

2016 Market Round Up



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Out of Home Revenue & Share



OOH revenue continues to grow

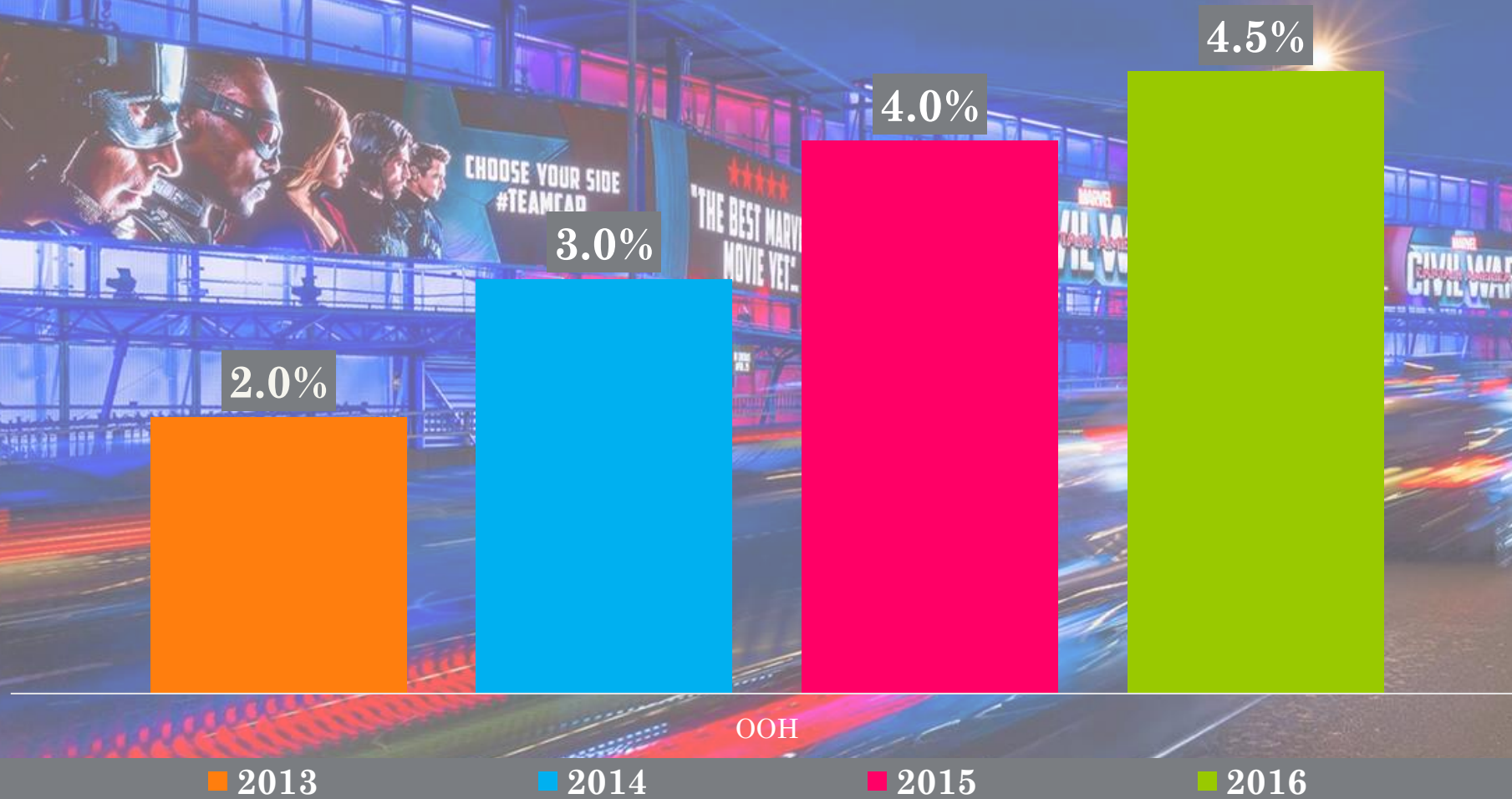


■ Total revenue £m (current prices)

