advertisers

- Apple
- Morgan & Morgan
- Vivint
- Verizon
- Coca-Cola
- McDonald's
- Disney
- T-Mobile
- Amazon
- Universal Pictures



Parent Companies

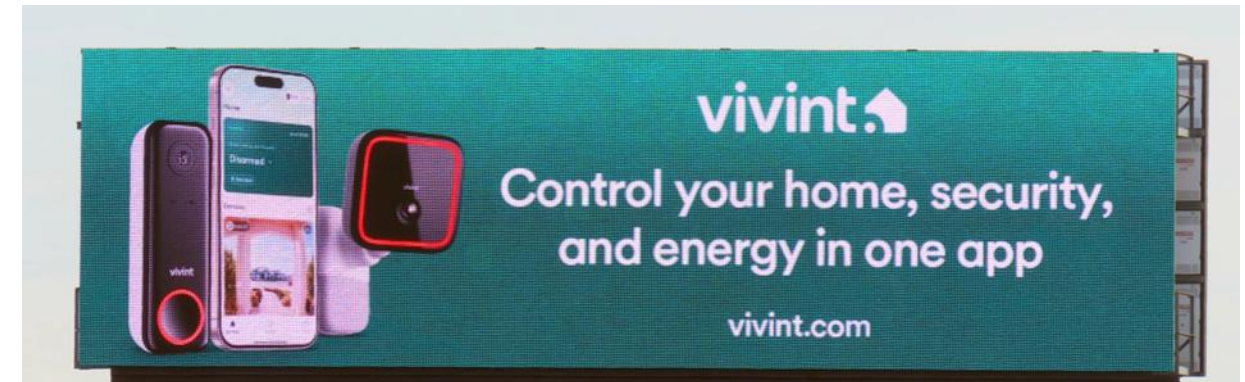
- Walt Disney Company
- Comcast Corp.
- Apple Inc.
- NRG Energy Inc.
- Morgan & Morgan PA
- Verizon Communications Inc.
- Coca-Cola Co.
- Amazon.com Inc.
- McDonald's Corp.
- Deutsche Telekom Ag

Access the full 2025 MegaBrands report [here](#)

Source: MediaRadar

2025 Top 20 OOH Advertisers: \$ Increase over 2024 Spend

ADVERTISER	2025 OOH Ad Spend	2025 OOH Spend Rank	2025 OOH \$ Spend Increase over 2024
Vivint	52,569,378	3	\$52,418,797
M&M's	27,341,560	15	\$22,786,657
Geico	26,997,492	16	\$22,048,002
Capital One	28,415,000	14	\$20,975,761
T-Mobile	45,225,324	8	\$20,117,199
Morgan & Morgan	58,201,729	2	\$19,536,979
JP Morgan	29,161,930	11	\$19,491,460
Eli Lilly	19,511,866	26	\$15,765,172
Progressive	23,821,265	18	\$15,397,730
Johnson & Johnson	24,991,030	17	\$13,485,578
AT&T	18,985,438	28	\$11,982,877
Universal Hotels & Resorts	17,637,353	31	\$8,959,404
OpenAI	7,790,636	87	\$7,790,635
Indeed	13,943,222	42	\$7,750,482
Verizon	51,431,765	4	\$7,197,015
New Belgium Brewing	8,651,083	74	\$7,054,674
Chevrolet	20,989,240	24	\$6,868,395
Dunkin'	28,780,988	13	\$6,759,761
Allstate	13,458,015	43	\$6,282,011
TopDog Law	8,074,546	83	\$5,318,454



NOTE: OAAA estimates Vivint under reports OOH spend by approximately 30%.

Source: MediaRadar

2025 Top 20 OOH Advertisers: Greatest % Increase over 2024

ADVERTISER	2025 OOH Ad Spend	2025 OOH Ad Spend Rank	2025 OOH % Increase over 2024
OpenAI	7,790,636	88	779063500.0%
Vivint	52,569,378	3	34811.0%
M&M's	27,341,560	15	500.3%
Geico	26,997,492	16	445.5%
New Belgium Brewing	8,651,083	74	441.9%
Eli Lilly	19,511,866	26	420.8%
Capital One	28,415,000	14	282.0%
JP Morgan	29,161,930	11	201.6%
TopDog Law	8,074,546	84	193.0%
Progressive	23,821,265	18	182.8%
AT&T	18,985,438	28	171.1%
Chase	8,088,212	83	150.1%
Indeed	13,943,222	42	125.2%
Johnson & Johnson	24,991,030	17	117.2%
Universal Hotels & Resorts	17,637,353	31	103.2%
Kia	10,133,293	60	88.3%
Allstate	13,458,015	43	87.5%
T-Mobile	45,225,324	8	80.1%
Constellation Brands	8,634,865	75	76.0%
Turo	12,317,300	45	54.6%



NOTE: OAAA estimates MediaRadar under reports OOH spend by approximately 30%.

Source: MediaRadar

2025 Top 30 Local OOH Ad Spend Markets

2025 OOH Ad Spend by DMA

OOH Ad Spend Rank	DMA MARKET	2025 OOH Ad Spend	2025 % of Total US OOH
1	NEW YORK	\$858,054,320	12.79%
2	LOS ANGELES	\$566,089,164	8.44%
3	CHICAGO	\$231,601,734	3.45%
4	MIAMI	\$227,112,900	3.39%
5	SAN FRANCISCO	\$224,362,765	3.35%
6	DALLAS	\$214,972,549	3.21%
7	ORLANDO	\$201,944,354	3.01%
8	PHILADELPHIA	\$193,704,277	2.89%
9	ATLANTA	\$165,480,031	2.47%
10	HOUSTON	\$164,823,757	2.46%
11	LAS VEGAS	\$138,897,273	2.07%
12	BOSTON	\$137,747,388	2.05%
13	PHOENIX	\$120,579,966	1.80%
14	TAMPA	\$117,181,207	1.75%
15	MINNEAPOLIS	\$87,088,717	1.30%
16	WASHINGTON,DC	\$80,478,352	1.20%
17	DETROIT	\$78,431,213	1.17%
18	SAN ANTONIO	\$69,295,645	1.03%
19	SAN DIEGO	\$65,938,703	0.98%
20	SACRAMENTO	\$64,456,611	0.96%
21	NASHVILLE	\$56,472,991	0.84%
22	MILWAUKEE	\$52,869,701	0.79%
23	ST LOUIS	\$50,045,806	0.75%
24	PORTLAND,OR	\$49,501,434	0.74%
25	ALL OTHER	\$48,326,408	0.72%
26	DENVER	\$48,066,834	0.72%
27	HARTFORD	\$47,824,119	0.71%
28	NEW ORLEANS	\$44,475,558	0.66%
29	CHARLOTTE	\$44,012,313	0.66%
30	JACKSONVILLE	\$43,442,711	0.65%



[Access the full report here](#)

NOTE: OAAA estimates MediaRadar under reports OOH spend by approximately 30%.

