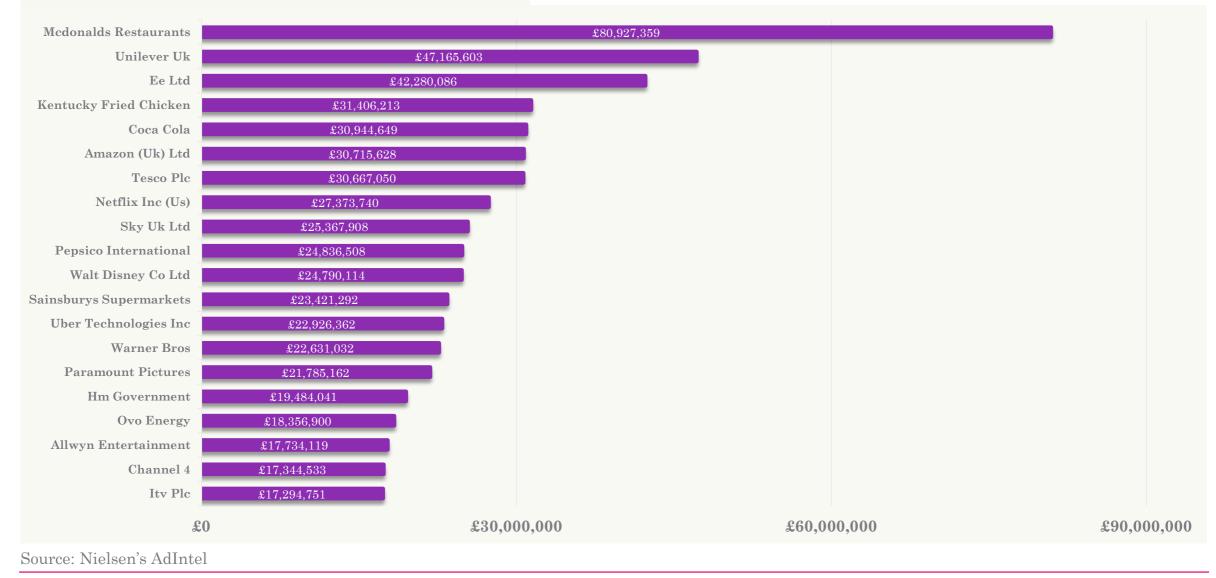
2021-23 Out of Home Advertising Spend Analysis

