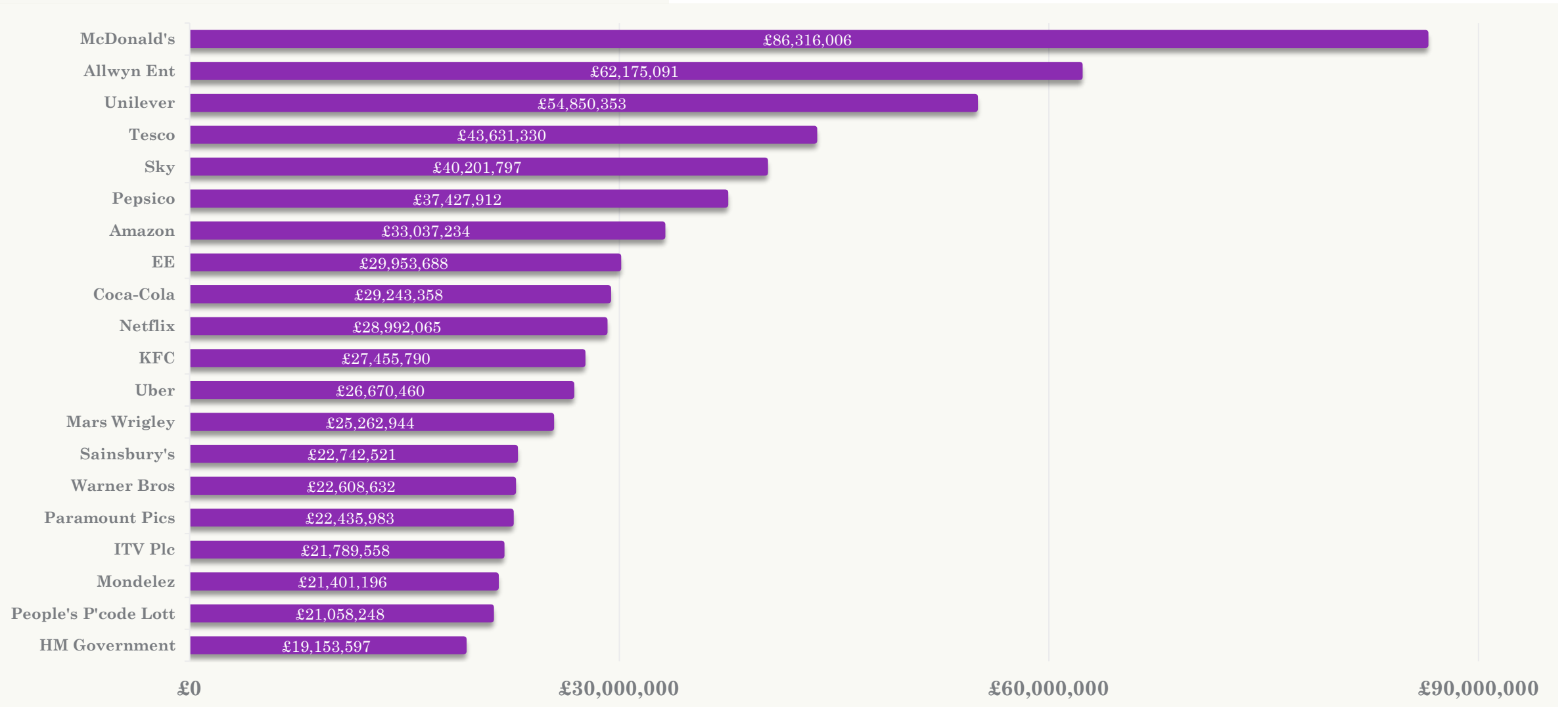


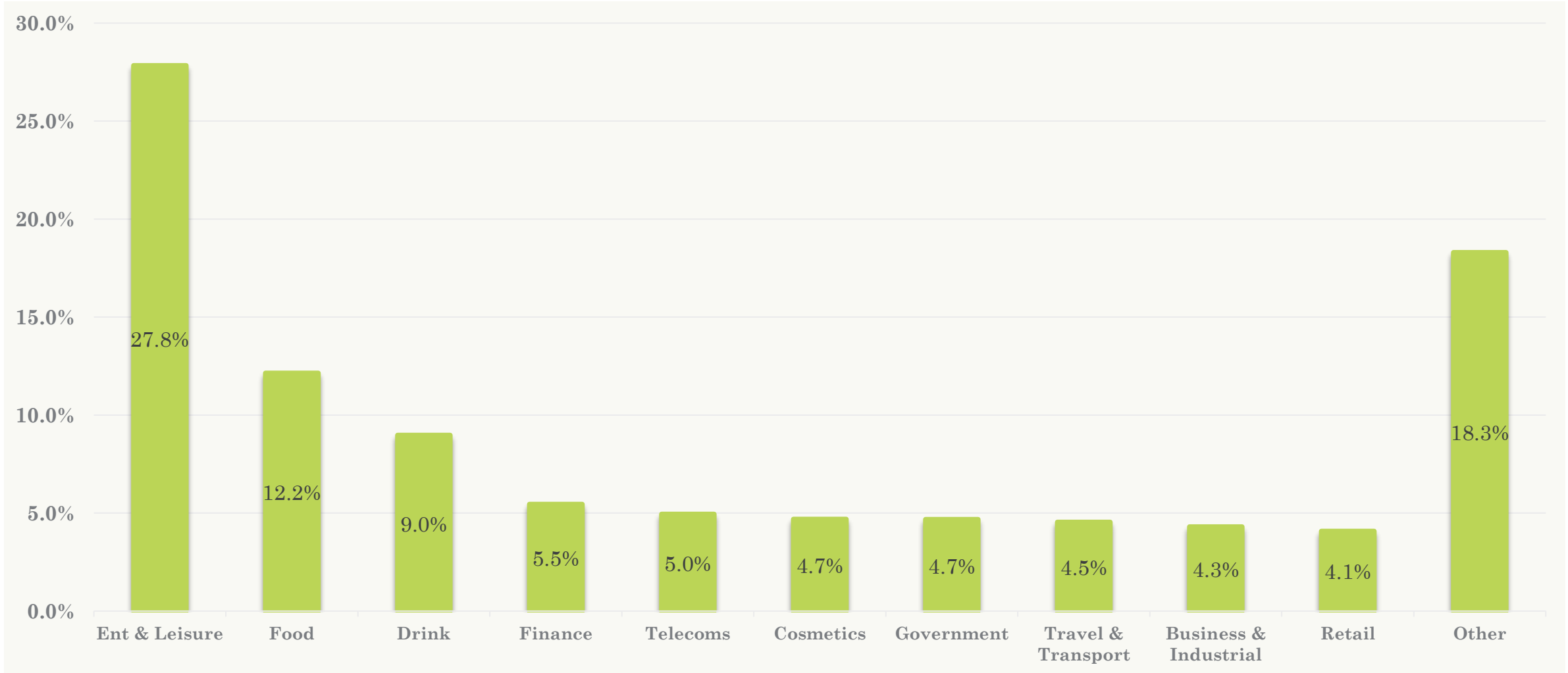
2021-24 Out of Home Advertising Spend Analysis

