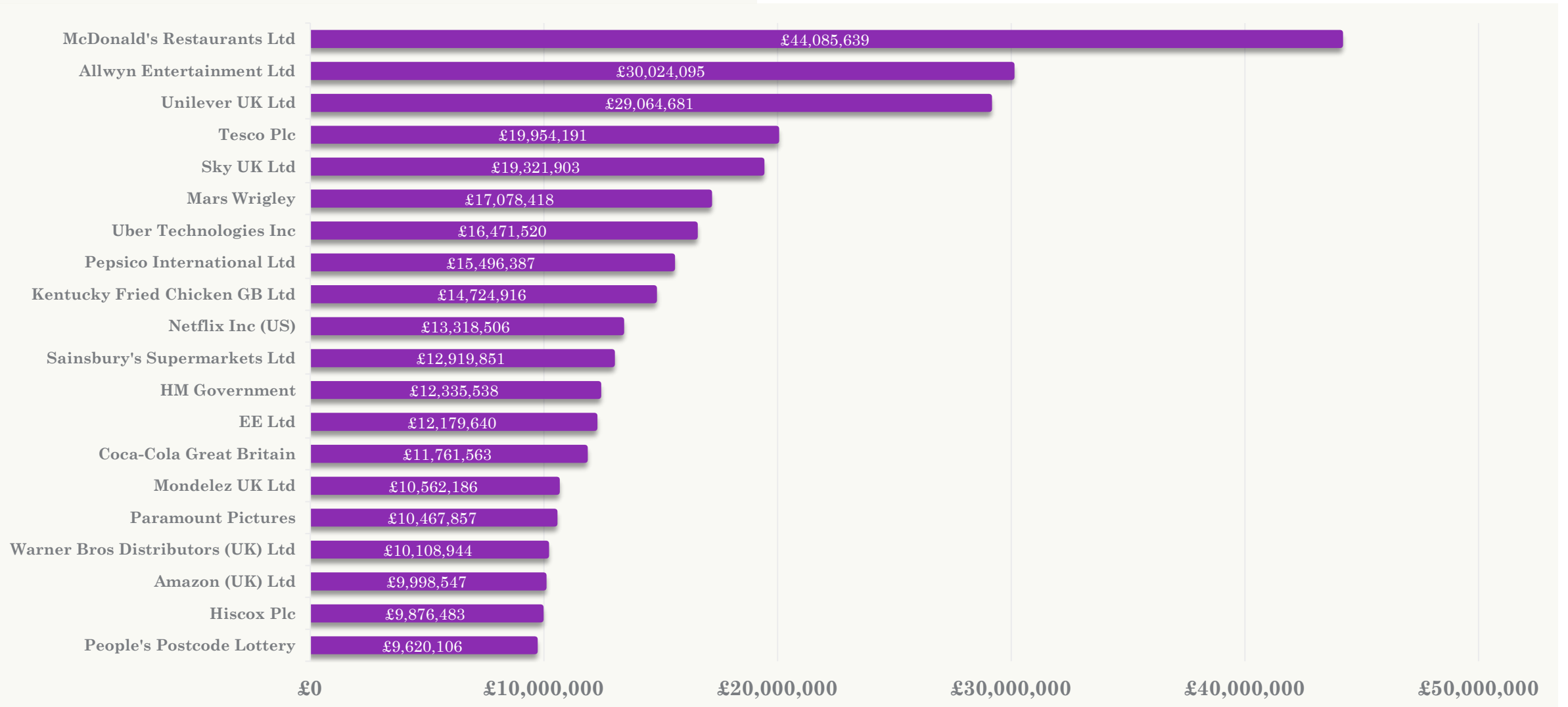


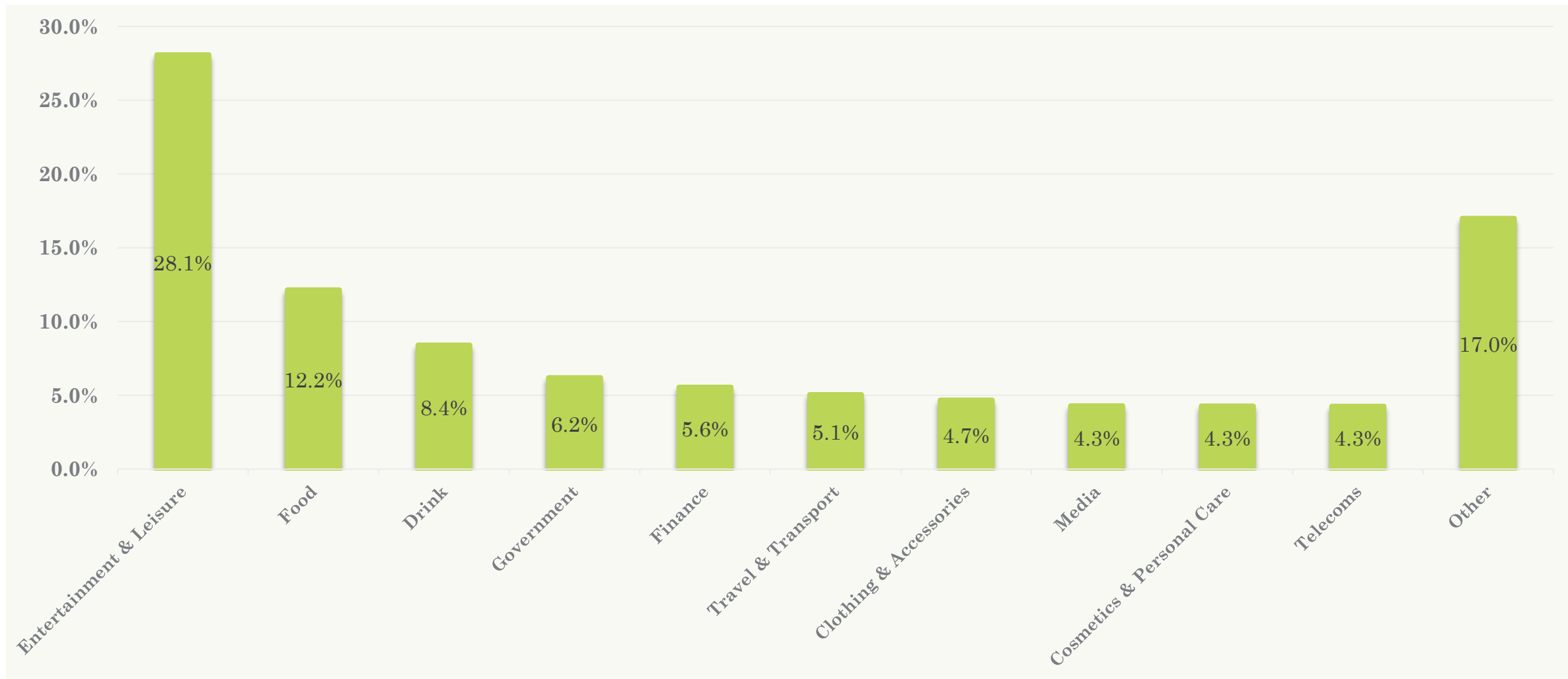
H1 2024 Out of Home Advertising Spend Analysis