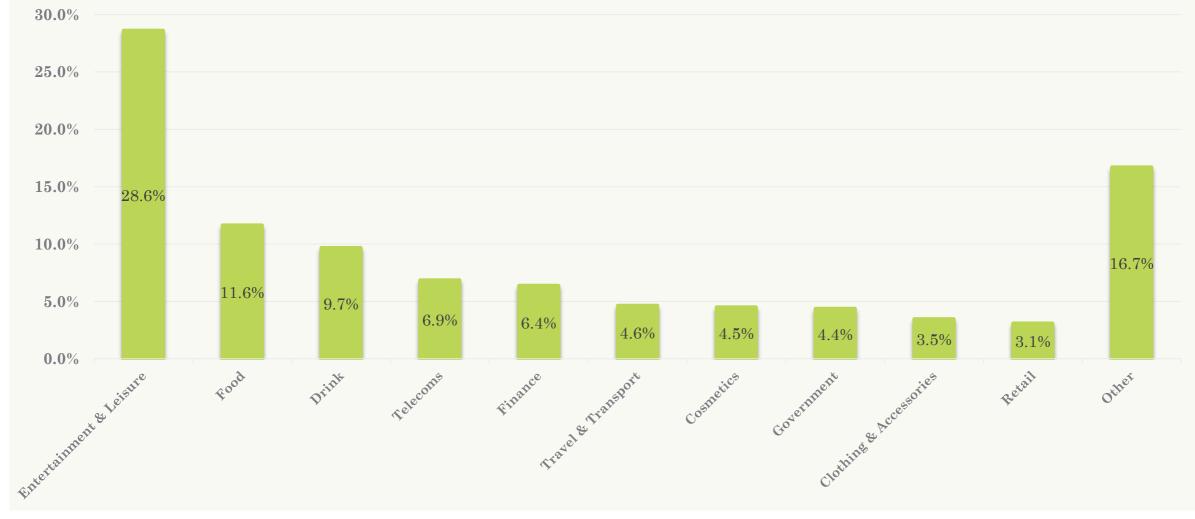


Top 20 Advertisers 2023



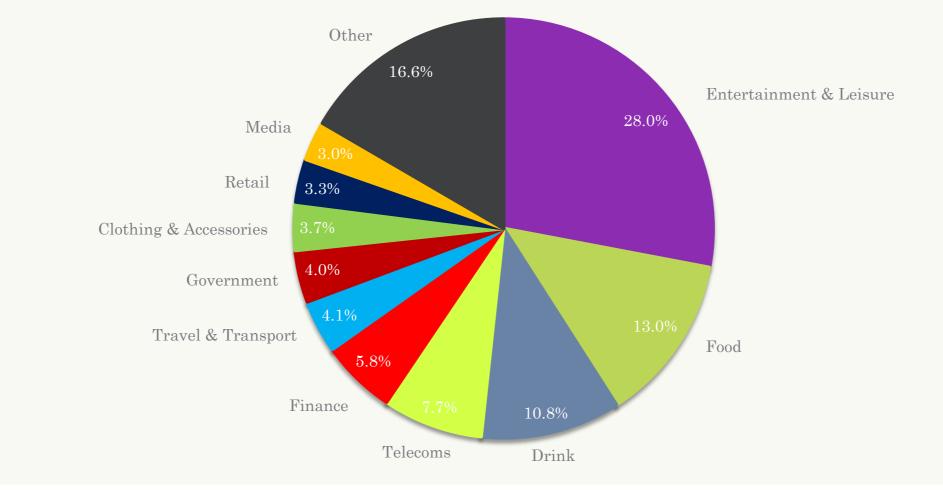


Top Spending Categories 2023



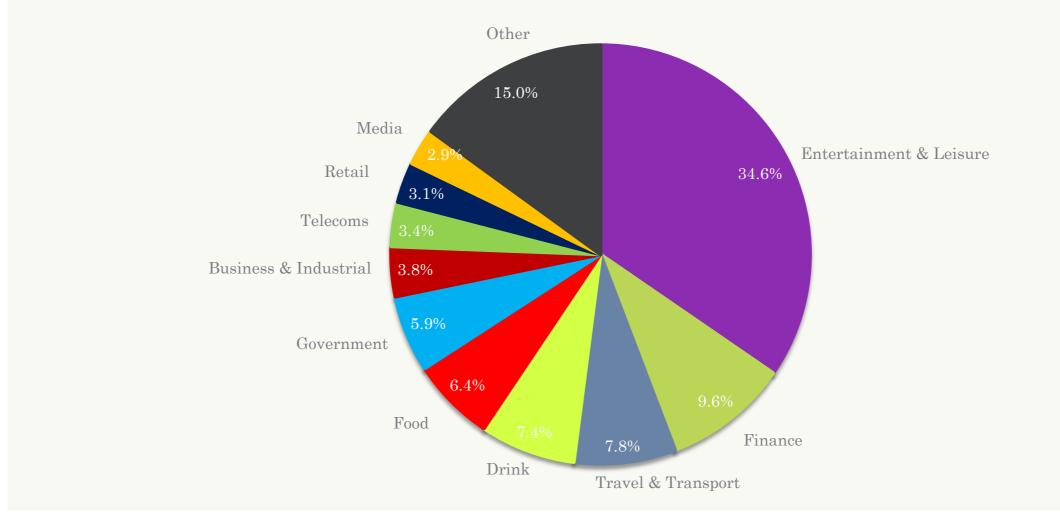


Top Spending Categories in Roadside 2023



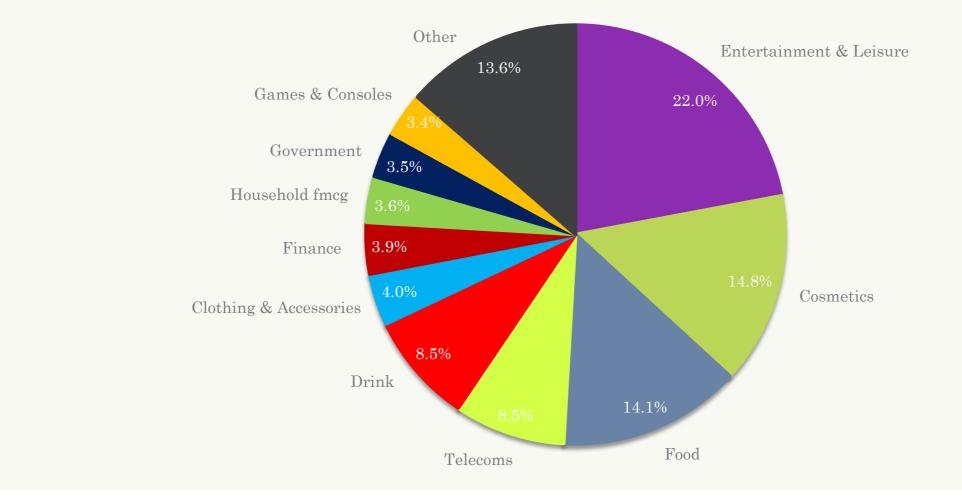


