

2016 January - December
OOH Advertising Expenditures
Ranked By Total Spending

Industry Categories	Jan -Dec 2016 (000)	Percent of Total Revenue	Rank	Jan - Dec 2015 (000)	Rank	Category Growth Jan - Dec '16 vs '15 (000)	Percentage Change Jan - Dec '16 vs '15 (%)
MISC SERVICES & AMUSEMENTS	\$1,626,771.7	21.5%	1	\$1,490,349.4	1	136,422.3	9.2%
RETAIL	\$802,313.3	10.6%	2	\$805,393.0	2	-3,079.7	-0.4%
MEDIA & ADVERTISING	\$658,279.5	8.7%	3	\$656,589.7	3	1,689.8	0.3%
RESTAURANTS	\$579,786.8	7.7%	4	\$553,497.8	4	26,289.0	4.7%
PUBLIC TRANS., HOTELS & RESORTS	\$548,413.7	7.3%	5	\$534,195.9	5	14,217.8	2.7%
FINANCIAL	\$428,900.0	5.7%	6	\$406,363.5	6	22,536.5	5.5%
GOVERNMENT, POLITICS & ORGS	\$401,896.2	5.3%	7	\$387,334.8	8	14,561.4	3.8%
INSURANCE & REAL ESTATE	\$387,418.9	5.1%	8	\$403,999.7	7	-16,580.8	-4.1%
AUTOMOTIVE DEALERS & SERVICES	\$340,456.9	4.5%	9	\$318,678.1	10	21,778.8	6.8%
COMMUNICATIONS	\$306,895.7	4.1%	10	\$366,723.4	9	-59,827.7	-16.3%
Total Top Ten Categories	\$ 6,083,149	80.5%		\$5,925,140.3		\$158,007.4	

Total 2016 January - December OOH Expenditures \$7,556,433,268
Overall Percentage Change January - December '16 vs '15 3.1%