Top 20 Advertisers 2024



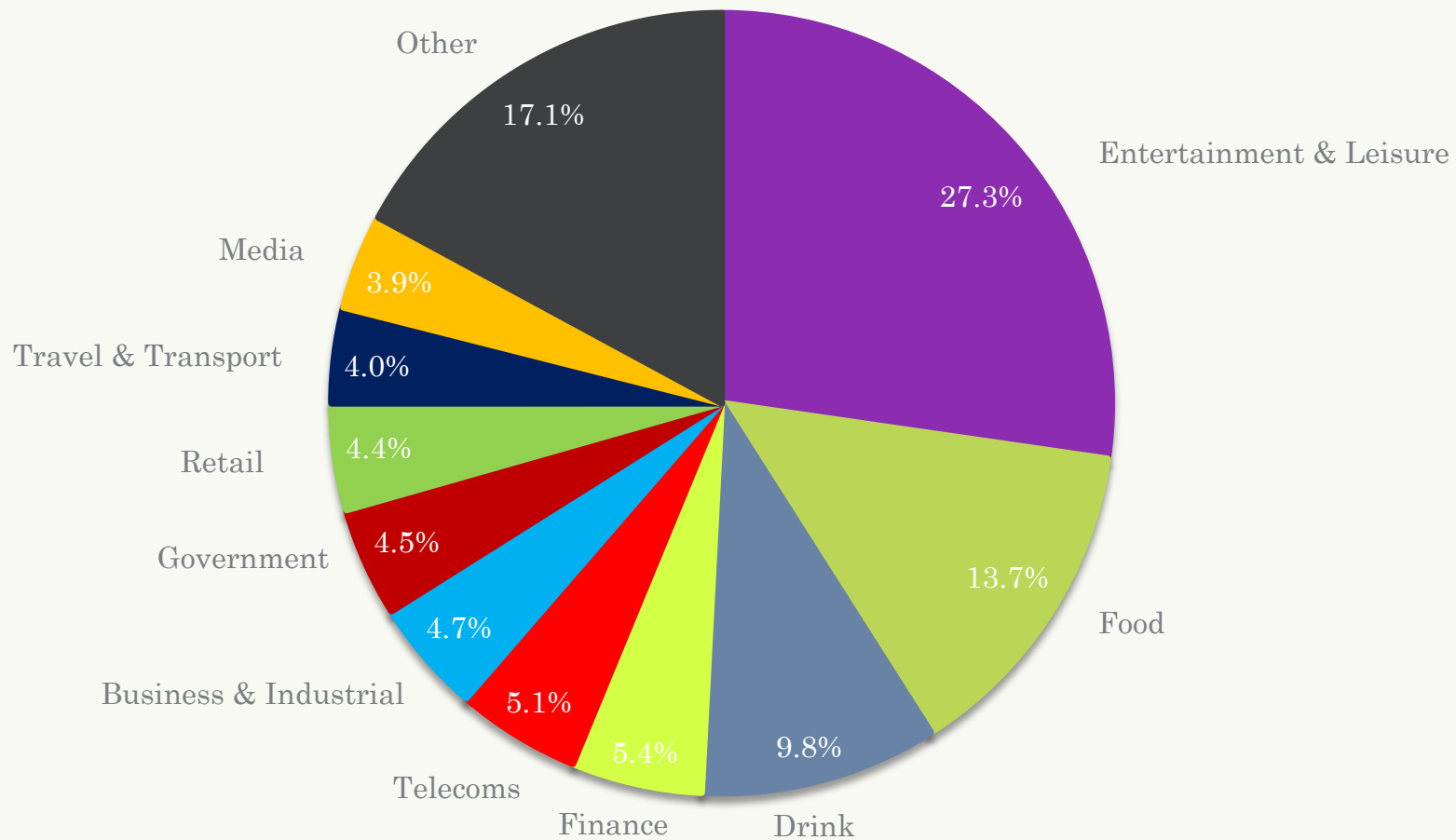
Source: Nielsen's AdIntel

Top Spending Categories 2024



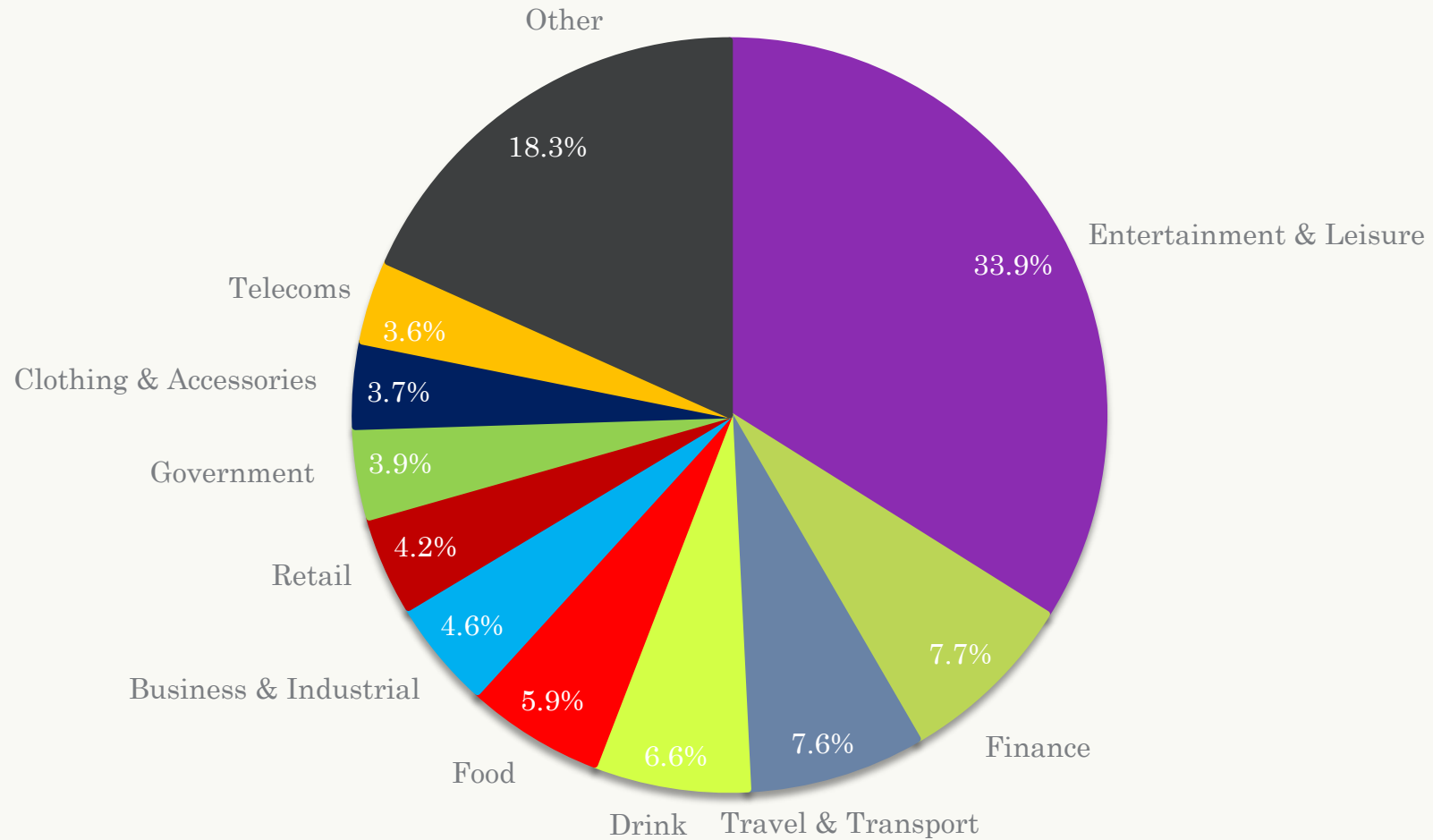
Source: Nielsen's AdIntel

Top Spending Categories in Roadside 2024