Top 20 Advertisers H1 2024



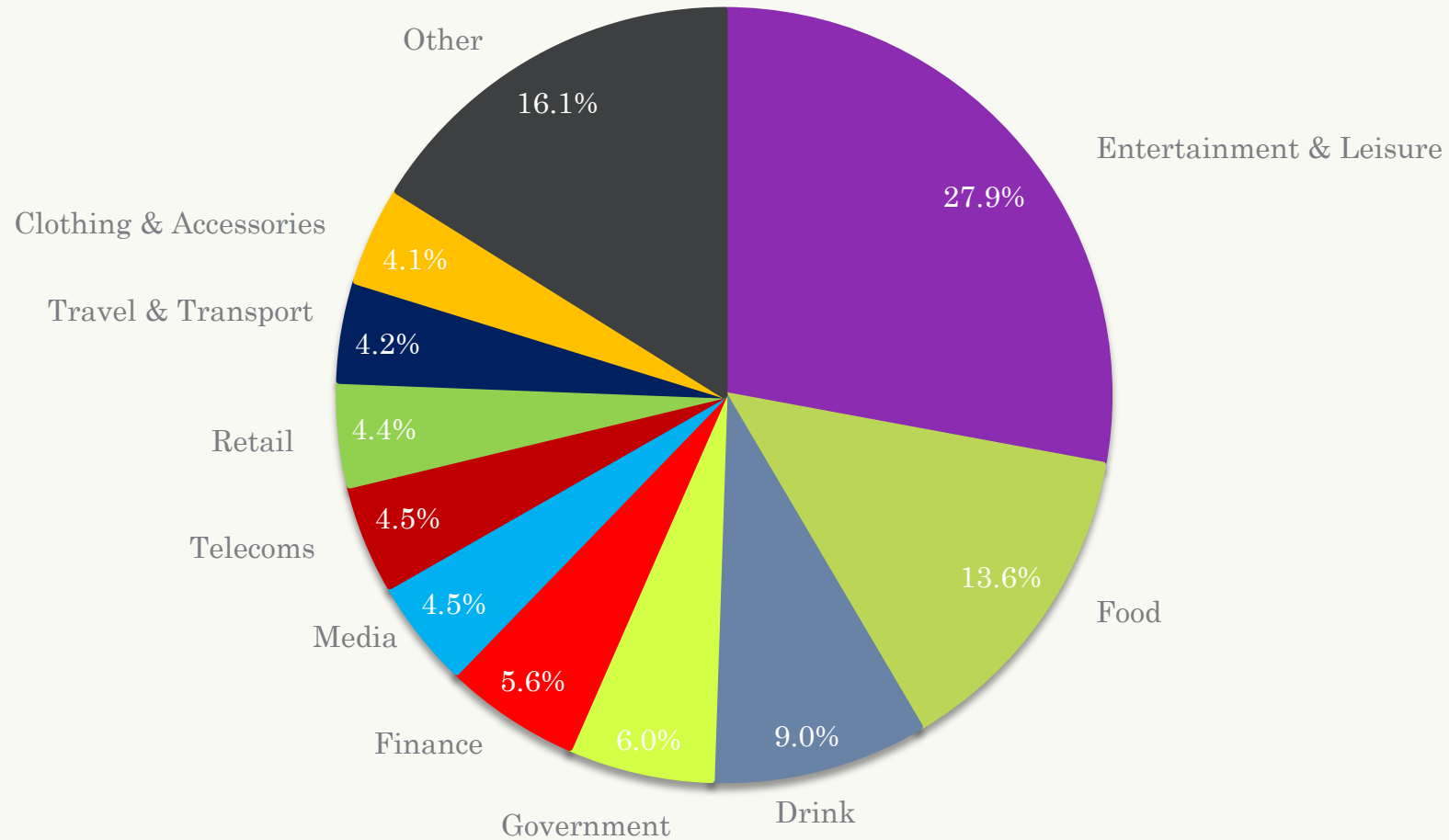
Source: Nielsen's AdIntel

Top Spending Categories H1 2024



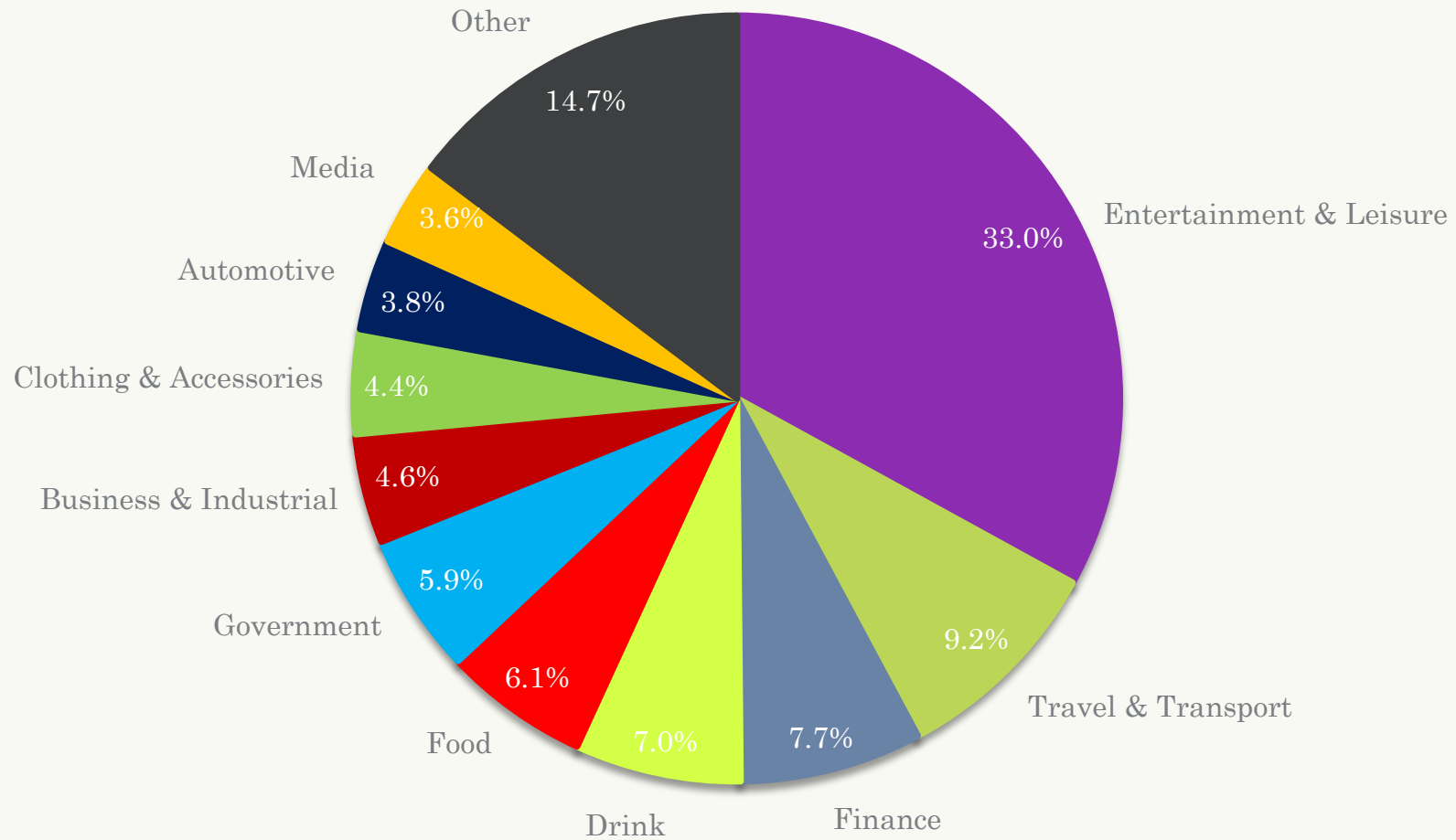