Top Spending Categories in Transport 2023





Top Spending Categories in Retail & Leisure 2023







£78,511,497

£40,000,000

Roadside

£30,337,470

£27,653,357

£23,925,385 £21,551,416

£20,966,100

£20,916,156

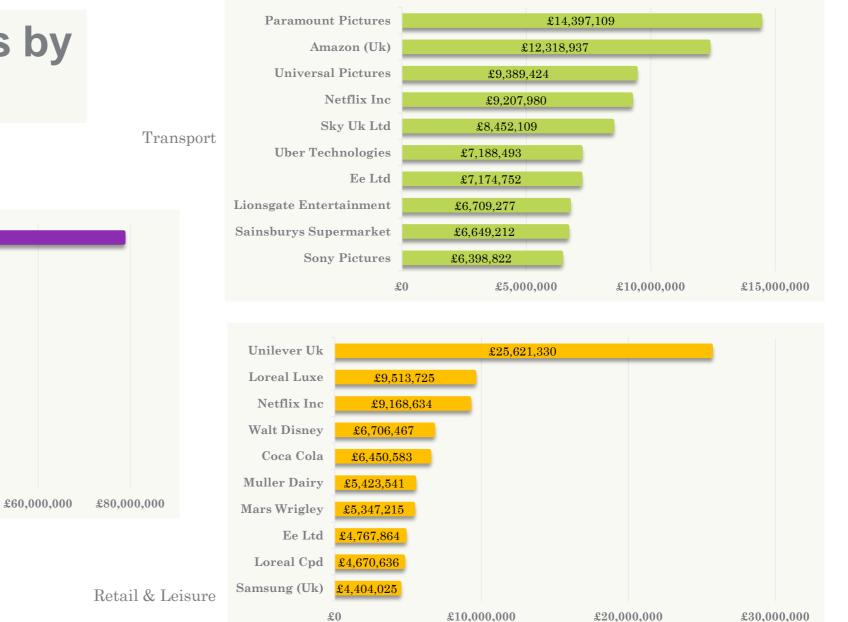