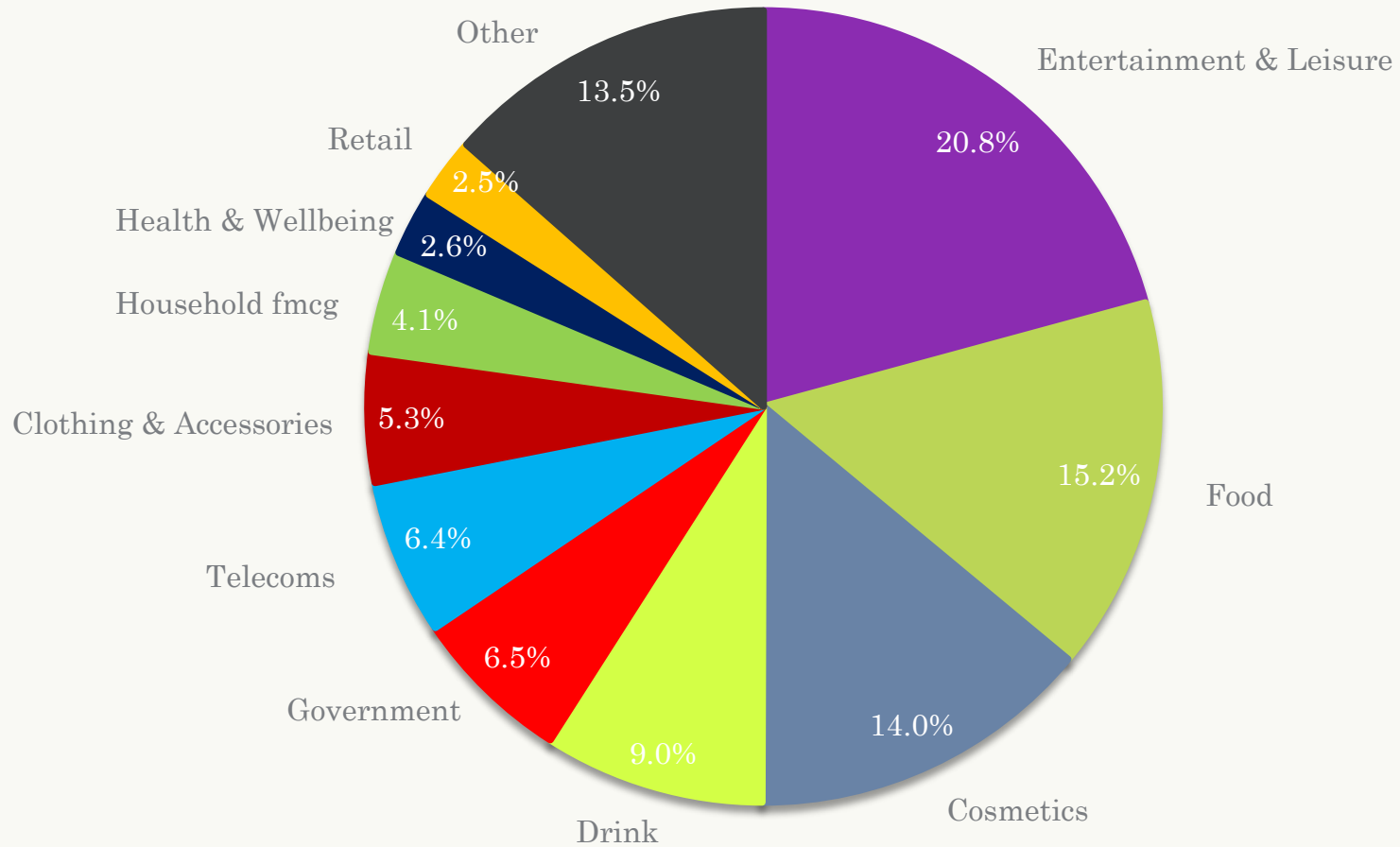
Source: Nielsen's AdIntel

Top Spending Categories in Transport 2024



Source: Nielsen's AdIntel

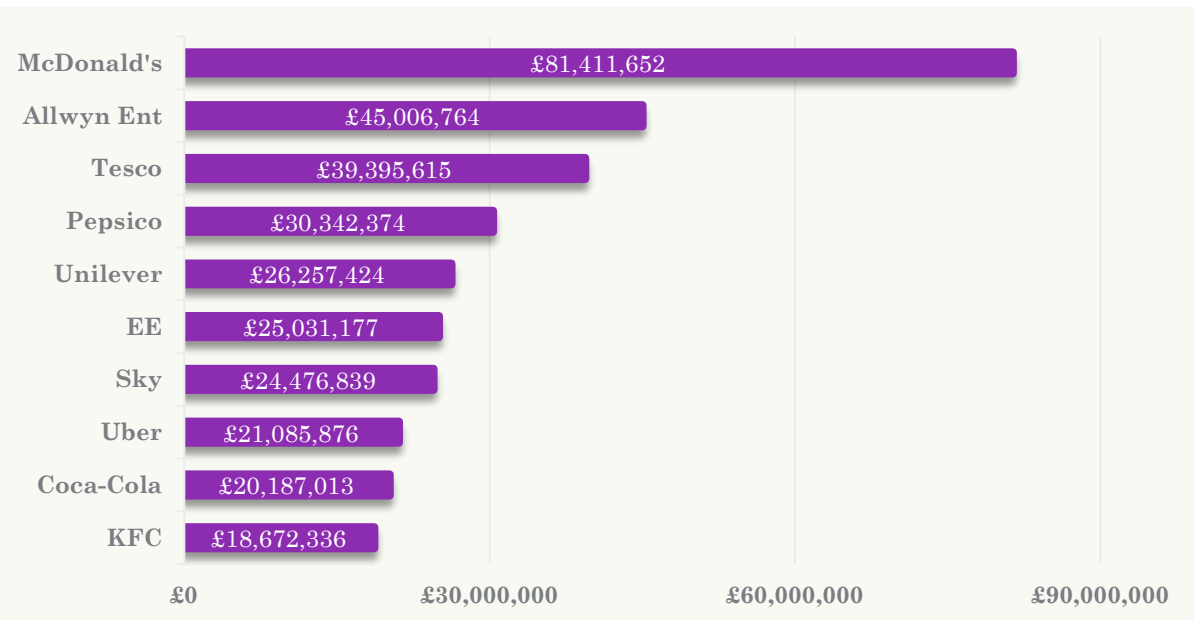
Top Spending Categories in Retail & Leisure 2024