Source: Nielsen's AdIntel

Top Spending Categories in Roadside H1 2024



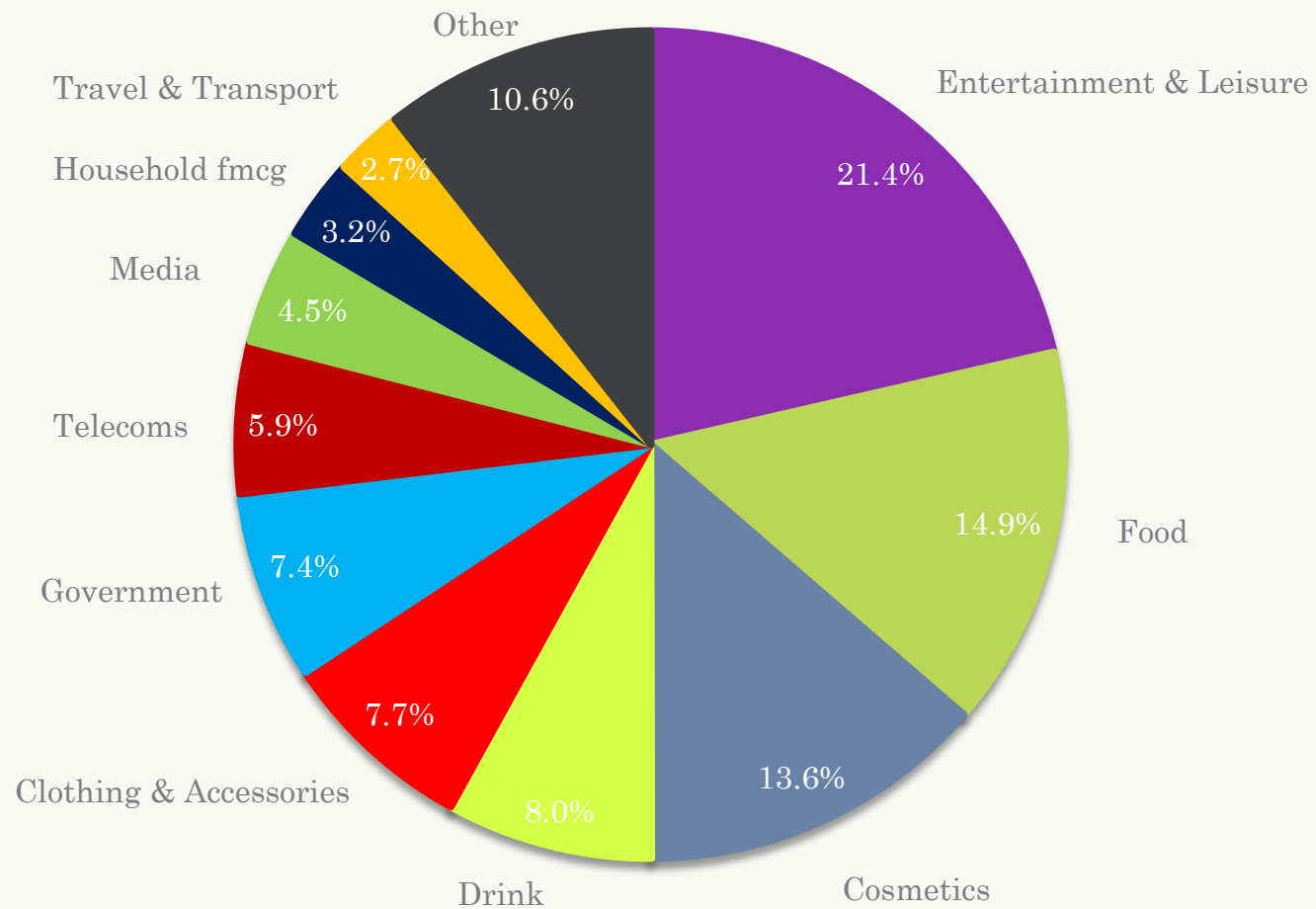
Source: Nielsen's AdIntel