Source: MediaRadar

2025 Top 30 Total Local Ad Spend Markets + OOH Share

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	\$3,320,478,979	\$858,054,320	1	25.8%
2	LOS ANGELES	\$2,398,836,031	\$566,089,164	2	23.6%
3	CHICAGO	\$1,396,448,037	\$231,601,734	3	16.6%
4	DALLAS	\$1,276,742,420	\$214,972,549	6	16.8%
5	PHILADELPHIA	\$1,203,395,680	\$193,704,277	8	16.1%
6	HOUSTON	\$1,093,792,217	\$164,823,757	10	15.1%
7	WASHINGTON,DC	\$1,067,571,430	\$80,478,352	16	7.5%
8	SAN FRANCISCO	\$1,064,512,412	\$224,362,765	5	21.1%
9	BOSTON	\$991,509,766	\$137,747,388	12	13.9%
10	MIAMI	\$979,021,399	\$227,112,900	4	23.2%
11	ATLANTA	\$961,324,010	\$165,480,031	9	17.2%
12	PHOENIX	\$831,739,466	\$120,579,966	13	14.5%
13	DETROIT	\$783,067,984	\$78,431,213	17	10.0%
14	ORLANDO	\$731,689,998	\$201,944,354	7	27.6%
15	TAMPA	\$700,748,940	\$117,181,207	14	16.7%
16	DENVER	\$653,870,818	\$48,066,834	25	7.4%
17	MINNEAPOLIS	\$593,991,271	\$87,088,717	15	14.7%
18	SEATTLE	\$538,293,225	\$42,360,953	30	7.9%
19	SAN DIEGO	\$513,070,492	\$65,938,703	19	12.9%
20	LAS VEGAS	\$510,123,364	\$138,897,273	11	27.2%
21	CLEVELAND	\$499,478,525	\$34,522,971	38	6.9%
22	SAN ANTONIO	\$472,558,050	\$69,295,645	18	14.7%
23	ST LOUIS	\$460,364,416	\$50,045,806	23	10.9%
24	PITTSBURGH	\$443,353,175	\$36,662,695	34	8.3%
25	INDIANAPOLIS	\$422,672,113	\$33,226,818	39	7.9%
26	SACRAMENTO	\$417,233,555	\$64,456,611	20	15.4%
27	PORTLAND,OR	\$397,173,158	\$49,501,434	24	12.5%
28	CHARLOTTE	\$381,460,453	\$44,012,313	28	11.5%
29	BALTIMORE	\$368,610,903	\$21,519,725	56	5.8%
30	SALT LAKE CITY	\$354,830,838	\$5,659,423	131	1.6%

NOTE: OAAA estimates MediaRadar under reports OOH spend by approximately 30%.



[Access the full report here](#)

Source: MediaRadar

2025 Top 30 Markets Local Ad Spend Ranked by OOH Share

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
191	VICTORIA	\$5,629,906	\$3,903,320	140	69.3%
135	CHICO	\$24,549,815	\$13,999,632	85	57.0%
157	JACKSON, TN	\$14,517,079	\$6,819,412	124	47.0%
148	PANAMA CITY	\$17,854,910	\$8,241,506	116	46.2%
67	SOUTH BEND	\$89,328,537	\$40,559,794	31	45.4%
156	LAREDO	\$14,594,002	\$6,491,349	127	44.5%
153	LAKE CHARLES	\$16,404,587	\$7,189,353	121	43.8%
124	BILOXI	\$33,419,068	\$14,637,996	82	43.8%
133	ALBANY, GA	\$26,532,161	\$11,577,915	94	43.6%
165	YUMA	\$12,205,634	\$5,050,563	132	41.4%
164	CLARKSBURG	\$12,205,892	\$4,919,173	133	40.3%
137	DULUTH	\$22,458,829	\$8,909,050	110	39.7%
147	ODESSA	\$18,676,302	\$7,085,582	122	37.9%
144	LUBBOCK	\$19,166,767	\$7,223,691	120	37.7%
143	ERIE	\$19,511,345	\$7,318,501	119	37.5%
150	ABILENE	\$17,148,724	\$6,350,013	128	37.0%
128	SALISBURY	\$31,146,220	\$11,450,571	96	36.8%
126	BILLINGS	\$31,550,896	\$11,230,586	98	35.6%
161	ALEXANDRIA	\$12,944,951	\$4,582,016	136	35.4%
82	FT WAYNE	\$64,990,320	\$22,950,246	54	35.3%
119	PALM SPRINGS	\$38,195,365	\$13,313,007	86	34.9%
61	MOBILE	\$106,031,052	\$36,410,022	35	34.3%
102	MYRTLE BEACH	\$49,038,658	\$16,555,757	68	33.8%
166	BLUEFIELD	\$12,119,878	\$4,021,655	139	33.2%
159	TOPEKA	\$14,004,828	\$4,627,599	135	33.0%
155	AMARILLO	\$14,993,990	\$4,865,644	134	32.5%
110	BOISE	\$44,615,531	\$14,189,012	83	31.8%
170	MONROE	\$11,631,919	\$3,663,020	141	31.5%
93	HUNTSVILLE	\$54,373,321	\$16,838,849	67	31.0%
107	WILMINGTON	\$45,842,788	\$14,012,761	84	30.6%



[Access the full report here](#)

NOTE: OAAA estimates MediaRadar under reports OOH spend by approximately 30%.