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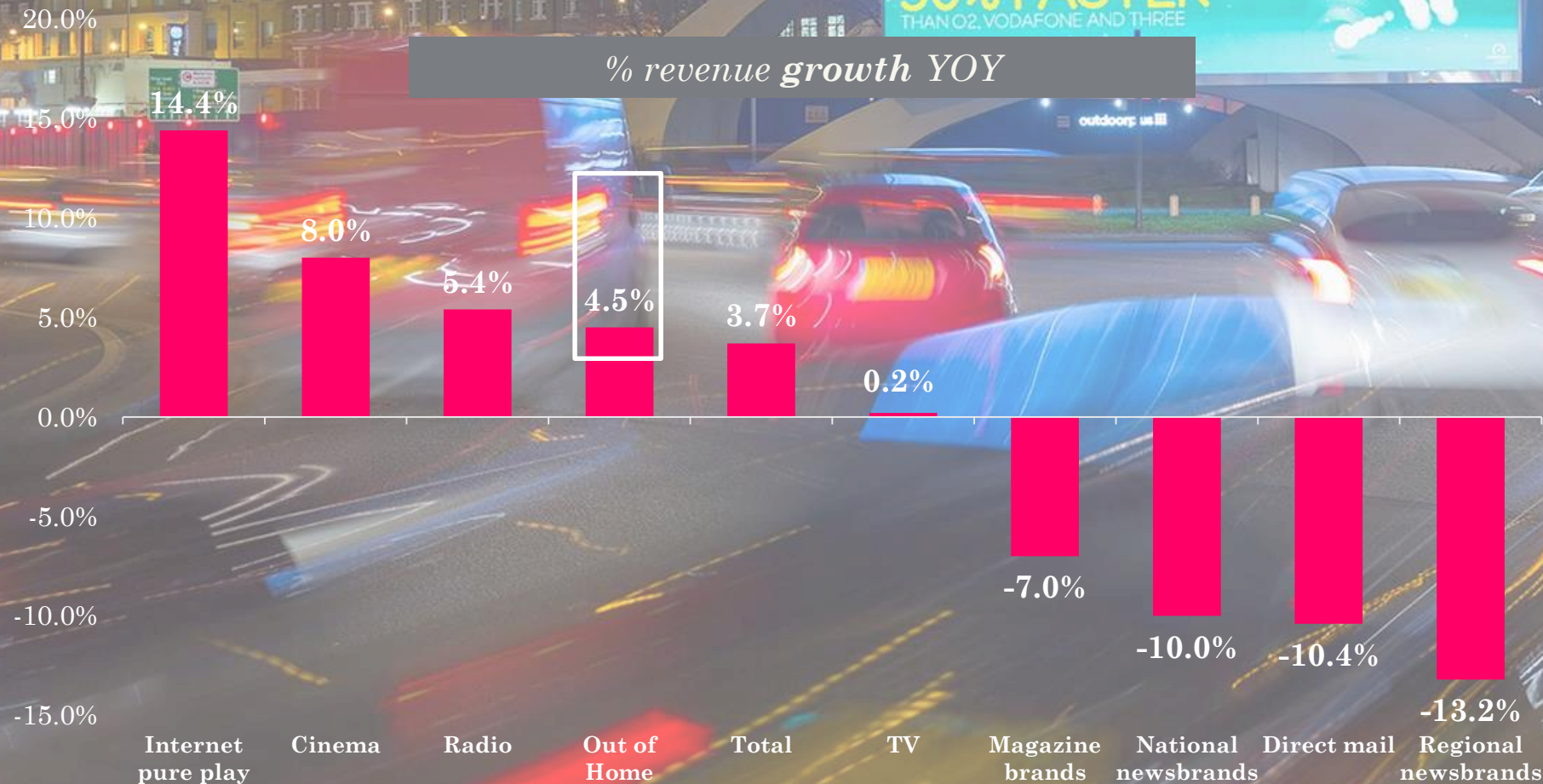
OOH growth trend 2013-16

% revenue growth YOY



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Out of Home revenue has grown by 4.5% YOY