Top Spending Categories in Transport H1 2024



Source: Nielsen's AdIntel

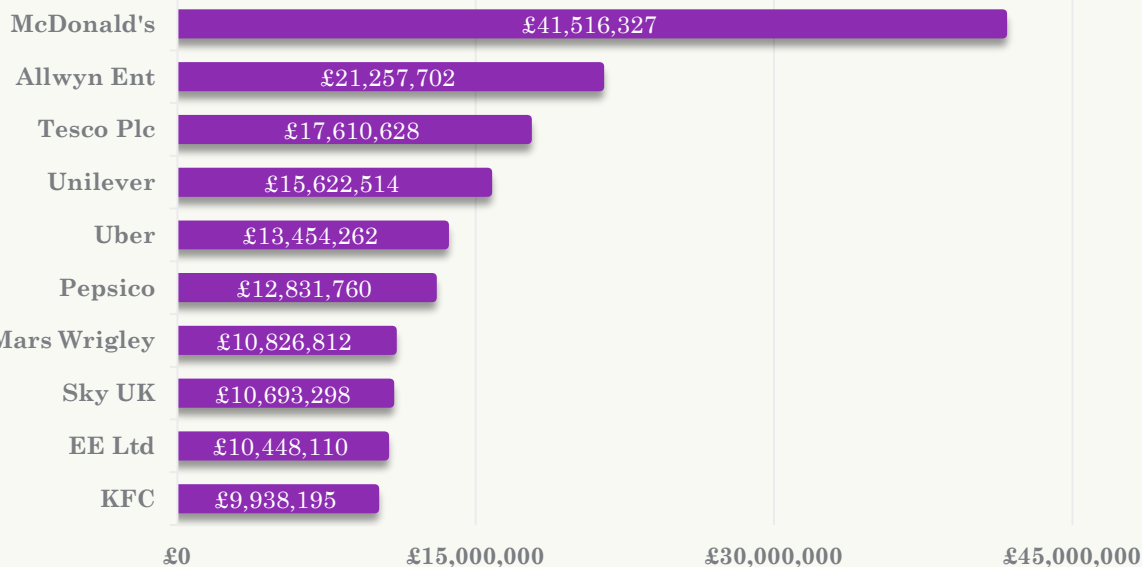
Top Spending Categories in Retail & Leisure H1 2024