Source: MediaRadar

2025 Total Local Ad Spend by Market by Media Channel

Total Local Ad Spend Rank	DMA MARKET	Total Local Ad Spend	OOH Local Ad Spend	OOH Ad Spend Market Rank	OOH Share of DMA Local Ad Spend	Spot TV Local Ad Spend	% of Local Market Spend by DMA	Internet Display Local Ad Spend	Online Video Local Ad Spend	Digital Desktop % of Local Market Spend by DMA	Mobile Web Local Ad Spend	Mobile Apps Local Ad Spend	Mobile Web Video Local Ad Spend	Digital Mobile % of Local Market Spend by DMA	Radio Local and National Spot Ad Spend	% of Local Market Spend by DMA	Print Local Ad Spend (Magazines, Newspapers incl. Hispanic)	% of Local Market Spend by DMA
1	NEW YORK	\$3,320,478,979	\$858,054,320	1	25.8%	\$855,701,023	25.8%	\$64,758,659	\$81,137,013	4.4%	\$191,979,179	\$106,970,271	\$122,220,601	12.7%	\$666,478,892	20.1%	\$373,179,021	11.2%
2	LOS ANGELES	\$2,398,836,031	\$566,089,164	2	23.6%	\$806,491,060	33.6%	\$25,167,714	\$22,489,215	2.0%	\$43,496,206	\$83,971,566	\$47,187,133	7.3%	\$702,724,973	29.3%	\$101,219,001	4.2%
3	CHICAGO	\$1,396,448,037	\$231,601,734	3	16.6%	\$460,485,008	33.0%	\$16,695,039	\$27,690,861	3.2%	\$68,739,324	\$24,791,415	\$57,384,676	10.8%	\$347,272,684	24.9%	\$161,787,297	11.6%
4	DALLAS	\$1,276,742,420	\$214,972,549	6	16.8%	\$485,649,449	38.0%	\$17,217,618	\$10,420,232	2.2%	\$44,756,402	\$64,313,442	\$26,851,977	10.6%	\$358,115,008	28.0%	\$54,445,742	4.3%
5	PHILADELPHIA	\$1,203,395,680	\$193,704,277	8	16.1%	\$459,859,672	38.2%	\$16,951,566	\$25,645,095	3.5%	\$42,568,574	\$92,956,897	\$30,702,440	13.8%	\$292,252,403	24.3%	\$48,754,757	4.1%
6	HOUSTON	\$1,093,792,217	\$164,823,757	10	15.1%	\$361,710,023	33.1%	\$17,847,123	\$20,186,893	3.5%	\$33,776,299	\$33,970,235	\$45,800,824	10.4%	\$377,711,383	34.5%	\$37,965,681	3.5%
7	WASHINGTON,DC	\$1,067,571,430	\$80,478,352	16	7.5%	\$407,005,262	38.1%	\$22,007,063	\$45,873,817	6.4%	\$33,611,800	\$46,306,946	\$46,677,647	11.9%	\$250,181,664	23.4%	\$135,428,878	12.7%
8	SAN FRANCISCO	\$1,064,512,412	\$224,362,765	5	21.1%	\$337,118,432	31.7%	\$15,950,063	\$30,179,600	4.3%	\$54,893,771	\$70,561,439	\$19,709,945	13.6%	\$282,028,088	26.5%	\$29,708,309	2.8%
9	BOSTON	\$991,509,766	\$137,747,388	12	13.9%	\$332,473,730	33.5%	\$29,186,760	\$43,036,519	7.3%	\$73,727,762	\$64,538,701	\$41,393,643	18.1%	\$232,337,590	23.4%	\$37,067,674	3.7%
10	MIAMI	\$979,021,399	\$227,112,900	4	23.2%	\$446,901,465	45.6%	\$16,341,511	\$8,663,748	2.6%	\$30,962,940	\$29,058,991	\$9,180,641	7.1%	\$180,272,280	18.4%	\$30,526,923	3.1%
11	ATLANTA	\$961,324,010	\$165,480,031	9	17.2%	\$413,861,241	43.1%	\$8,977,628	\$14,276,293	2.4%	\$35,155,842	\$38,721,850	\$50,118,220	12.9%	\$212,245,231	22.1%	\$22,487,675	2.3%
12	PHOENIX	\$831,739,466	\$120,579,966	13	14.5%	\$312,831,631	37.6%	\$12,078,407	\$13,497,187	3.1%	\$50,652,706	\$38,421,758	\$21,854,186	13.3%	\$225,357,426	27.1%	\$36,466,201	4.4%
13	DETROIT	\$783,067,984	\$78,431,213	17	10.0%	\$341,085,312	43.6%	\$16,197,283	\$28,825,055	5.7%	\$57,963,571	\$38,529,767	\$17,457,379	14.6%	\$185,103,017	23.6%	\$19,475,386	2.5%
14	ORLANDO	\$731,689,998	\$201,944,354	7	27.6%	\$295,491,414	40.4%	\$6,203,901	\$9,712,053	2.2%	\$23,002,288	\$41,562,595	\$18,290,043	11.3%	\$124,687,447	17.0%	\$10,795,903	1.5%
15	TAMPA	\$700,748,940	\$117,181,207	14	16.7%	\$321,026,958	45.8%	\$12,161,833	\$10,674,909	3.3%	\$18,887,905	\$42,287,302	\$22,573,902	12.0%	\$129,286,718	18.4%	\$26,668,205	3.8%
16	DENVER	\$653,870,818	\$48,066,834	25	7.4%	\$241,334,637	36.9%	\$8,583,868	\$16,645,587	3.9%	\$32,199,881	\$57,917,964	\$78,904,971	25.8%	\$158,952,344	24.3%	\$11,264,734	1.7%
17	MINNEAPOLIS	\$593,991,271	\$87,088,717	15	14.7%	\$162,116,408	27.3%	\$9,701,427	\$11,480,117	3.6%	\$23,126,066	\$64,632,733	\$57,309,039	24.4%	\$133,069,194	22.4%	\$45,467,571	7.7%
18	SEATTLE	\$538,293,225	\$42,360,953	30	7.9%	\$204,343,224	38.0%	\$13,972,155	\$11,847,373	4.8%	\$45,222,411	\$25,944,532	\$20,366,578	17.0%	\$147,966,081	27.5%	\$26,269,919	4.9%
19	SAN DIEGO	\$513,070,492	\$65,938,703	19	12.9%	\$196,606,205	38.3%	\$8,757,297	\$6,398,048	3.0%	\$14,730,432	\$25,585,093	\$17,046,674	11.2%	\$164,093,447	32.0%	\$13,914,594	2.7%
20	LAS VEGAS	\$510,123,364	\$138,897,273	11	27.2%	\$205,717,780	40.3%	\$9,205,531	\$7,205,814	3.2%	\$15,056,683	\$21,574,170	\$10,275,497	9.2%	\$66,724,608	13.1%	\$35,466,009	7.0%

[Access the full report here](#)

NOTE: OAAA estimates MediaRadar under reports OOH spend by approximately 30%.

