

2016 MegaBrands

Top 100 OOH Advertisers

RANK	ADVERTISER	OOH SPENDING (000)
1	MCDONALDS RESTAURANT	76191.4
2	APPLE	69175.7
3	GEICO	56931.3
4	CHEVROLET	49813.7
5	VERIZON	44915.3
6	AMERICAN EXPRESS	33434.9
7	SPRINT	33224
8	ANHEUSER-BUSCH	27824.1
9	COCA-COLA	26149.4
10	HBO	25962.1
11	GOOGLE	25593.4
12	WARNER BROS PICTURES	25491.5
13	MICROSOFT	24551.5
14	M&MS	23875
15	CHASE	22937.2
16	METRO PCS	22096.9
17	UNIVERSAL PICTURES	21931.8
18	AMAZON	21404.6
19	AT&T	20650.2
20	COMCAST	20039
21	FOX	19851.5
22	PARAMOUNT PICTURES	19418.2
23	CITI	18698.8
24	20TH CENTURY FOX PICTURES	18347.4
25	WALT DISNEY PICTURES	17717.3
26	CRACKER BARREL OLD COUNTRY RESTAURANT	17700.9
27	MILLERCOORS	17631.8
28	NETFLIX	17627.9
29	MARRIOTT HOTEL/RESORT	17591.5
30	SAMSUNG	17574.3
31	CBS	16597.3
32	STATE FARM	16443.4
33	DISNEY	16430.7
34	FORD	16413.9
35	MAZDA	15969.8
36	FACEBOOK	15659.9
37	CHIPOTLE MEXICAN GRILL	15446.5
38	T-MOBILE	14937.6
39	NBC	14910.6
40	HSBC	14040
41	LYFT	13811.3
42	PRUDENTIAL	13716.6
43	CHICK-FIL-A RESTAURANT	13691.3
44	ABC	13224.1
45	CHEVROLET DEALER ASSN	12342.8
46	UNITED AIRLINES	12063.5
47	PEPSI	11971.3
48	KROGER	11611.7
49	FX	11537.1
50	COX	11219.1

Source: Kantar Media

Note: Kantar under reports total OOH industry ad spend by approx. 35%.

2016 MegaBrands
Top 100 OOH Advertisers

RANK	ADVERTISER	OOH SPENDING (000)
51	COORS	10894.0
52	CAESARS	10845.9
53	ACCENTURE	10626.2
54	DELTA AIRLINES	10580.8
55	INFINITI	10515.5
56	DUNKIN DONUTS RESTAURANT	10405.6
57	BLUE CROSS & BLUE SHIELD	9300.9
58	SONY PICTURES	9296.9
59	PANERA BREAD BAKERY CAFE	9230.1
60	DELL	8897.8
61	TARGET	8765.3
62	TOYOTA DEALER ASSN	8757.3
63	TACO BELL RESTAURANT	8725.2
64	LEXUS	8657.6
65	UNIVERSAL	8650.0
66	YAHOO	8582.1
67	KIA	8392.3
68	CAPITAL ONE	8345.6
69	MILLER	8340.2
70	RE/MAX	8326.0
71	SUBWAY RESTAURANT	8204.9
72	TOYOTA	8090.4
73	HULU	7959.5
74	TNT	7886.4
75	BUDWEISER	7668.8
76	YOUTUBE	7639.2
77	SHOWTIME	7602.9
78	NEW YORK CITY DEPT OF HEALTH & MENTAL HYGIENE	7570.6
79	BARRACUDA	7497.9
80	SOUTHWEST AIRLINES	7358.8
81	NEW YORK STATE GAMING COMMISSION	7356.8
82	TRESEMME	7294.9
83	PLANET FITNESS CENTER	7256.1
84	COLOSSEUM CASINO	7232.6
85	CYLANCE	7179.7
86	WRIGLEYS	7130.2
87	SEAWORLD	7111.9
88	JETBLUE AIRWAYS	7100.0
89	CORONA	7079.8
90	SONY	7078.7
91	US CELLULAR	6967.0
92	WELLS FARGO	6853.0
93	DOVE	6796.4
94	POLITICAL - STATE & LOCAL OFFICE RACES	6767.6
95	RED BULL	6758.8
96	ANDROID	6708.0
97	SHEETZ	6596.9
98	TBS	6541.0
99	UBER	6525.8
100	JIM BEAM	6373.6

Source: Kantar Media

Note: Kantar under reports total OOH industry ad spend by approx. 35%.