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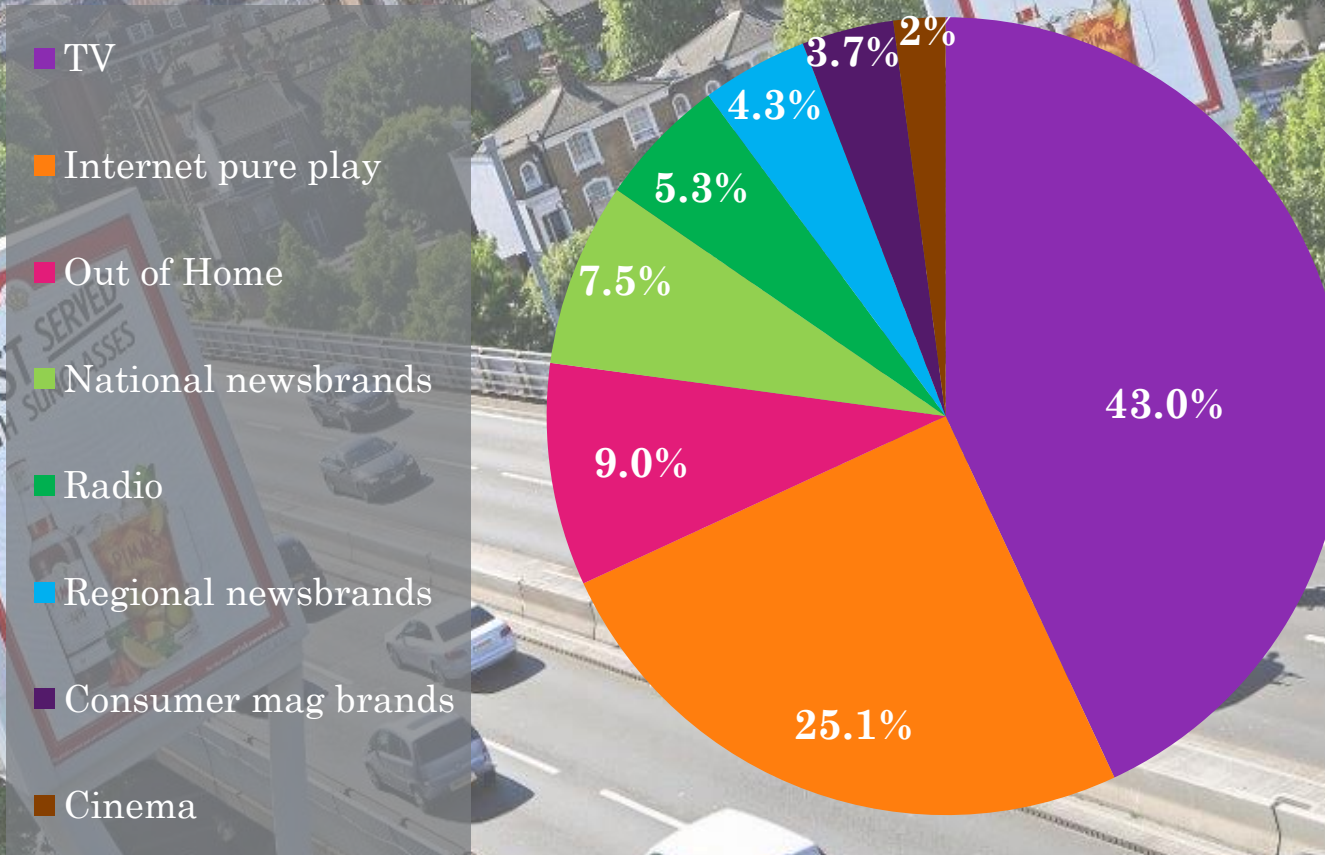
Out of Home is forecast to grow 3.4% in 2017