£17,148,189

£16,721,457

£15,276,966

£20,000,000

£0



Source: Nielsen's AdIntel

OUTSMART

Mcdonalds Restaurants

Kentucky Fried Chicken

Ee Ltd

Tesco Plc

Coca Cola

Unilever Uk Ltd

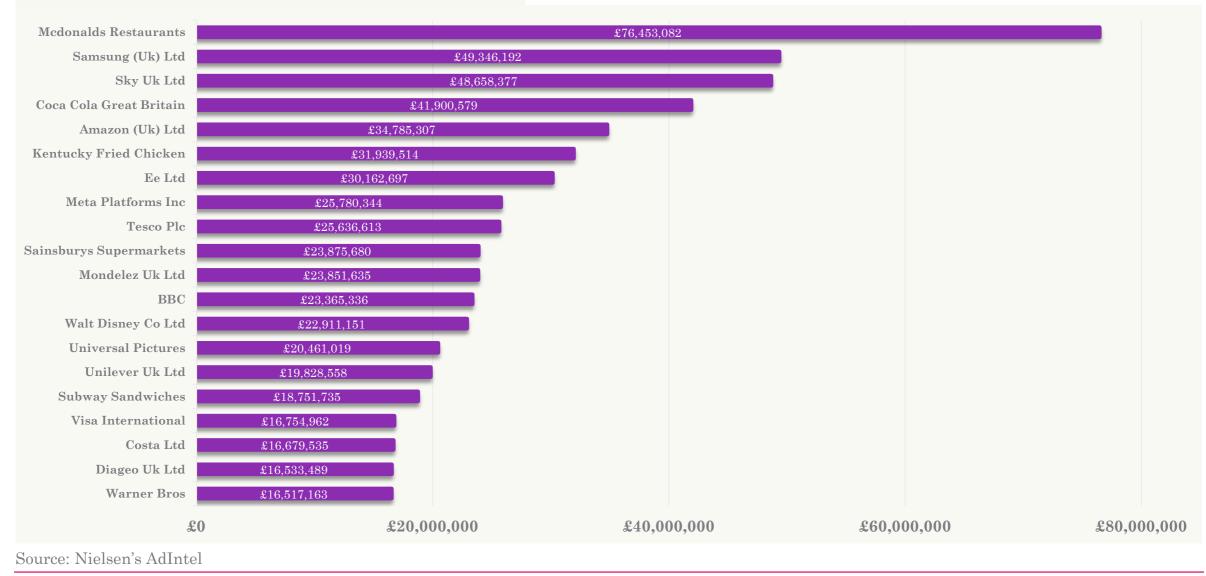
Amazon (Uk)