Source: MediaRadar

2025 Product Industries Ad Spend by Media Channel

Rank	PRODUCT INDUSTRY	TOTAL \$	OOH Ad Spend	OOH % of Product Industry Spend	Total Digital Desktop/Mobile Ad Spend (AVOD, Display, Video, Search, App)	Digital % of Product Industry Spend	AVOD Spend	Desktop Display Spend	Desktop Online Video Spend	Desktop Search Spend	Mobile Web Spend	Mobile App Spend	Mobile Video Spend	Total TV Spend (Network, Spot, Cable, Spanish Language, Syndication)	Total Radio Spend (Network, Local, National Spot)	Total Print Spend (Magazines, Newspapers, Spanish Language, B2B)
	GRAND TOTAL	\$213,810,247,283	\$6,707,018,290	3.1%	\$133,623,717,302	62.5%	\$17,034,529,162	\$11,766,293,306	\$6,876,191,917	\$61,485,524,636	\$11,115,605,909	\$9,115,531,700	\$16,230,040,671	\$59,781,658,281	\$7,989,985,282	\$5,707,868,129
1	Retail	\$24,155,253,194	\$533,254,677	2.2%	\$18,287,973,594	75.7%	\$1,288,980,635	\$1,510,187,827	\$650,053,913	\$10,922,761,350	\$1,258,170,023	\$1,010,975,115	\$1,646,844,731	\$3,897,444,414	\$1,058,560,772	\$378,019,737
2	Misc Services & Amusements	\$21,922,170,736	\$1,974,979,477	9.0%	\$10,923,244,450	49.8%	\$1,229,852,688	\$777,956,682	\$596,214,889	\$5,431,086,741	\$855,911,380	\$833,585,457	\$1,198,636,612	\$6,530,283,360	\$1,631,125,381	\$862,538,067
3	Insurance & Real Estate	\$15,810,221,363	\$338,857,761	2.1%	\$10,283,809,863	65.0%	\$713,058,395	\$459,534,428	\$453,030,519	\$7,205,226,311	\$322,631,592	\$348,503,139	\$781,825,478	\$4,418,165,277	\$458,923,027	\$310,465,434
4	Financial	\$15,744,728,254	\$350,295,712	2.2%	\$11,377,902,265	72.3%	\$1,267,208,963	\$1,185,250,753	\$559,196,652	\$6,123,373,562	\$593,194,991	\$530,071,329	\$1,119,606,015	\$3,026,697,137	\$623,162,155	\$366,670,985
5	Media & Advertising	\$15,462,989,462	\$406,914,771	2.6%	\$11,495,380,687	74.3%	\$922,607,983	\$977,313,785	\$469,313,567	\$5,850,401,219	\$1,220,438,081	\$821,041,773	\$1,234,264,279	\$2,767,453,498	\$580,361,439	\$212,879,067
6	Medicines & Proprietary Remedies	\$13,028,804,353	\$33,623,342	0.3%	\$4,491,319,303	34.5%	\$1,710,895,401	\$310,145,764	\$317,105,493	\$398,932,291	\$403,841,098	\$361,383,739	\$989,015,517	\$8,117,085,256	\$257,806,281	\$128,970,171
7	Public Transportation, Hotels & Resorts	\$11,437,207,470	\$397,497,595	3.5%	\$8,652,940,355	75.7%	\$841,800,374	\$653,954,664	\$307,607,620	\$5,230,443,248	\$725,334,220	\$368,517,882	\$525,282,346	\$1,585,079,487	\$173,694,605	\$627,995,428
8	Communications	\$9,046,311,386	\$277,842,840	3.1%	\$4,930,822,037	54.5%	\$623,843,427	\$600,748,823	\$261,196,850	\$1,604,901,048	\$325,531,597	\$562,188,311	\$952,411,981	\$3,092,901,077	\$700,346,704	\$44,398,728
9	Automotive, Automotive Access & Equip	\$9,005,220,841	\$113,377,997	1.3%	\$4,396,421,695	48.8%	\$1,052,129,088	\$646,994,950	\$378,913,705	\$737,139,226	\$515,351,975	\$417,830,352	\$648,062,400	\$4,267,069,372	\$163,305,276	\$65,046,500
10	Restaurants	\$7,913,294,305	\$350,362,738	4.4%	\$3,424,709,682	43.3%	\$1,118,764,013	\$82,418,880	\$218,415,687	\$751,339,083	\$75,187,747	\$365,211,659	\$813,372,613	\$3,832,881,702	\$289,882,423	\$15,457,760
11	Computers, Software, Internet	\$7,895,520,702	\$183,708,738	2.3%	\$6,717,684,968	85.1%	\$385,465,387	\$880,922,285	\$589,629,541	\$2,614,245,663	\$851,667,571	\$559,045,266	\$836,709,255	\$814,173,807	\$110,033,225	\$69,919,965
12	Government, Politics & Organizations	\$6,247,035,068	\$372,257,138	6.0%	\$3,121,801,650	50.0%	\$483,575,669	\$296,943,166	\$180,029,322	\$1,025,465,704	\$303,797,542	\$334,635,326	\$497,354,921	\$2,130,090,929	\$425,329,896	\$197,555,455
13	Discount Department & Variety Stores	\$6,061,548,233	\$39,797,526	0.7%	\$5,244,437,342	86.5%	\$157,981,280	\$736,152,611	\$91,179,890	\$3,233,905,074	\$496,040,656	\$196,651,807	\$332,526,024	\$724,387,396	\$45,254,095	\$7,671,873
14	Automotive Dealers & Services	\$5,723,456,186	\$227,683,735	4.0%	\$4,105,419,091	71.7%	\$388,626,462	\$256,698,489	\$183,011,600	\$2,367,478,452	\$233,669,660	\$229,473,141	\$446,461,286	\$1,049,935,617	\$304,485,318	\$35,932,426
15	Schools, Camps, Seminars	\$5,009,907,068	\$221,394,357	4.4%	\$4,151,079,604	82.9%	\$193,223,021	\$188,549,098	\$160,504,841	\$2,809,426,179	\$254,542,637	\$215,362,688	\$329,471,141	\$438,430,792	\$119,086,901	\$79,915,414
16	Games, Toys & Hobbycraft	\$2,393,421,338	\$57,438,743	2.4%	\$1,403,057,495	58.6%	\$300,022,761	\$112,521,266	\$150,259,789	\$141,477,507	\$142,230,938	\$238,664,021	\$317,881,213	\$818,005,570	\$110,954,314	\$3,965,216
17	Building Materials, Equipment & Fixtures	\$1,880,521,680	\$64,507,289	3.4%	\$1,349,372,852	71.8%	\$144,925,641	\$159,280,312	\$75,275,700	\$465,560,333	\$266,043,984	\$79,504,311	\$158,782,571	\$285,537,941	\$44,808,156	\$136,295,442
18	Cosmetics & Beauty Aids	\$1,818,291,646	\$36,259,492	2.0%	\$1,043,526,653	57.4%	\$360,582,111	\$73,458,307	\$51,406,566	\$181,544,768	\$56,312,408	\$76,459,665	\$243,762,828	\$640,271,283	\$6,423,141	\$91,811,077
19	Personal Hygiene & Health-Wmn,M&W,Unisex	\$1,782,014,391	\$1,507,491	0.1%	\$841,493,891	47.2%	\$260,277,785	\$73,292,126	\$124,580,385	\$62,492,458	\$32,661,260	\$89,940,254	\$198,249,624	\$855,600,863	\$36,780,885	\$46,631,261
20	Beverages	\$1,722,935,112	\$73,508,838	4.3%	\$813,931,931	47.2%	\$226,372,149	\$46,094,654	\$65,944,725	\$37,342,204	\$52,663,076	\$92,828,139	\$292,686,985	\$769,927,279	\$52,046,191	\$13,520,872

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NOTE: OAAA estimates MediaRadar under reports OOH spend by approximately 30%.