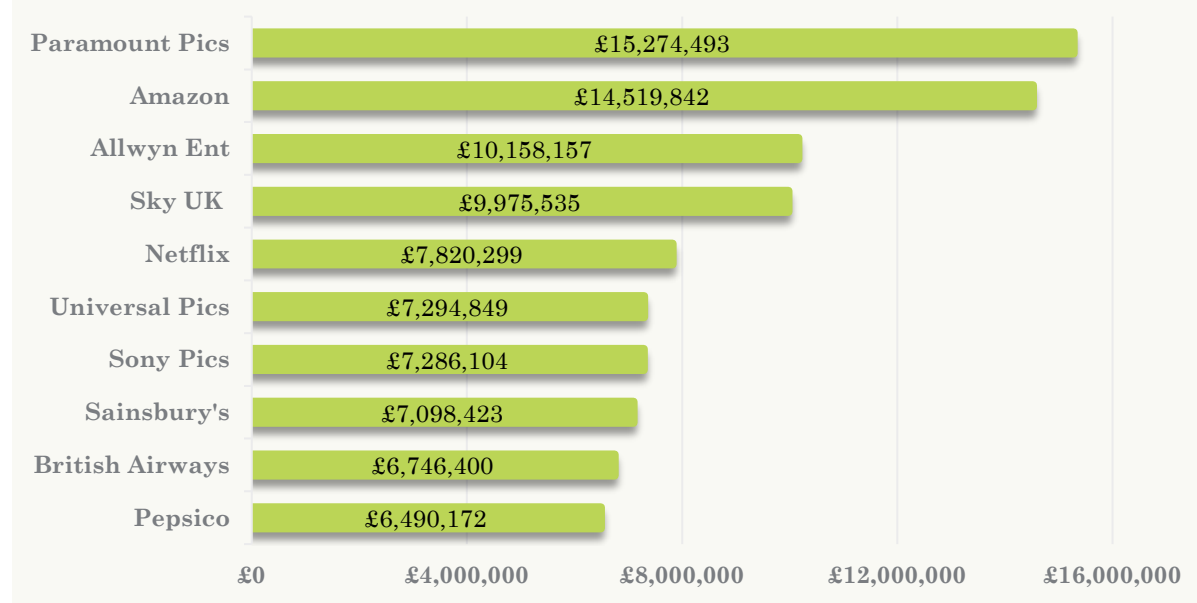
Source: Nielsen's AdIntel

Top 10 Advertisers by Environment 2024

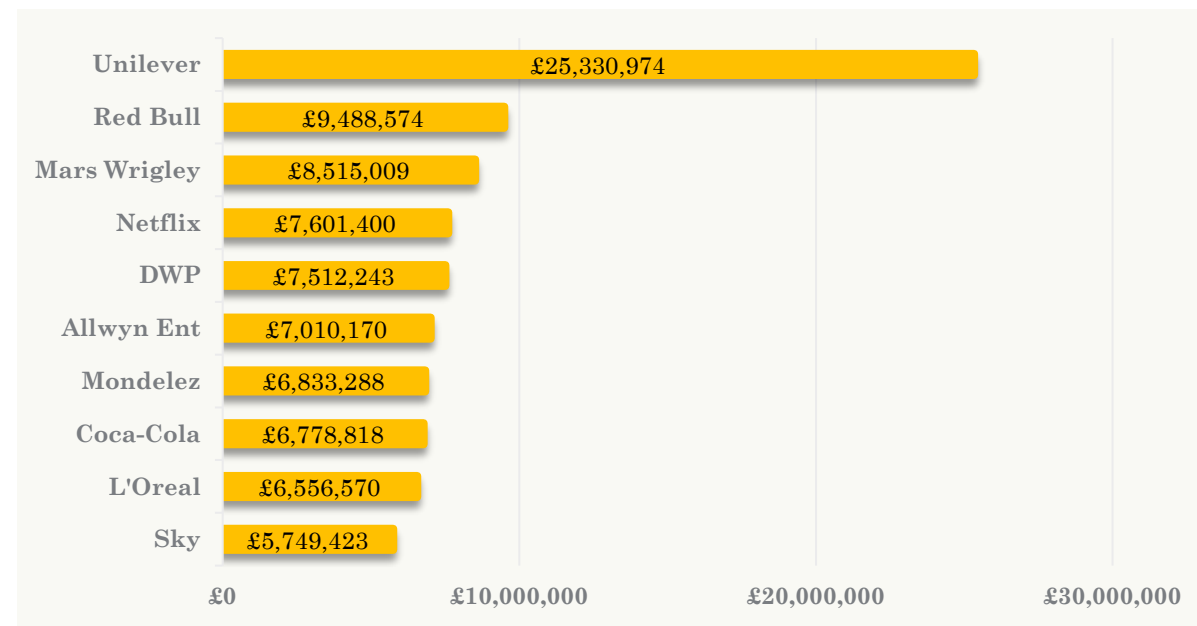
Roadside



Transport

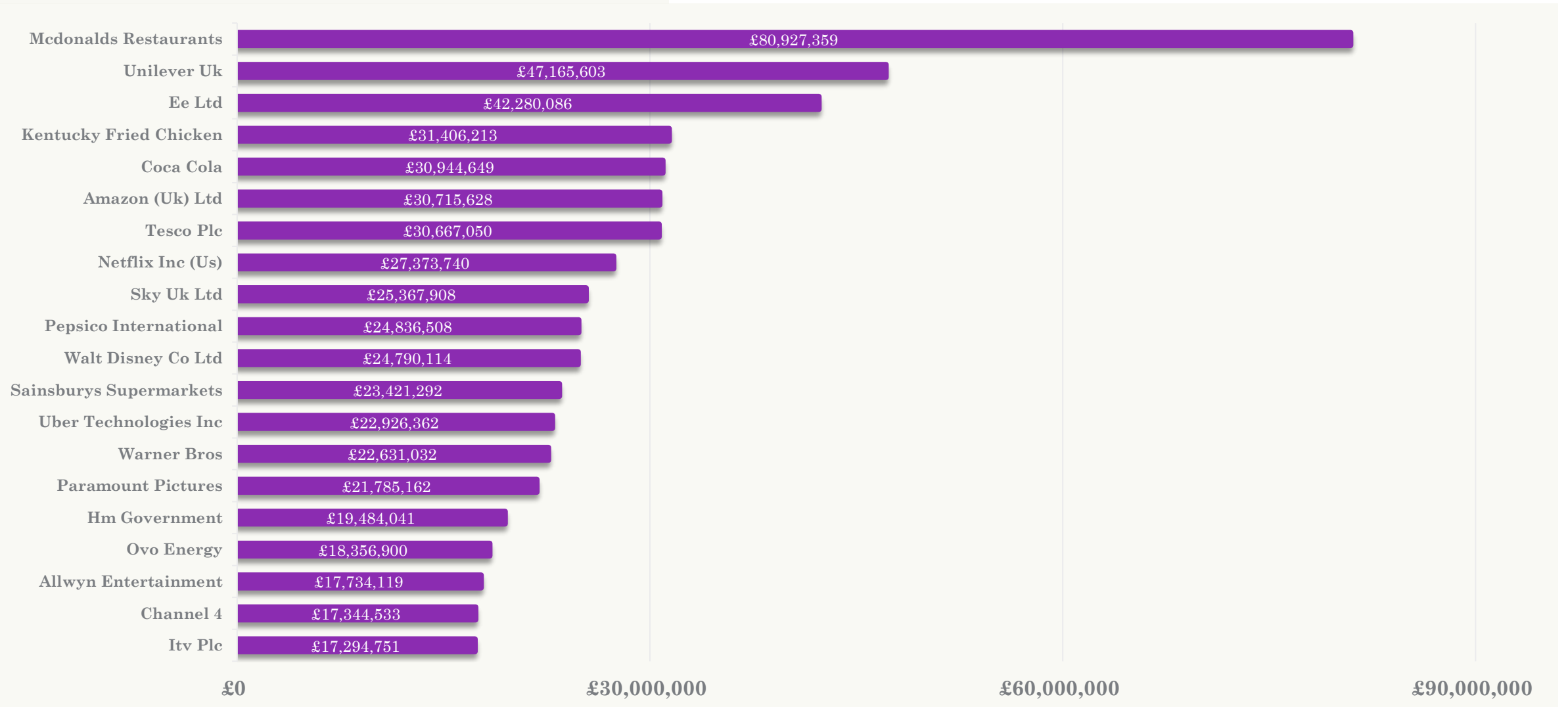


Retail & Leisure



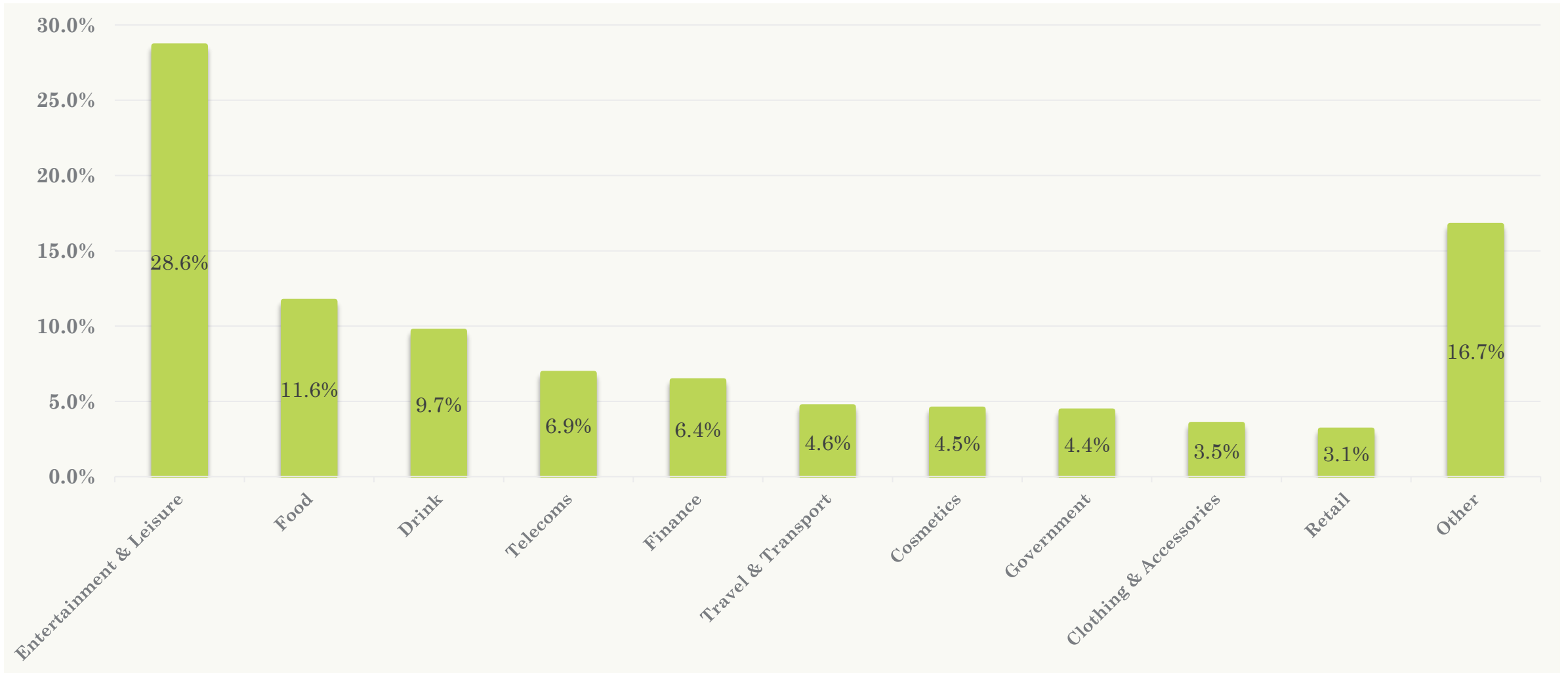
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Top 20 Advertisers 2023