Warner Bros

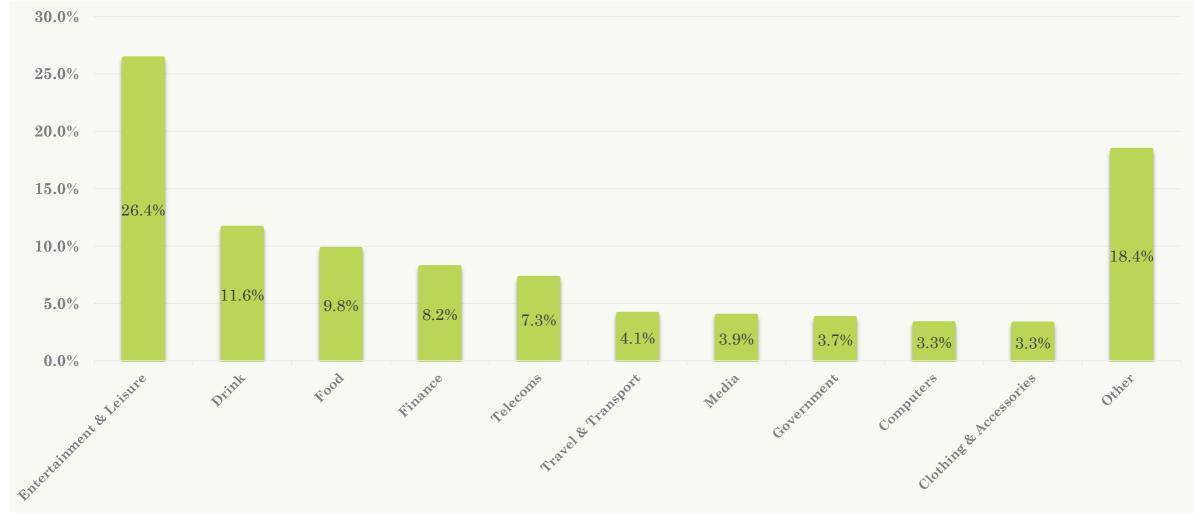
Pepsico International

Sainsburys Supermarkets

Top 20 Advertisers 2022

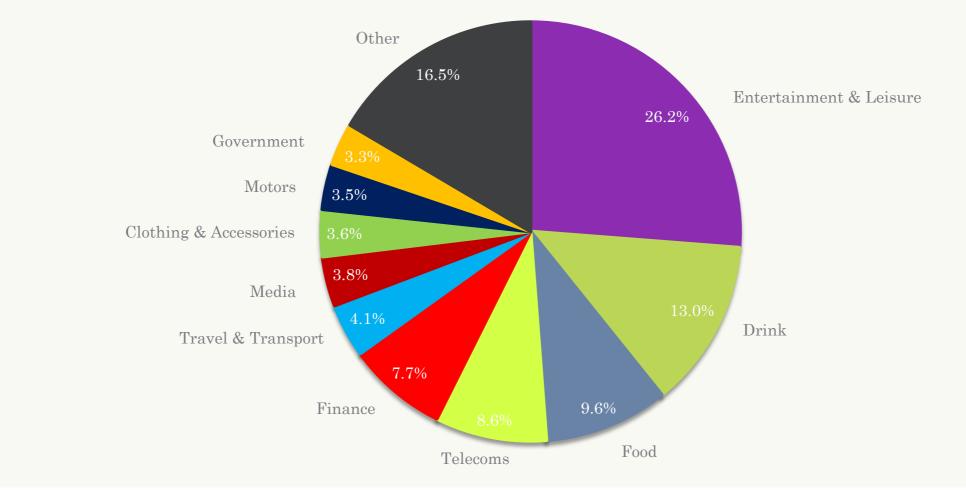


Top Spending Categories 2022



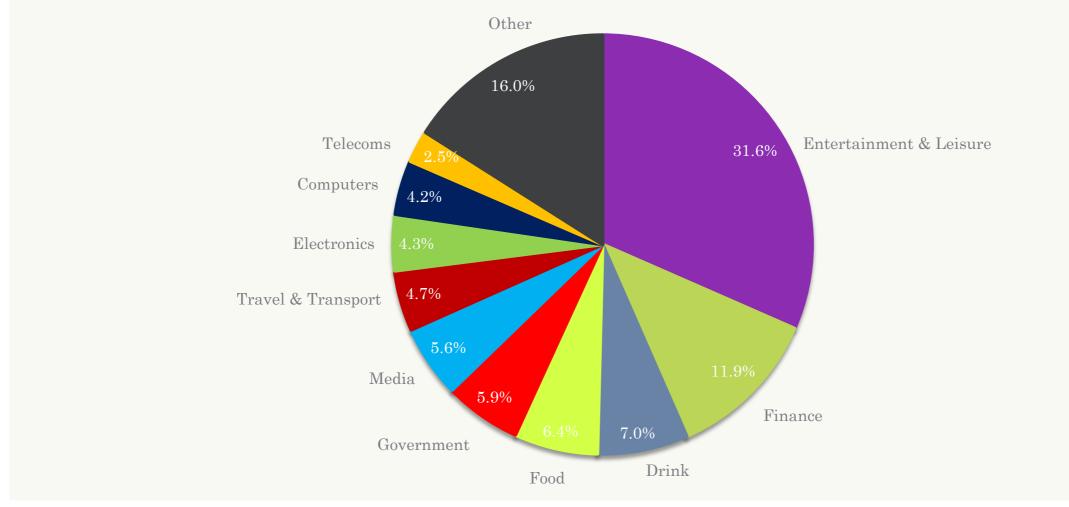


Top Spending Categories in Roadside 2022



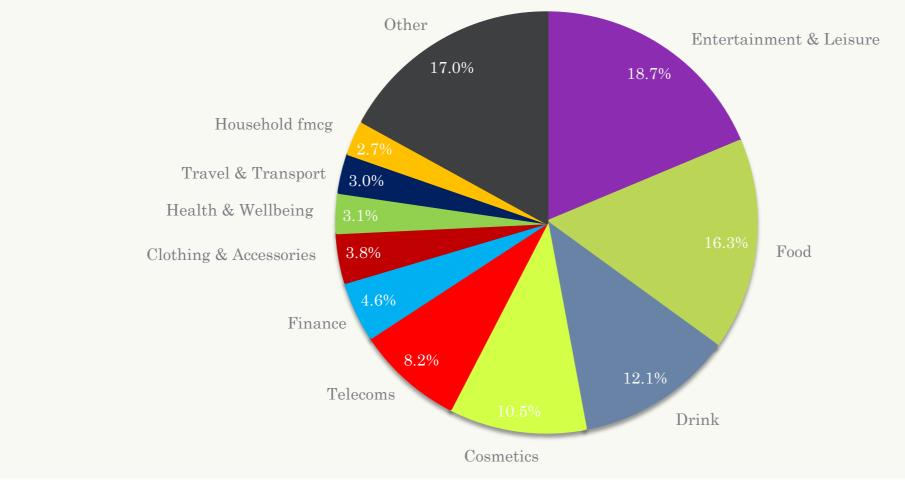


