

**2015 January - December
OOH Advertising Expenditures**
Ranked By Total Spending

Industry Categories	Jan -Dec 2015 (000)	Percent of Total Revenue	Rank	Jan - Dec 2014 (000)	Rank	Category Growth Jan - Dec '15 vs '14 (000)	Percentage Change Jan - Dec '15 vs '14 (%)
MISC SERVICES & AMUSEMENTS	\$1,490,349.4	20.3%	1	\$1,368,116.5	1	122,232.9	8.9%
RETAIL	\$805,393.0	11.0%	2	\$748,989.6	2	56,403.4	7.5%
MEDIA & ADVERTISING	\$656,589.7	9.0%	3	\$646,390.3	3	10,199.4	1.6%
RESTAURANTS	\$553,497.8	7.6%	4	\$553,083.6	4	414.2	0.1%
PUBLIC TRANS., HOTELS & RESORTS	\$534,195.9	7.3%	5	\$540,440.9	5	-6,245.0	-1.2%
FINANCIAL	\$406,363.5	5.5%	6	\$391,445.2	7	14,918.2	3.8%
INSURANCE & REAL ESTATE	\$403,999.7	5.5%	7	\$407,112.8	6	-3,113.1	-0.8%
GOVERNMENT, POLITICS & ORGS	\$387,334.8	5.3%	8	\$364,422.5	8	22,912.3	6.3%
COMMUNICATIONS	\$366,723.4	5.0%	9	\$363,987.8	9	2,735.5	0.8%
AUTOMOTIVE DEALERS & SERVICES	\$318,678.1	4.3%	10	\$301,890.5	11	16,787.6	5.6%
Total Top Ten Categories	\$ 5,923,125	80.8%		\$5,685,879.8		\$237,245.5	

Total 2015 January - December OOH Expenditures \$7,329,227,224
Overall Percentage Change January - December '15 vs '14 4.6%

2015 October - December
OOH Advertising Expenditures
 Ranked by Total Spending

Industry Categories	Oct - Dec 2015 (000)	Percent of Total Revenue	Rank	Oct - Dec 2014 (000)	Rank	Category Growth Oct - Dec '15 vs '14 (000)	Percentage Change Oct - Dec '15 vs '14 (%)
MISC SERVICES & AMUSEMENTS	\$357,931.4	20.2%	1	\$322,035.5	1	\$35,895.9	11.1%
RETAIL	\$219,557.9	12.4%	2	\$202,147.1	2	17,410.8	8.6%
MEDIA & ADVERTISING	\$141,127.8	7.9%	3	\$149,920.6	3	-8,792.8	-5.9%
PUBLIC TRANS., HOTELS & RESORTS	\$123,002.9	6.9%	4	\$127,194.8	4	-4,191.9	-3.3%
RESTAURANTS	\$123,356.4	6.9%	5	\$116,109.4	5	7,247.0	6.2%
INSURANCE & REAL ESTATE	\$112,145.3	6.3%	6	\$109,923.5	6	2,221.8	2.0%
COMMUNICATIONS	\$91,662.1	5.2%	7	\$94,911.7	7	-3,249.5	-3.4%
FINANCIAL	\$93,899.6	5.3%	8	\$91,264.1	8	2,635.6	2.9%
GOVERNMENT, POLITICS & ORGS	\$90,413.8	5.1%	9	\$85,601.9	9	4,811.9	5.6%
SCHOOLS, CAMPS, SEMINARS	\$69,706.6	3.9%	10	\$70,763.3	10	-1,056.7	-1.5%
Total Top Ten Categories	\$1,422,803.8	80.1%		\$1,369,871.8		\$52,932.0	

Total 2015 October - December OOH Expenditures \$1,776,305,088
 Overall Percentage Change October - December '15 vs '14 5.8%