Source: MediaRadar

2025 Total Ad Spend by Product Industry by Month

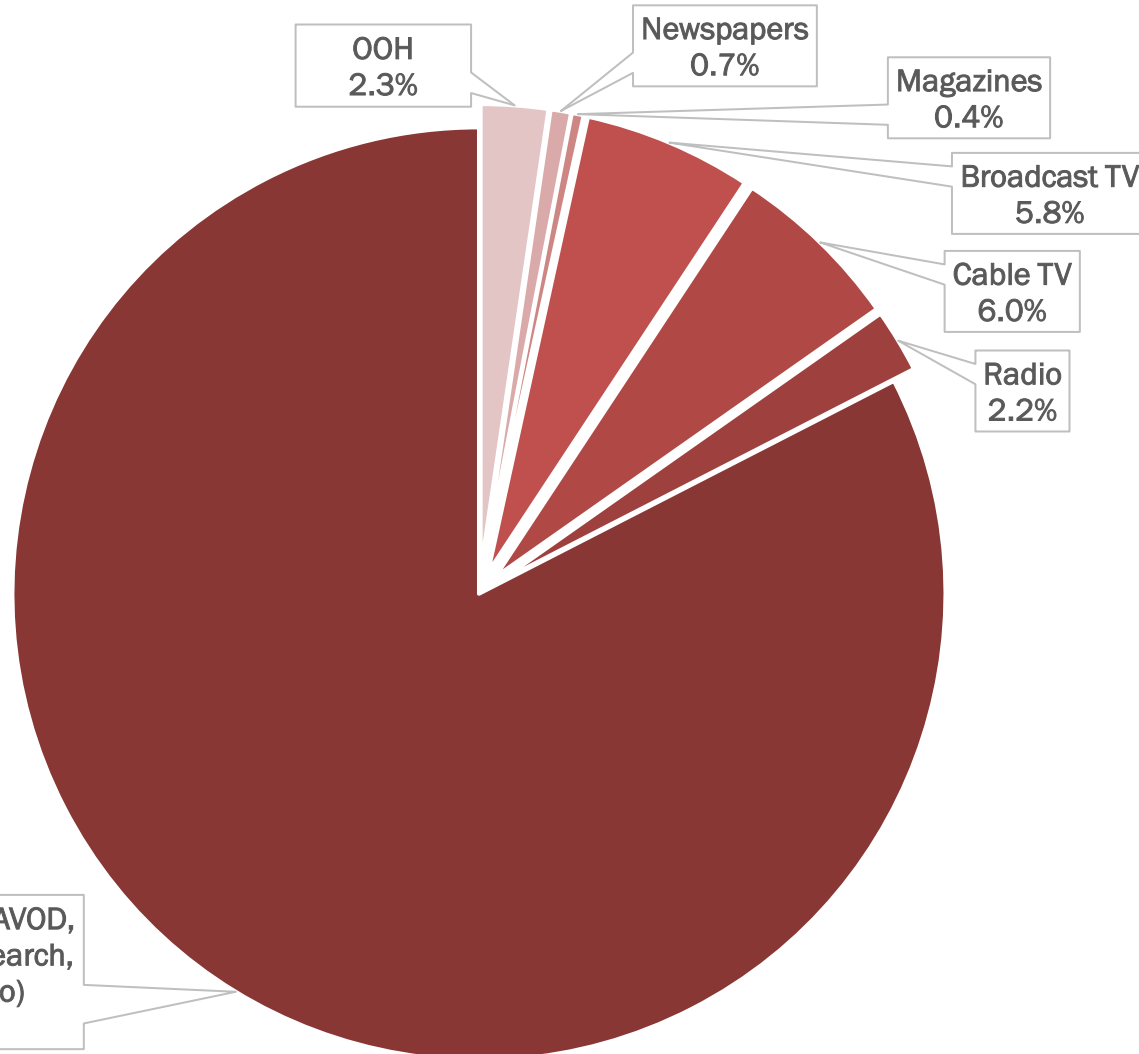
Rank	PRODUCT INDUSTRY	Total Ad Spend	January 2025 Ad Spend	Monthly % of Annual Product Total	February 2025 Ad Spend	Monthly % of Annual Product Total	March 2025 Ad Spend	Monthly % of Annual Product Total	April 2025 Ad Spend	Monthly % of Annual Product Total	May 2025 Ad Spend	Monthly % of Annual Product Total	June 2025 Ad Spend	Monthly % of Annual Product Total	July 2025 Ad Spend
	GRAND TOTAL	\$213,810,247,283	\$18,504,400,532	8.7	\$17,725,088,611	8.3	\$17,114,884,090	8.0	\$18,422,955,124	8.6	\$18,323,578,977	8.6	\$17,118,465,196	8.0	\$16,012,519,873
1	Retail	\$24,155,253,194	\$2,283,252,871	9.5	\$2,180,173,902	9.0	\$2,037,380,050	8.4	\$2,190,484,916	9.1	\$2,126,040,897	8.8	\$2,001,026,316	8.3	\$1,930,791,749
2	Local Services & Amusements	\$21,922,170,736	\$1,871,747,416	8.5	\$1,815,599,225	8.3	\$1,730,528,925	7.9	\$1,766,452,798	8.1	\$1,809,615,665	8.3	\$1,767,059,716	8.1	\$1,757,615,979
3	Insurance & Real Estate	\$15,810,221,363	\$1,462,180,506	9.2	\$1,251,615,866	7.9	\$1,038,937,818	6.6	\$1,334,844,642	8.4	\$1,312,823,570	8.3	\$1,255,206,732	7.9	\$1,048,483,519
4	Financial	\$15,744,728,254	\$1,254,751,101	8.0	\$1,222,805,344	7.8	\$1,151,135,707	7.3	\$1,436,407,450	9.1	\$1,363,295,549	8.7	\$1,247,379,479	7.9	\$1,151,015,530
5	Media & Advertising	\$15,462,989,462	\$1,302,239,160	8.4	\$1,331,542,211	8.6	\$1,067,127,491	6.9	\$1,240,876,554	8.0	\$1,304,661,453	8.4	\$1,276,939,154	8.3	\$1,078,772,314
6	Medicines & Proprietary Remedies	\$13,028,804,353	\$1,236,621,606	9.5	\$1,027,855,366	7.9	\$1,099,951,475	8.4	\$1,062,848,381	8.2	\$1,089,336,665	8.4	\$1,066,019,268	8.2	\$987,794,415
7	Public Transportation, Hotels & Resorts	\$11,437,207,470	\$1,022,321,361	8.9	\$1,087,857,444	9.5	\$1,012,952,817	8.9	\$1,178,828,103	10.3	\$1,176,617,076	10.3	\$913,002,739	8.0	\$828,096,399
8	Communications	\$9,046,311,386	\$805,950,200	8.9	\$726,499,498	8.0	\$794,907,759	8.8	\$674,526,737	7.5	\$744,220,906	8.2	\$679,446,592	7.5	\$611,852,203
9	Automotive, Automotive Access & Equip	\$9,005,220,841	\$777,284,169	8.6	\$660,186,967	7.3	\$775,326,658	8.6	\$760,221,117	8.4	\$701,327,744	7.8	\$672,354,917	7.5	\$589,362,162
10	Restaurants	\$7,913,294,305	\$755,328,233	9.5	\$614,876,601	7.8	\$702,860,955	8.9	\$672,828,019	8.5	\$686,269,152	8.7	\$602,732,510	7.6	\$573,660,777
11	Computers, Software, Internet	\$7,895,520,702	\$660,111,230	8.4	\$667,267,870	8.5	\$592,428,613	7.5	\$644,055,504	8.2	\$586,419,827	7.4	\$578,072,839	7.3	\$515,839,292
12	Government, Politics & Organizations	\$6,247,035,068	\$495,133,848	7.9	\$516,005,543	8.3	\$529,681,524	8.5	\$533,265,538	8.5	\$560,860,296	9.0	\$513,031,801	8.2	\$490,177,418
13	Discount Department & Variety Stores	\$6,061,548,233	\$496,923,211	8.2	\$442,866,475	7.3	\$475,261,014	7.8	\$493,926,816	9.8	\$469,024,282	7.7	\$477,578,839	7.9	\$483,041,502
14	Automotive Dealers & Services	\$5,723,456,186	\$436,173,003	7.6	\$519,108,259	9.1	\$470,474,839	8.2	\$493,573,279	8.6	\$502,565,066	8.8	\$485,172,846	8.5	\$502,344,384
15	Schools, Camps, Seminars	\$5,009,907,068	\$443,861,891	8.9	\$491,918,787	9.8	\$361,036,627	7.2	\$460,234,580	9.2	\$488,575,342	9.8	\$447,574,369	8.9	\$354,003,160
16	Games, Toys & Hobbycraft	\$2,393,421,338	\$221,445,015	9.3	\$156,813,832	6.6	\$158,448,843	6.6	\$160,392,909	6.7	\$168,494,270	7.0	\$154,918,443	6.5	\$122,166,309
17	Building Materials, Equipment & Fixtures	\$1,880,521,680	\$119,508,116	6.4	\$132,557,355	7.0	\$152,574,504	8.1	\$175,970,639	9.4	\$201,527,850	10.7	\$190,855,600	10.1	\$167,255,429
18	Cosmetics & Beauty Aids	\$1,818,291,646	\$138,693,665	7.6	\$157,894,438	8.7	\$175,050,700	9.6	\$171,423,587	9.4	\$153,221,766	8.4	\$126,885,834	7.0	\$90,063,899
19	Personal Hygiene & Health-Wmn,M&W,Unisex	\$1,782,014,391	\$130,666,635	7.3	\$163,624,344	9.2	\$169,170,957	9.5	\$181,813,931	10.2	\$154,961,284	8.7	\$138,695,373	7.8	\$150,136,351
20	Beverages	\$1,722,935,112	\$111,445,536	6.5	\$138,673,639	8.0	\$114,317,475	6.6	\$114,654,448	6.7	\$148,331,545	8.6	\$143,501,361	8.3	\$153,065,066
21	General Misc. Merchandise	\$1,683,609,001	\$221,880,301	13.2	\$171,116,289	10.2	\$158,480,146	9.4	\$171,232,772	10.2	\$158,552,729	9.4	\$148,076,440	8.8	\$151,176,144
22	Department Stores	\$1,618,787,559	\$149,825,208	9.3	\$120,223,376	7.4	\$135,796,289	8.4	\$150,849,651	9.3	\$136,822,490	8.5	\$128,887,473	8.0	\$125,358,251
23	Pets, Pet Foods & Supplies	\$1,533,517,561	\$126,950,535	8.3	\$104,471,420	6.8	\$144,567,030	9.4	\$143,613,912	9.4	\$122,880,801	8.0	\$127,180,490	8.3	\$133,867,075
24	Business & Technology	\$1,450,183,619	\$126,275,354	8.7	\$131,884,439	9.1	\$126,023,485	7.3	\$138,454,304	9.5	\$138,454,304	9.5	\$119,023,745	8.2	\$109,522,822
25	Household Furnishings & Accessories	\$1,393,691,769	\$132,350,189	9.5	\$119,711,766	8.6	\$98,927,741	7.1	\$110,560,982	7.9	\$135,308,092	9.7	\$111,654,968	8.0	\$113,775,963