Top Spending Categories in Transport 2022





Top Spending Categories in Retail & Leisure 2022





Top 10 Advertisers by Environment 2022

£39,507,379

£25,000,000

£35,874,990

£27,986,510

£27,070,173

£26,846,431

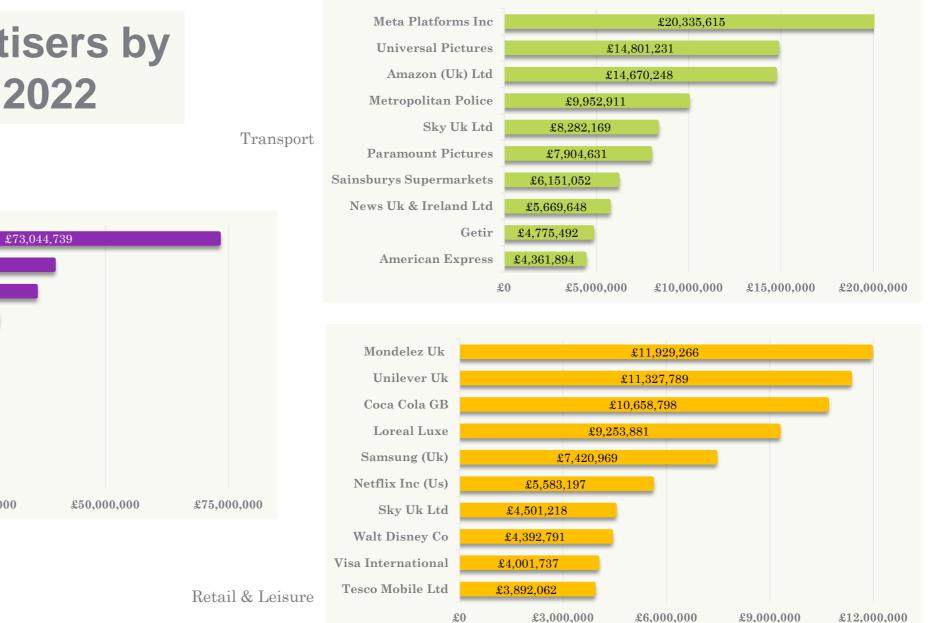
£23,723,963

£18,980,651

