

OOH Spend Sets Record High in 2015

OOH revenue rose 4.6 percent in 2015 compared to the previous year, accounting for \$7.3 billion. OOH spend was up 5.8 percent in the fourth quarter, compared to 2014. The revenue total marks an all-time high for OOH with 23 consecutive quarters of growth since the recession.

“The new record-high revenue OOH achieved in 2015 proves advertisers recognize the medium’s value, said OAAA’s Nancy Fletcher. “OOH is the only form of traditional media, other than cable TV, posting continuous growth in a fragmented advertising market.”

“OOH’s ability to augment mobile, online, and social media efforts is one of the many reasons the industry posted strong growth with both local and national advertisers in 2015,” said OAAA’s Stephen Freitas. “The expansion of digital OOH formats provides advertisers with broader opportunities to engage with today’s mobile consumers. These factors are the foundation for the positive outlook media analysts are projecting for OOH over the next few years.”

Among the top revenue categories, those with the greatest growth increase in 2015 included Miscellaneous Local Services & Amusements +9 percent; Retail +8 percent; Government, Politics and Organizations +6 percent; Automotive Dealers & Services +6 percent; and Financial +4 percent.

Of the top 100 OOH advertisers in 2015, 53 had increases in OOH spend equal or greater to the industry increase of 4.6 percent. Ranked in order of OOH spending, the top 10 advertisers in 2015 were McDonalds, Apple, Verizon, Warner Bros Pictures, Metro PCS, Coca-Cola, Geico, Universal Pictures, Chase, and Samsung. McDonalds and Apple retained the top two positions for the third consecutive year.

Source: OAAA – Outdoor Advertising Association of America

<http://www.oaaa.org/NewsEvents/PressReleases/tabid/327/id/4437/Default.aspx>