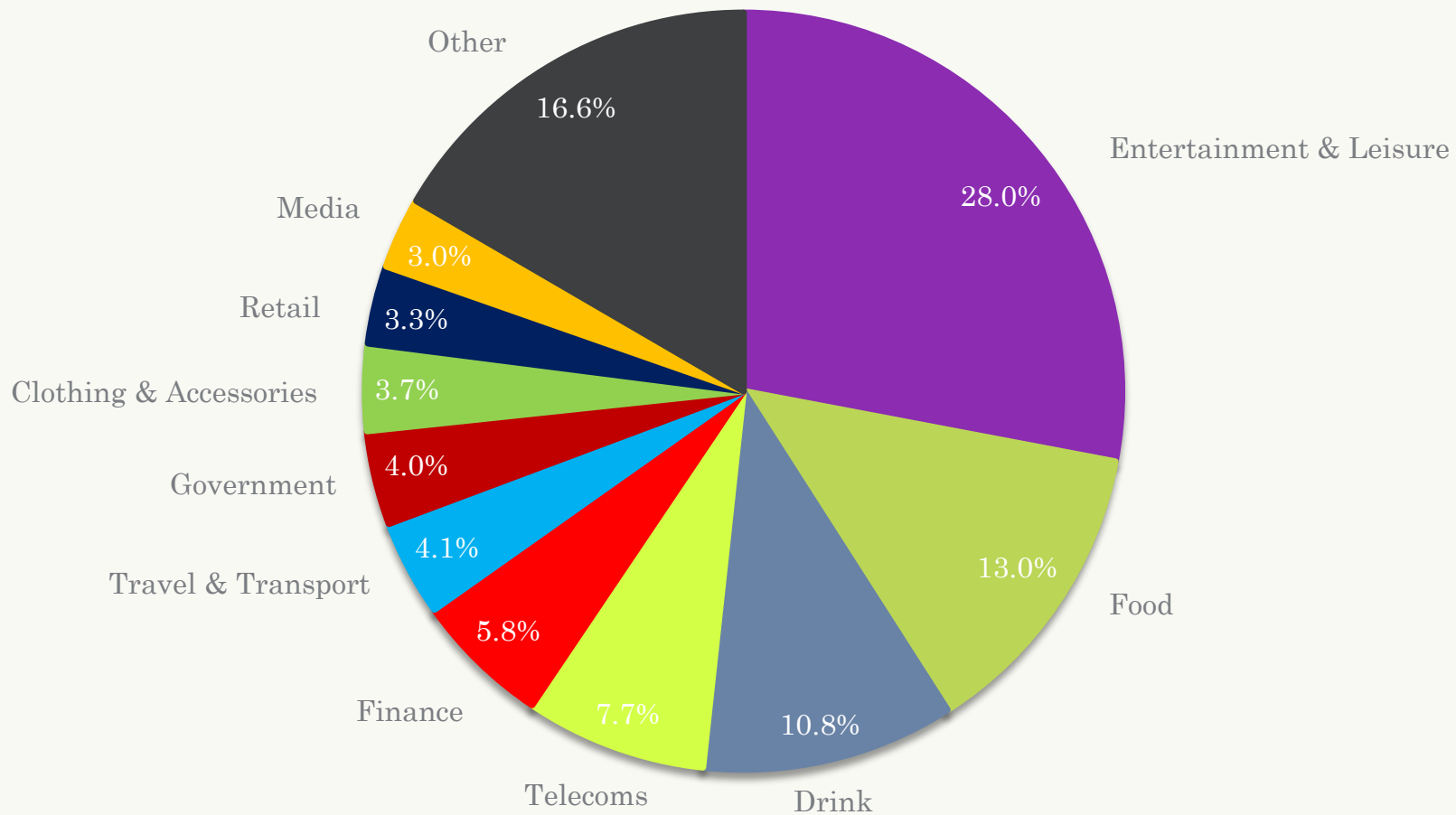
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Top Spending Categories 2023



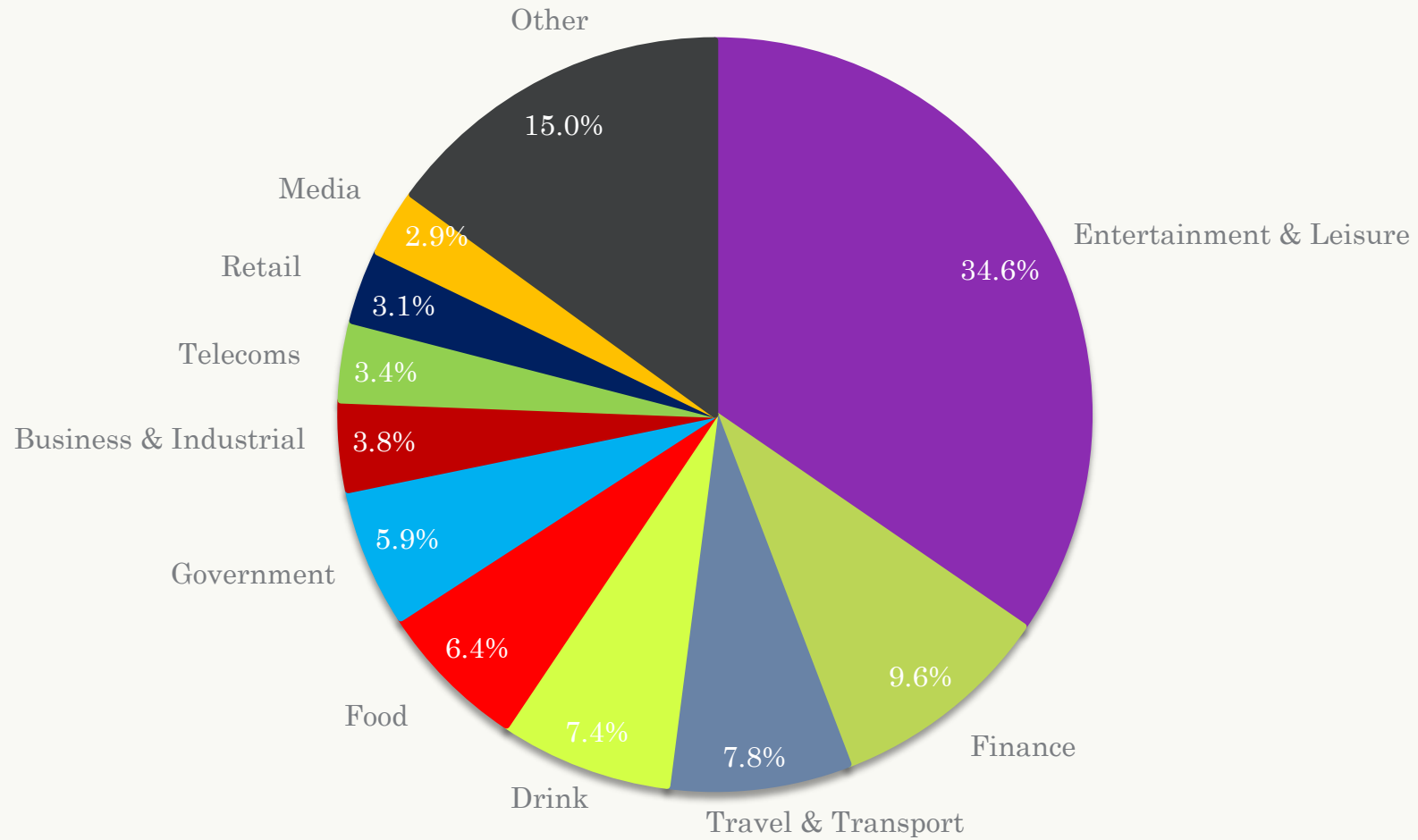
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Top Spending Categories in Roadside 2023