£17,931,327

£17,615,604

Roadside



Source: Nielsen's AdIntel

OUTSMART

Mcdonalds Restaurants

Kentucky Fried Chicken

Sainsburys Supermarkets

Samsung (Uk) Ltd

Sky Uk Ltd

Ee Ltd

BBC

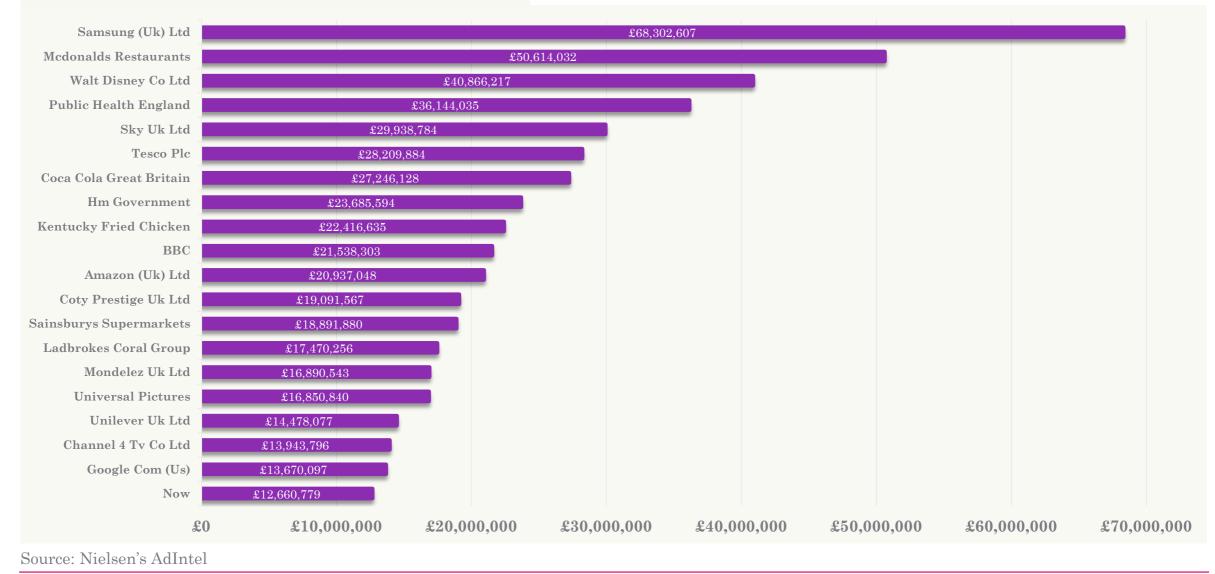
£0

Tesco Plc

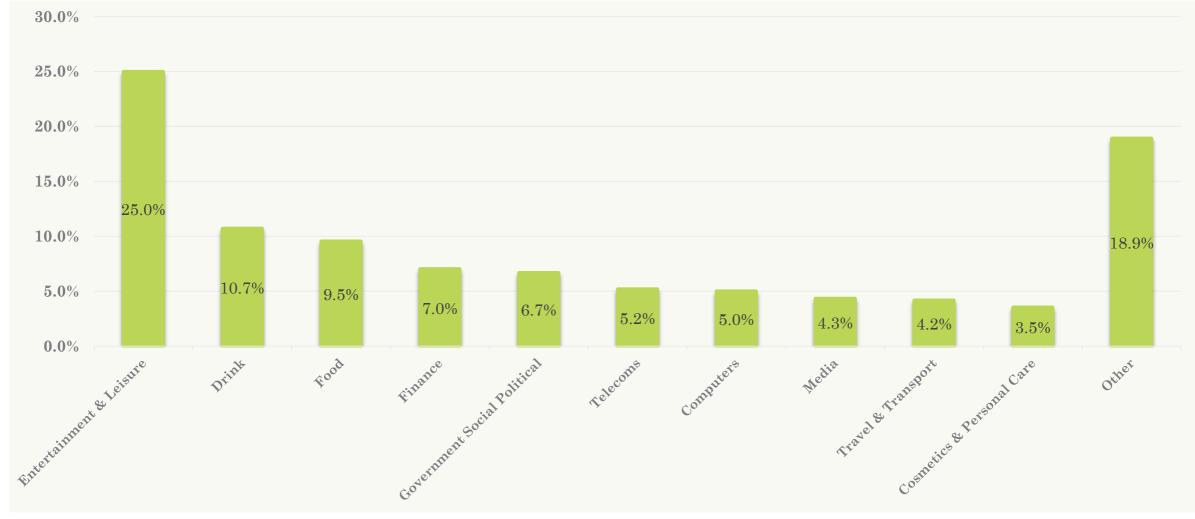
Amazon (Uk) Ltd

Coca Cola GB