[Access the full report here](#)

NOTE: OAAA estimates MediaRadar under reports OOH spend by approximately 30%.

Source: MediaRadar

2025 Total US Core Media Share Analysis: \$406 Billion Market



In 2025, OOH growth outperformed digital display, magazine, newspaper, radio and cable TV and accounted for 2.3% of total US media spend

Access the full report [here](#)

Source: MAGNA, OAAA

Executive Summary

Key Figures: Long Term Drivers/Inhibitors

	2024	2025	2026
Economic Cycle	+	+/-	+
Organic Drivers Innovation, Retail Media, AVOD	+	+	+
Cyclical Events Elections, Sports	+++	--	++
Total Ad Market Growth (incl. Cyclical)	+12.4%	+4.3% (Prev: +4.9%)	+8.0% (Prev: +8.4%)
Total Ad Market Growth (excl. Cyclical)	+9.9%	+6.7% (Prev: +7.3%)	+6.3% (Prev: +6.7%)

Source: MAGNA (March 2025)

Historic US Core Media Inflation Rates 2024 - 2025

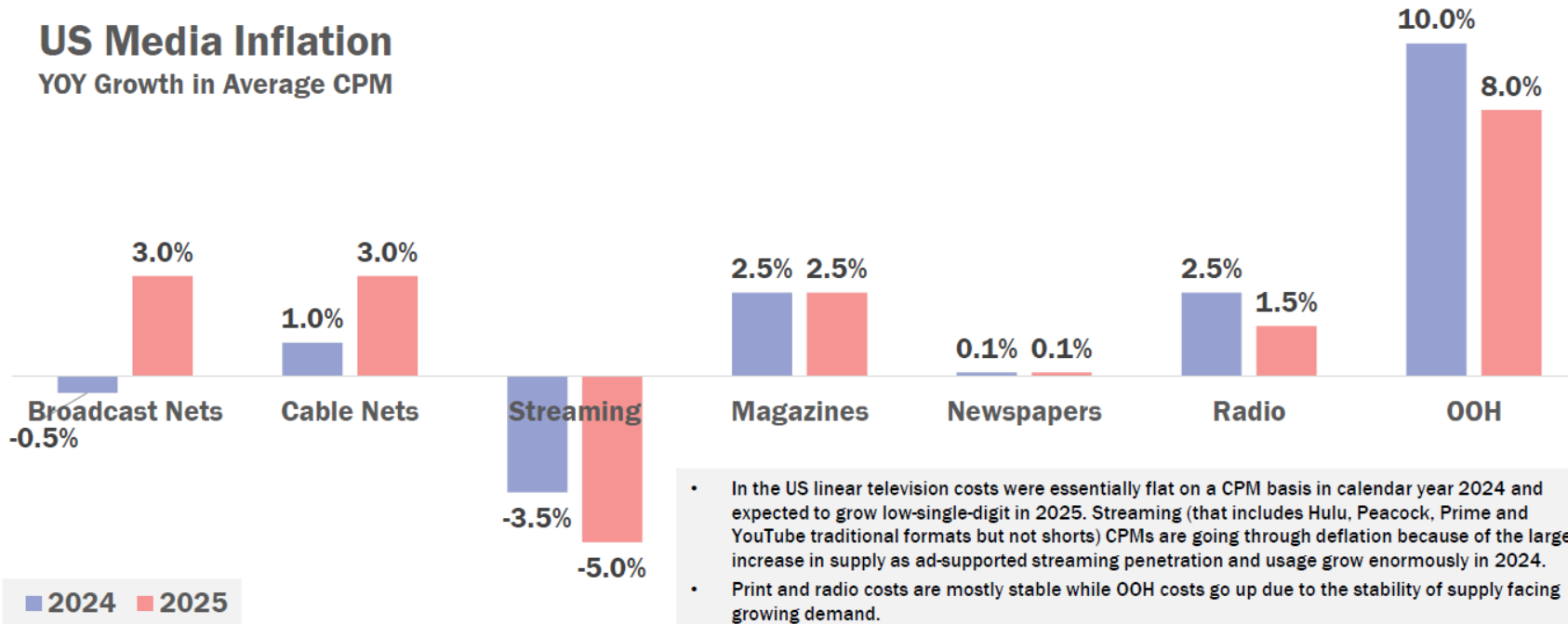
M/GNA

Media Costs

Linear TV Flat and Instream in Deflation

US Ad Forecast (Spring 2025)

US Media Inflation YOY Growth in Average CPM



- In the US linear television costs were essentially flat on a CPM basis in calendar year 2024 and expected to grow low-single-digit in 2025. Streaming (that includes Hulu, Peacock, Prime and YouTube traditional formats but not shorts) CPMs are going through deflation because of the large increase in supply as ad-supported streaming penetration and usage grow enormously in 2024.
- Print and radio costs are mostly stable while OOH costs go up due to the stability of supply facing growing demand.