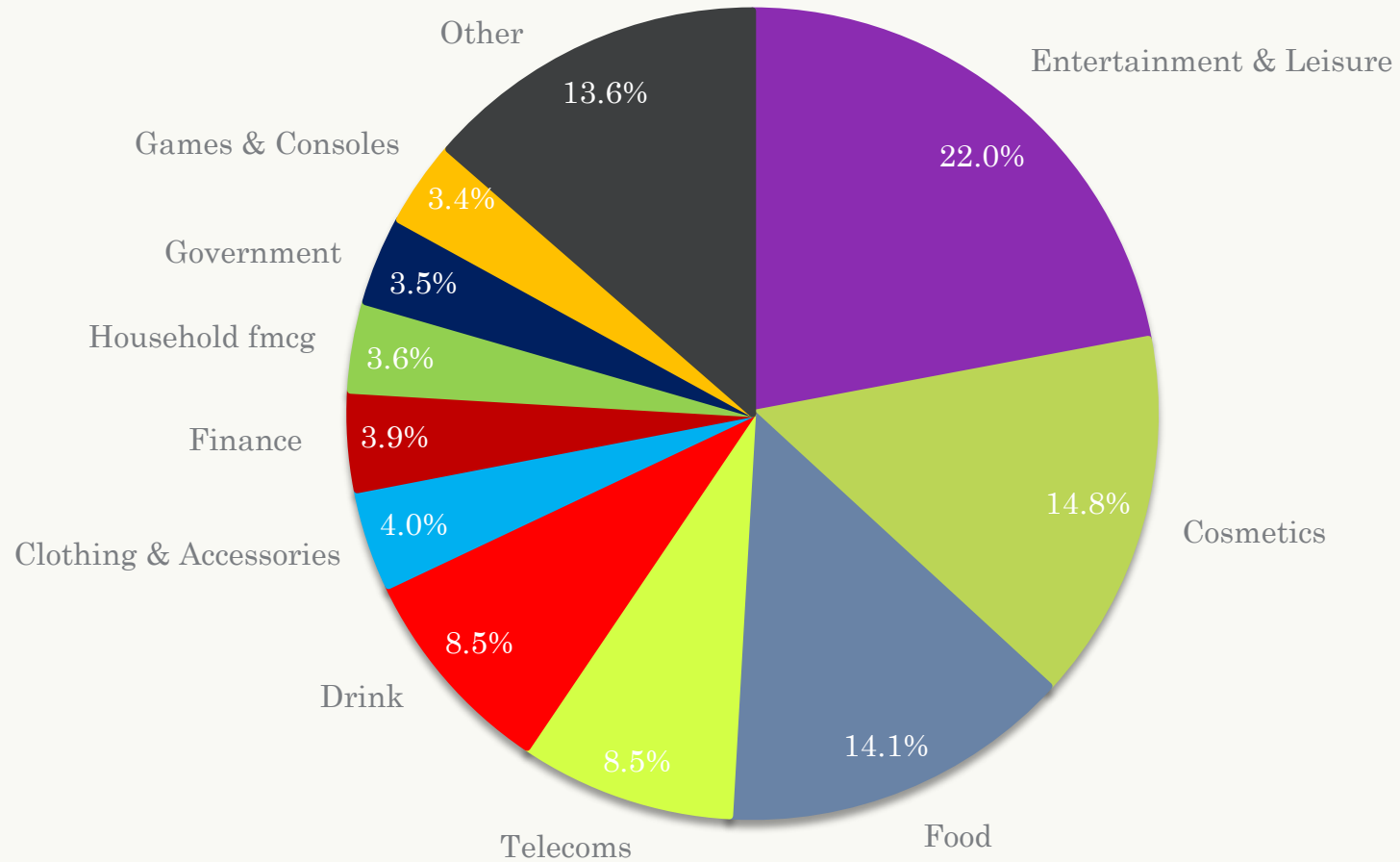
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Top Spending Categories in Transport 2023



Source: Nielsen's AdIntel

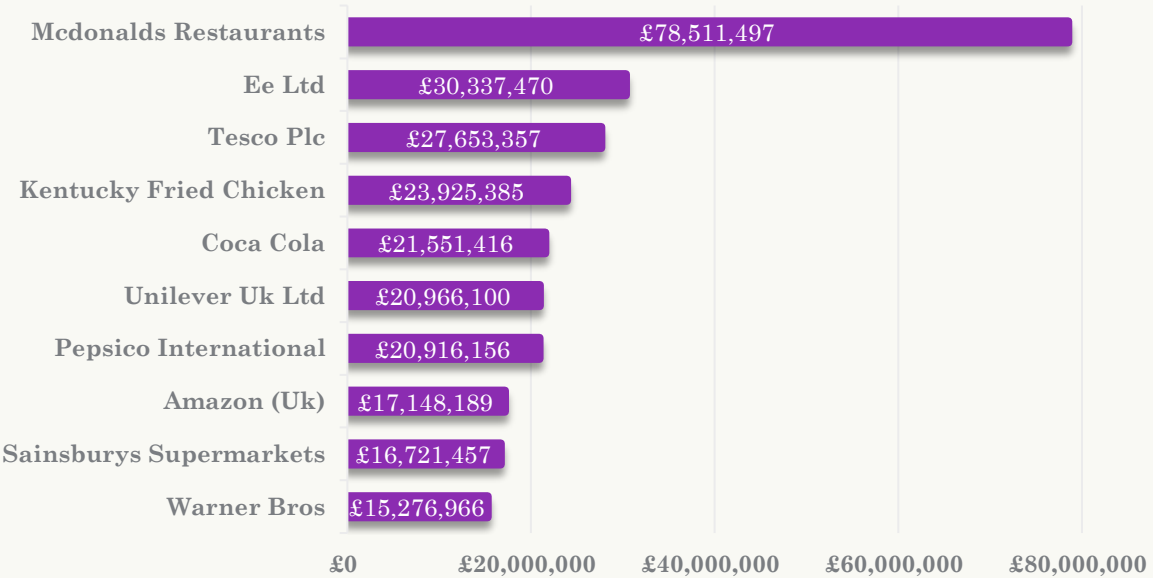
Top Spending Categories in Retail & Leisure 2023



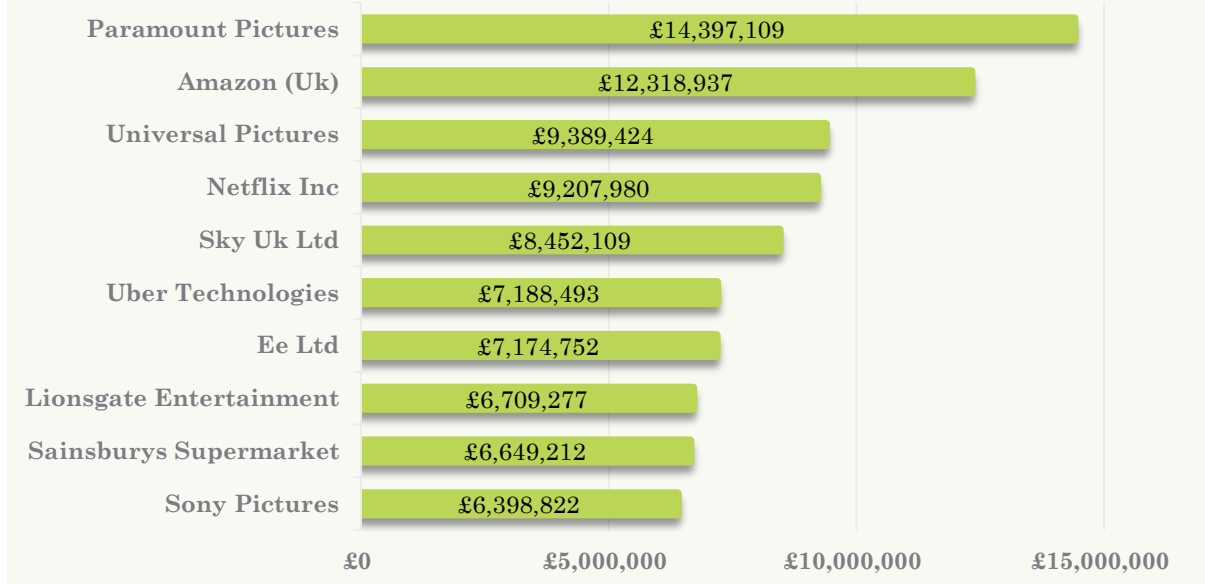
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Top 10 Advertisers by Environment 2023