Top 20 Advertisers 2021

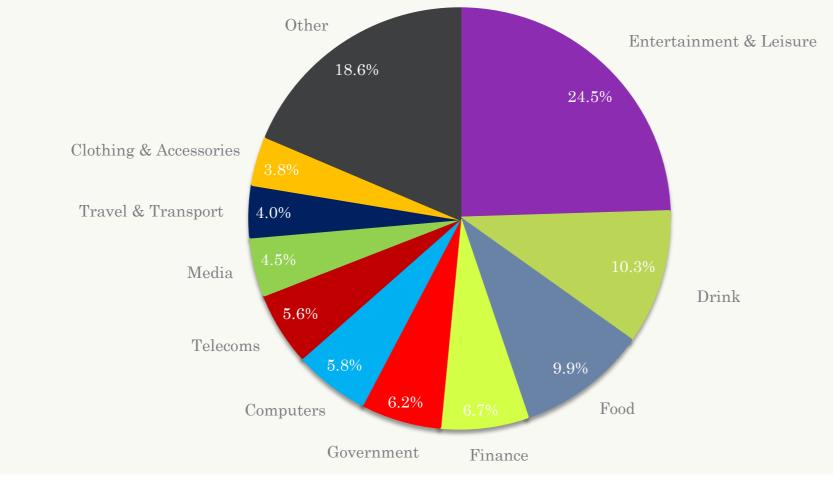


Top Spending Categories 2021



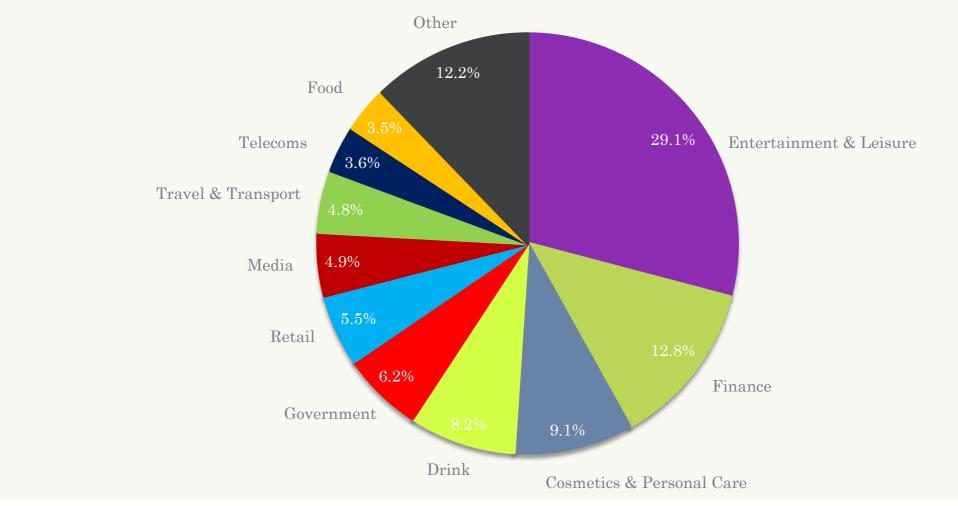
Source: Nielsen's AdIntel

Top Spending Categories in Roadside 2021





Top Spending Categories in Transport 2021





Top Spending Categories in Retail & Leisure 2021