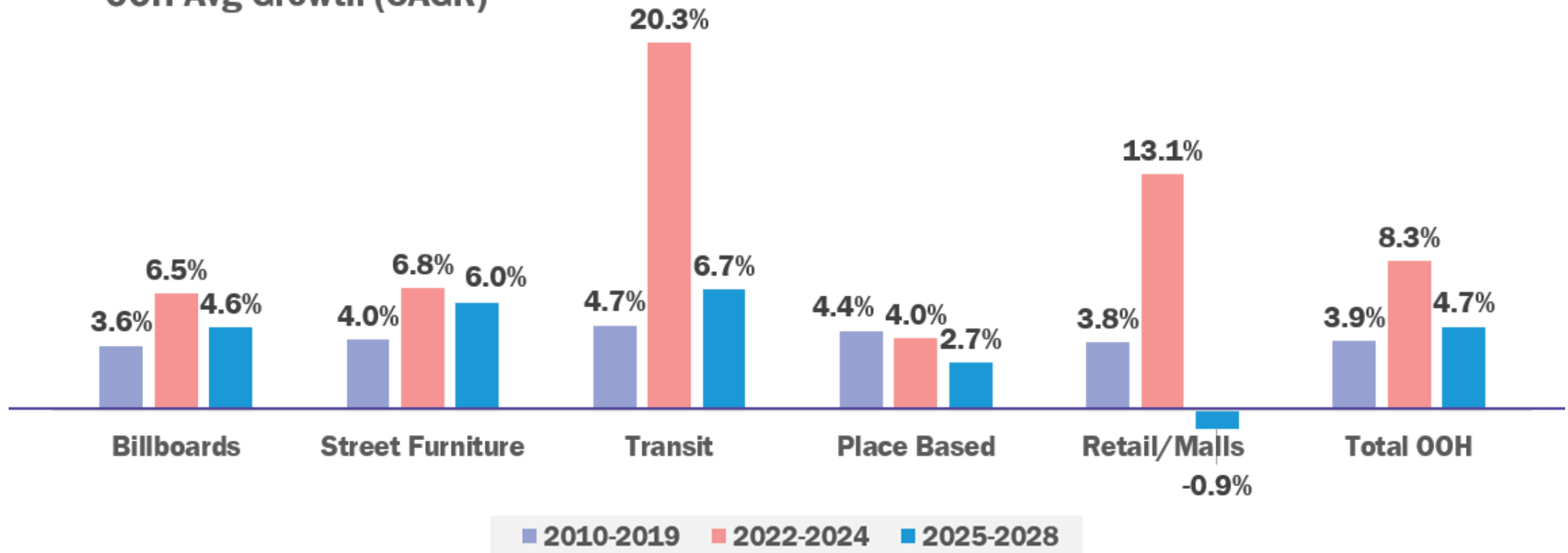
30

Notes: Broadcast & Cable Networks: calendar year average, adults 18-49, Prime 30" linear commercials (averaging upfront and scatter). Streaming: 30" Premium platforms. Magazines: Full Color Page. Radio: 30" morning drive, adults 25-54. OOH: average of all formats, all adults.

Source: MAGNA Inflation Report (December 2024, March 2025)

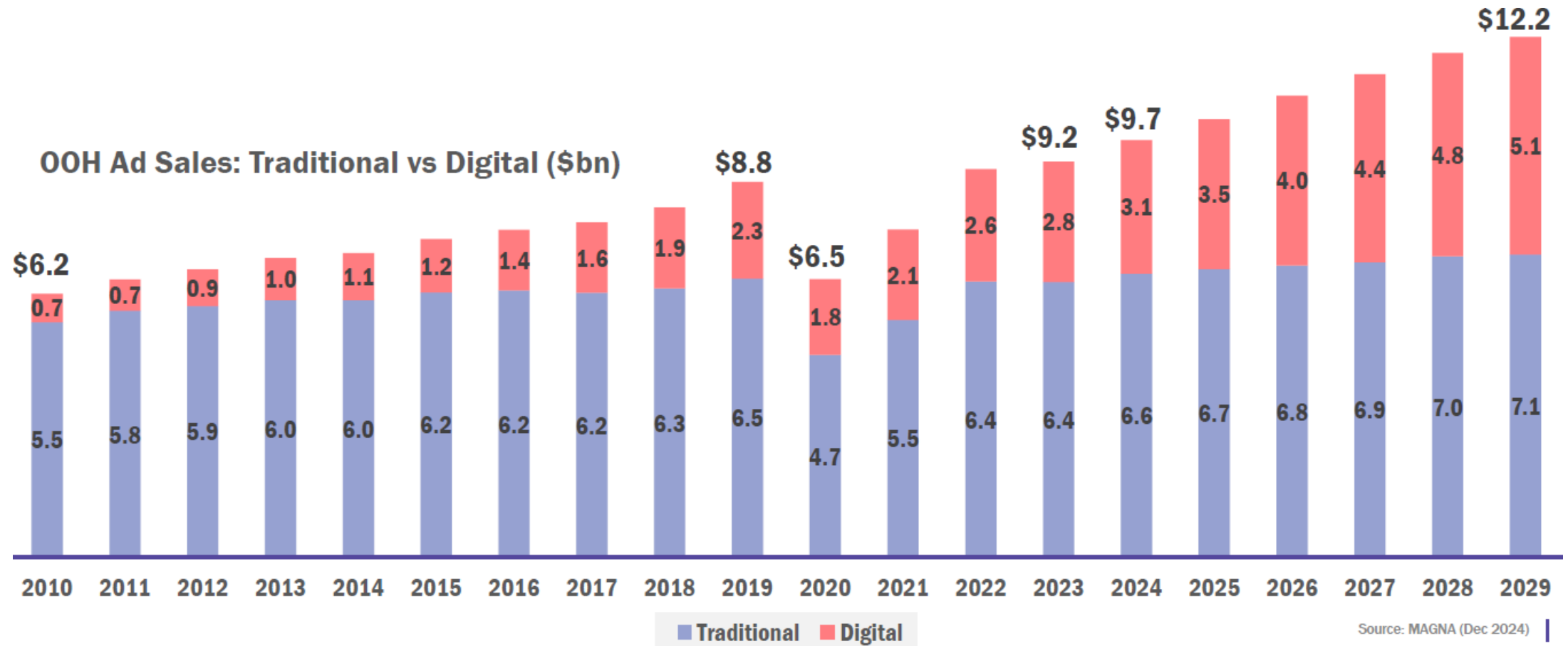
Long Term Growth by OOH Segment 2010 - 2029