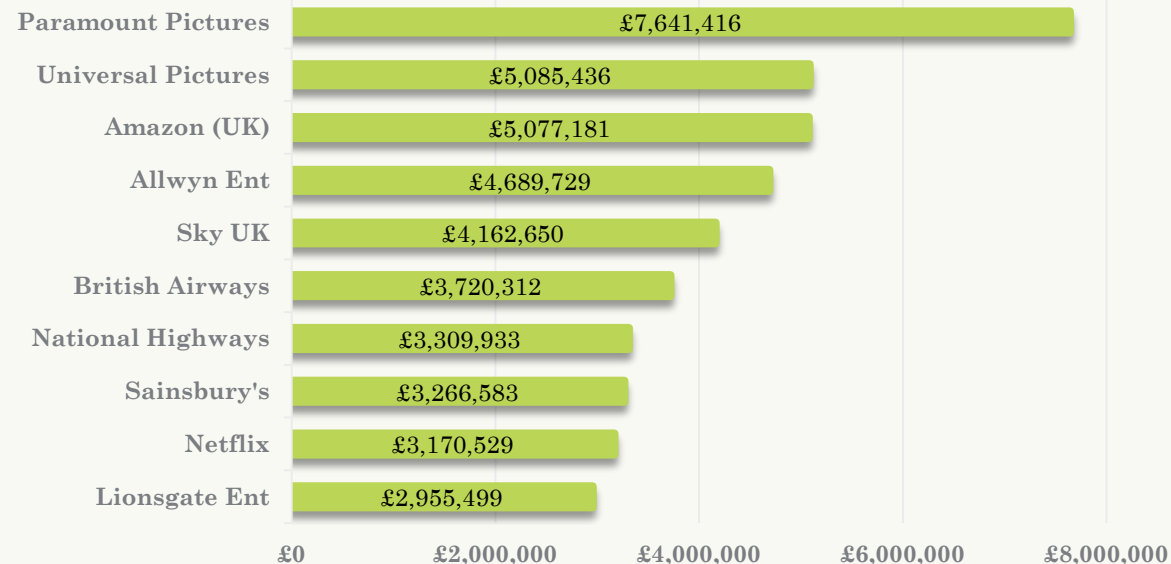
Source: Nielsen's AdIntel

Top 10 Advertisers by Environment H1 2024

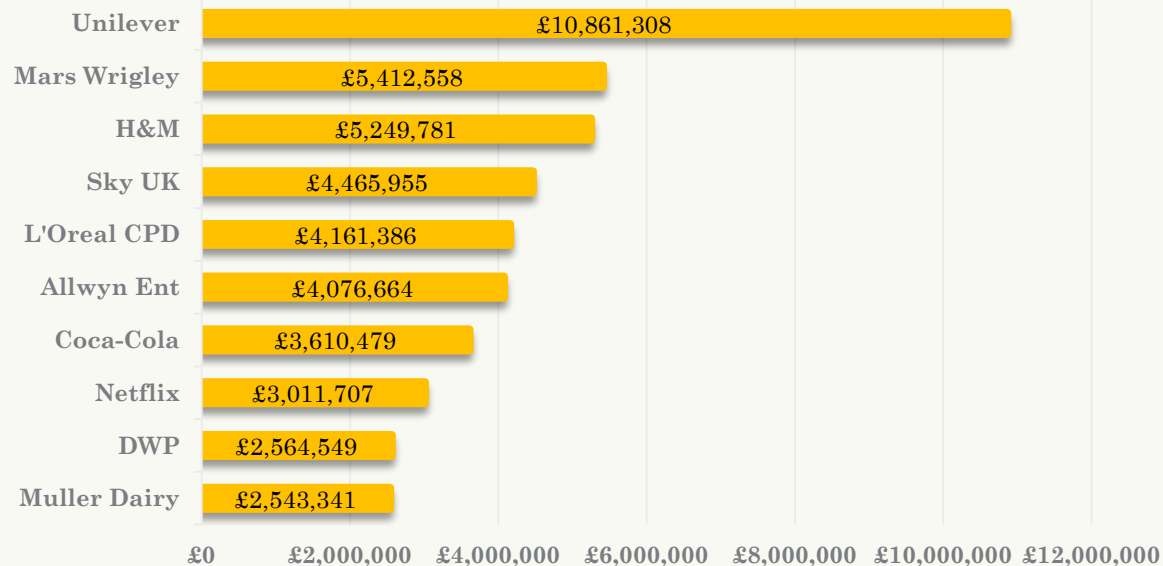
Roadside



Transport



Retail & Leisure



Source: Nielsen's AdIntel