Forecast annual % change in adverting expenditure



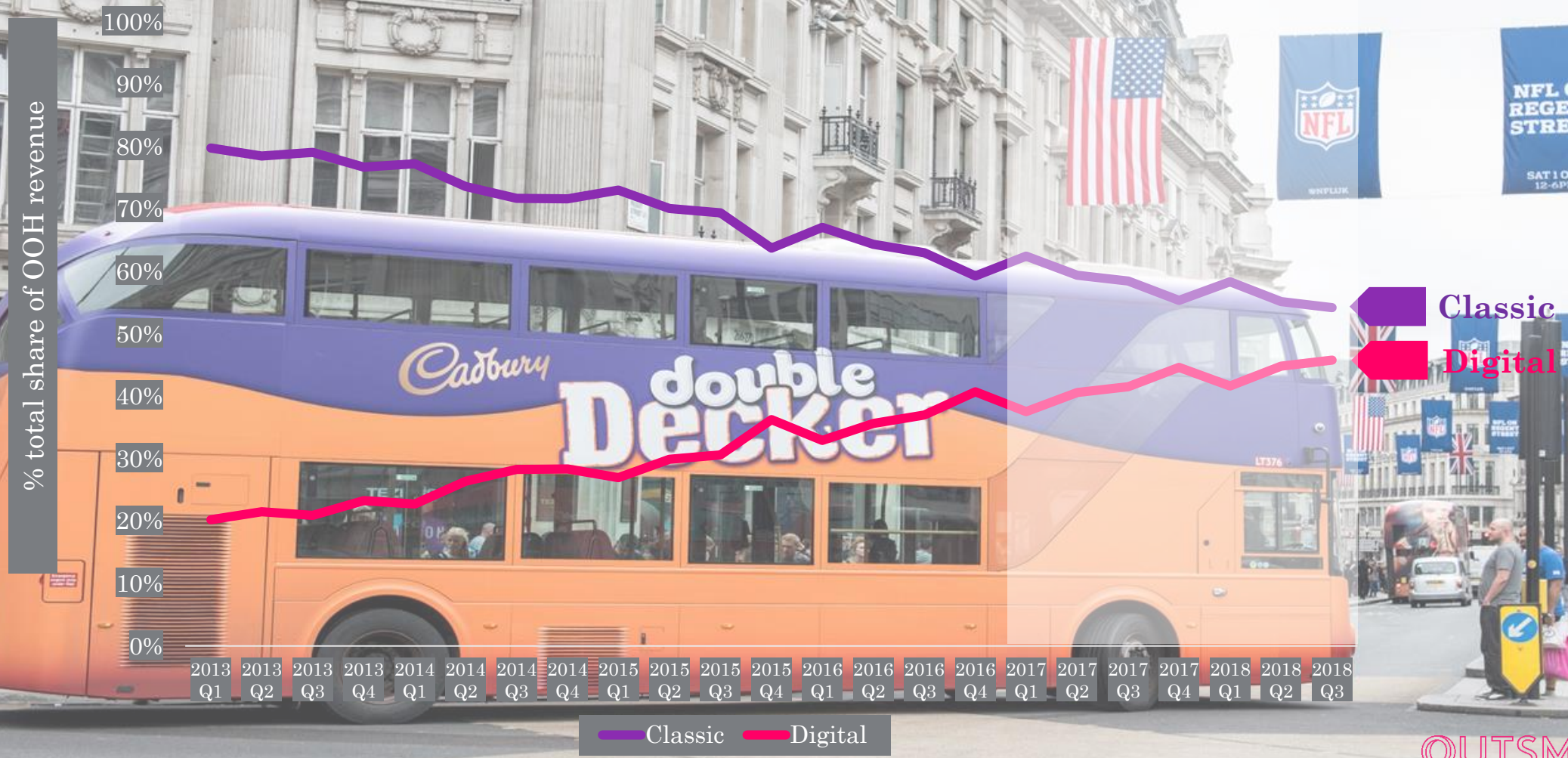
Source: WARC – forecast (current prices)

Market share – Display media channels 2016



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Classic vs Digital OOH – share of spend % with forecast



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2016 – the biggest spenders in OOH



£26.5m



£21.0m



£20.0



vodafone

£15.6m



Unilever

£14.8m

KFC

£12.9m



£12.8m



£12.2m

2016 – the biggest spending categories in OOH

**Entertainment
& Leisure**

£160.1m

Drink

£92.1m

Telecoms

£90.1m

Food

£75.6m

Finance

£63.5m

**Travel &
Transport**

£52.1m

Motors

£52.0m

**Cosmetics &
Personal Care**

£42.5m

f^ootball

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to be moved?

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