OOH Avg Growth (CAGR)

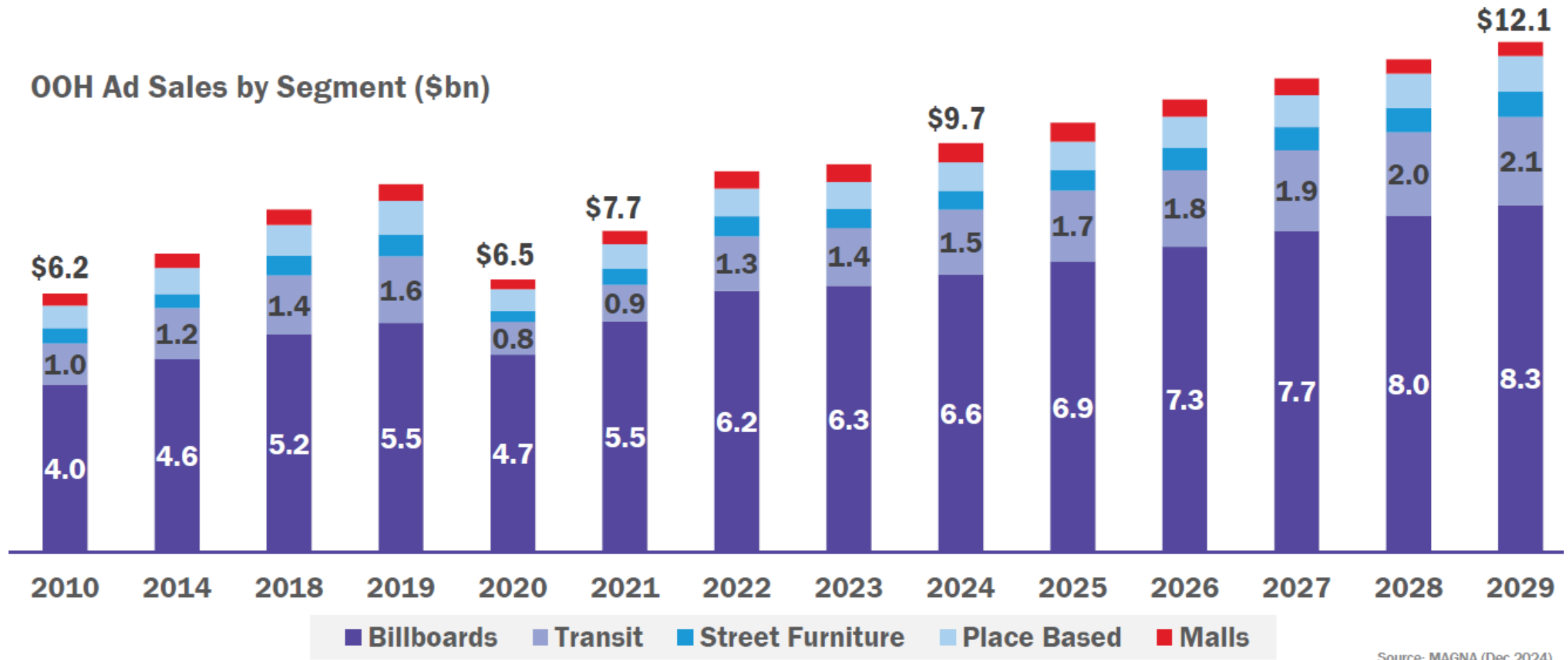


Source: MAGNA

OOH Long Term Growth Trend through 2029



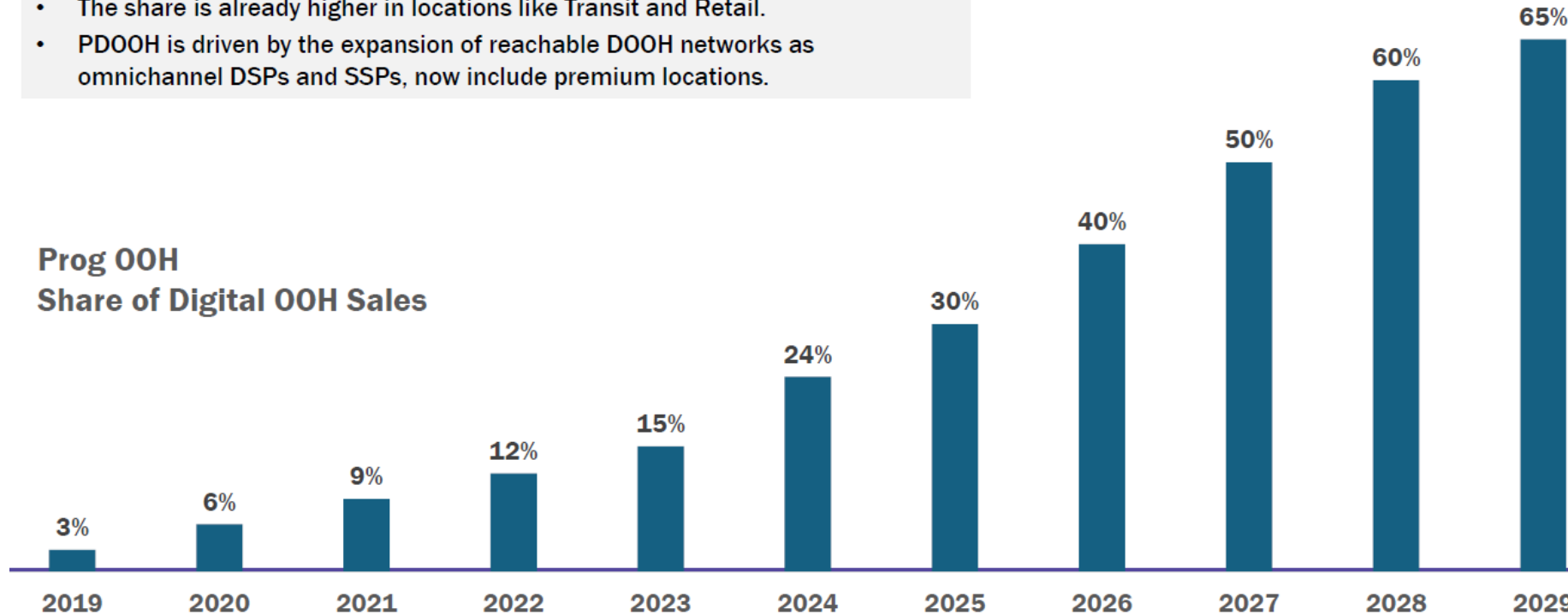
OOH Long Term Category Growth through 2029



Source: MAGNA (Dec 2024)

Programmatic DOOH Takes Off

- Programmatic spending accounted for approx. 15% of national DOOH spending in 2023 and **24% in 2024**. It will reach 65% by 2029.
- The share is already higher in locations like Transit and Retail.
- PDOOH is driven by the expansion of reachable DOOH networks as omnichannel DSPs and SSPs, now include premium locations.



Source: MAGNA, Rapport