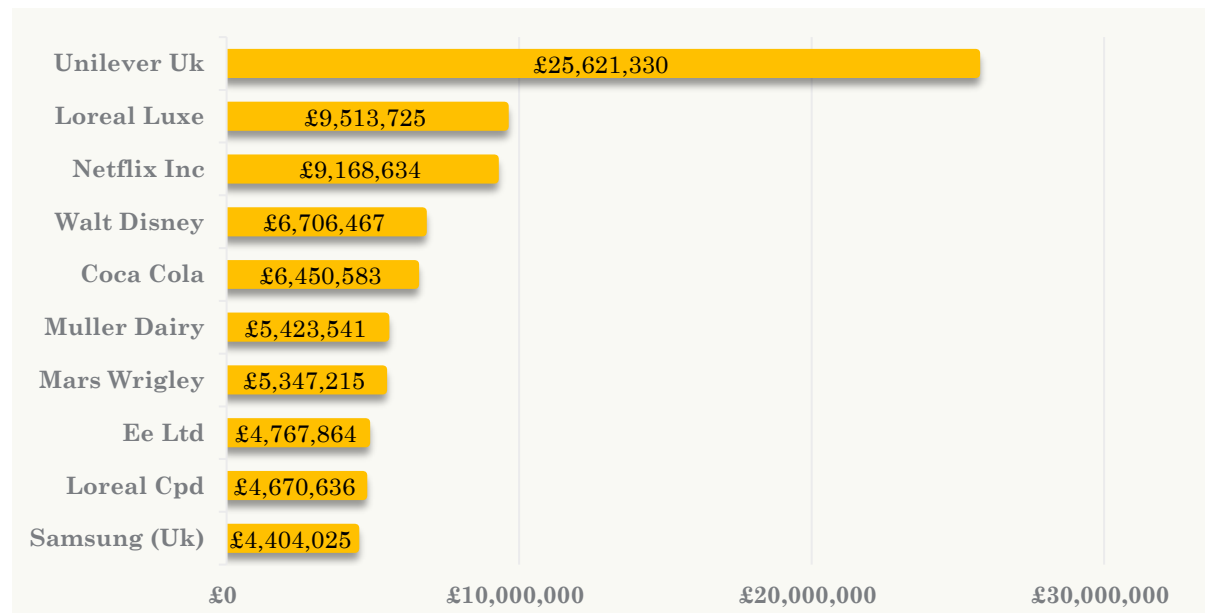
Roadside



Transport

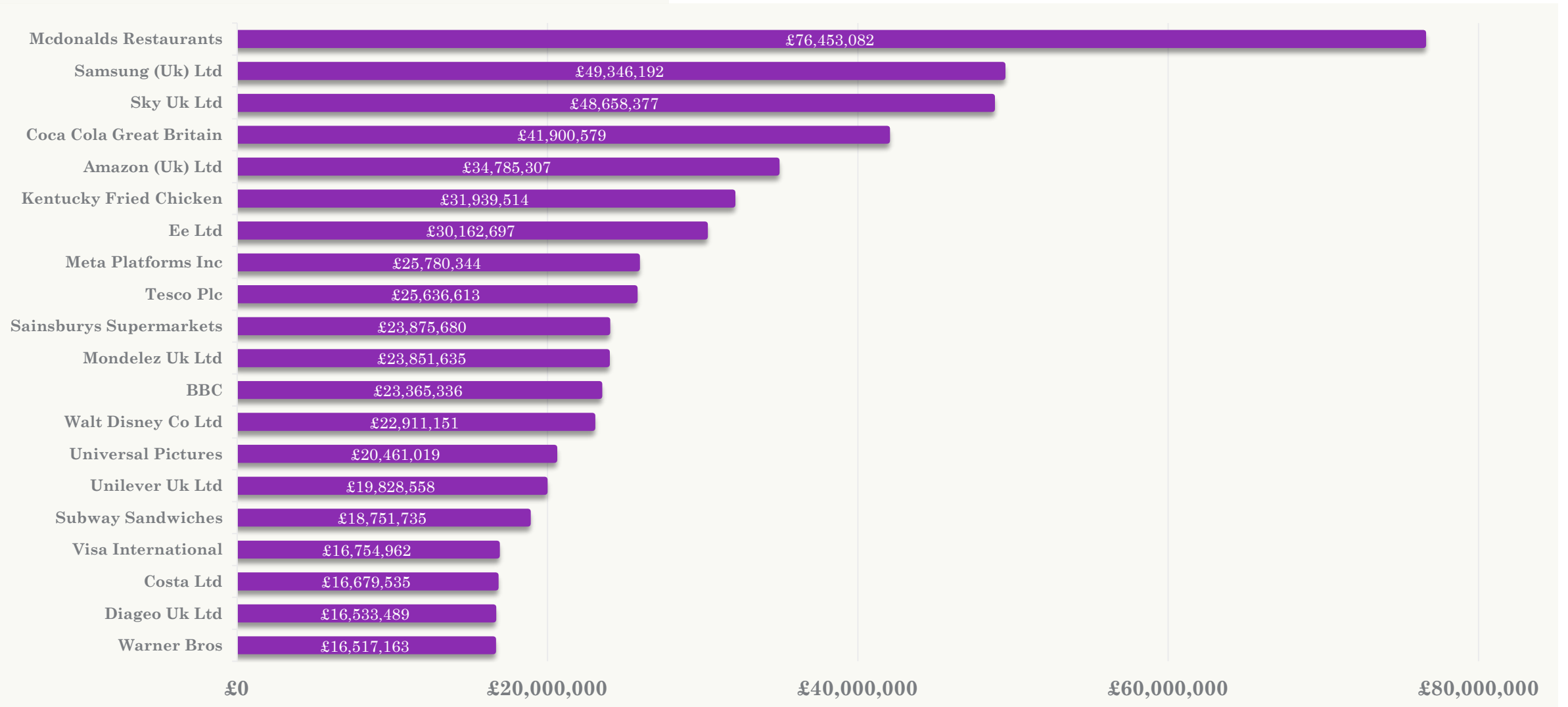


Retail & Leisure



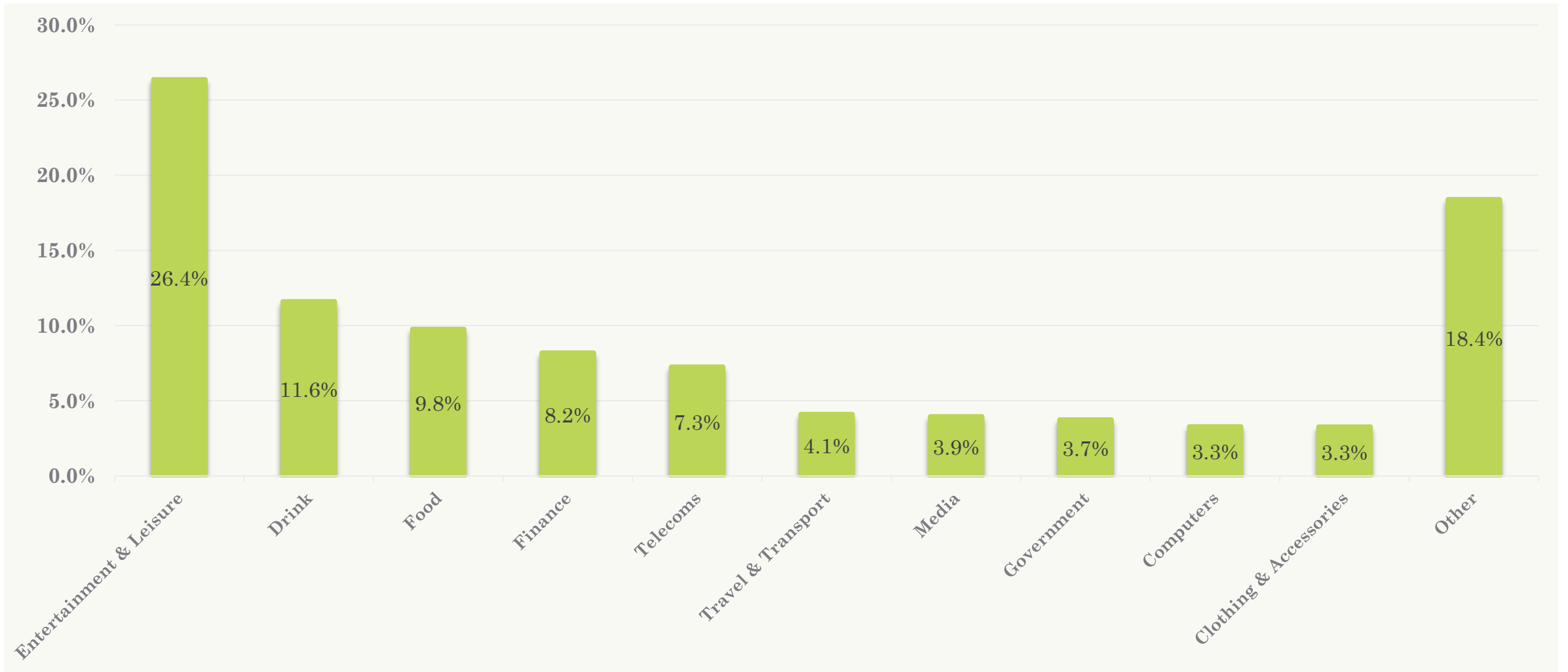
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Top 20 Advertisers 2022



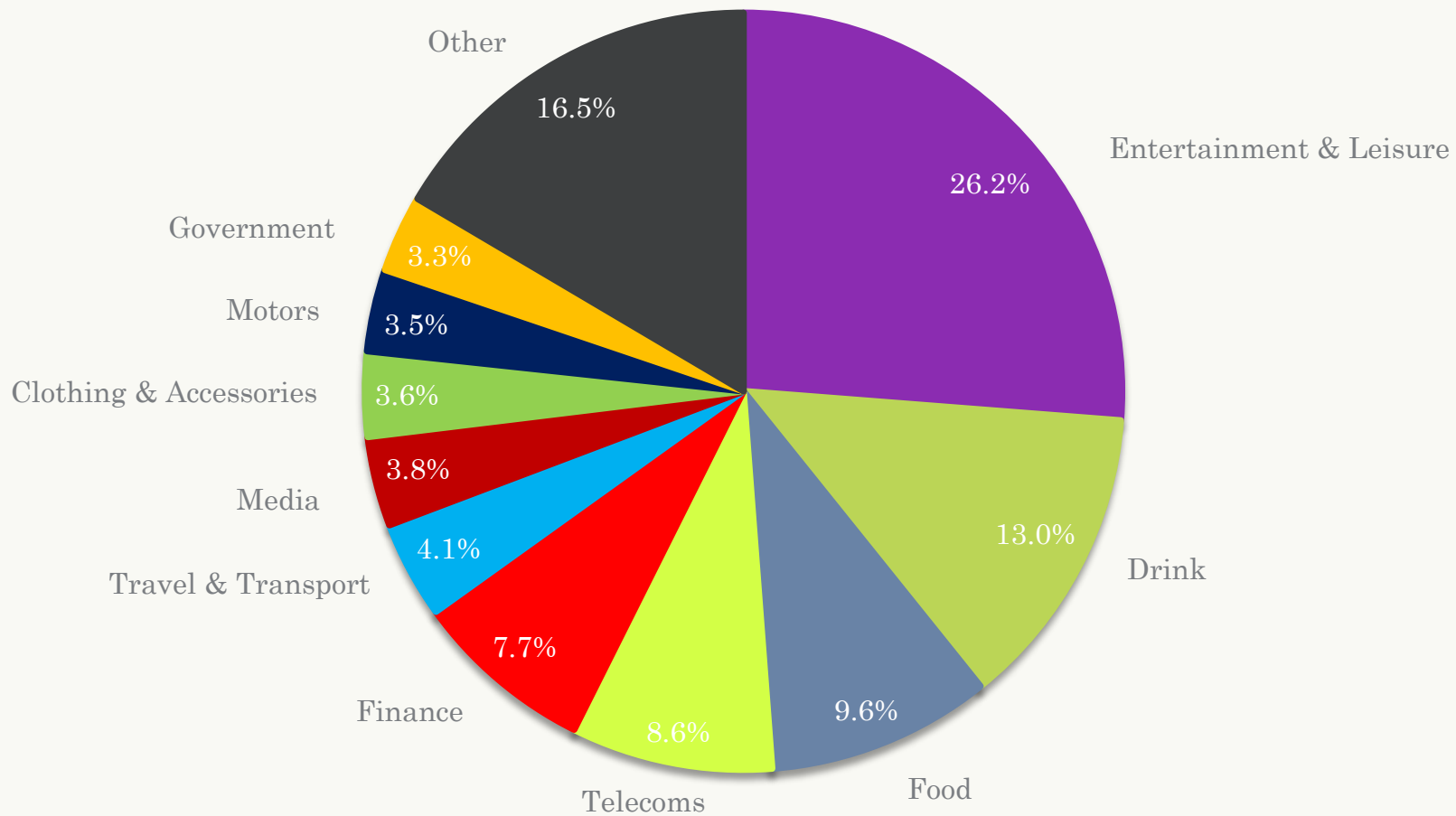
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Top Spending Categories 2022



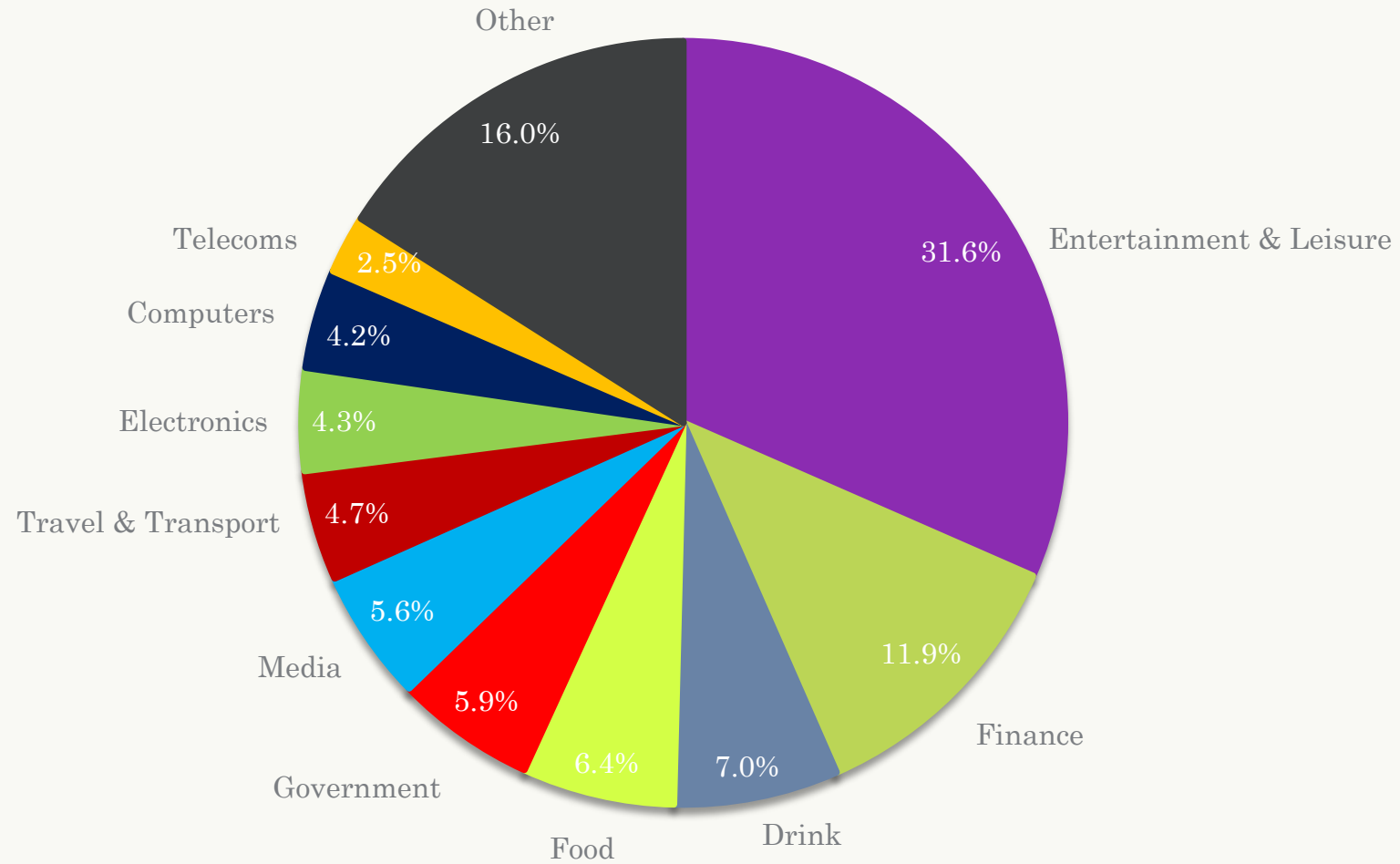
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Top Spending Categories in Roadside 2022



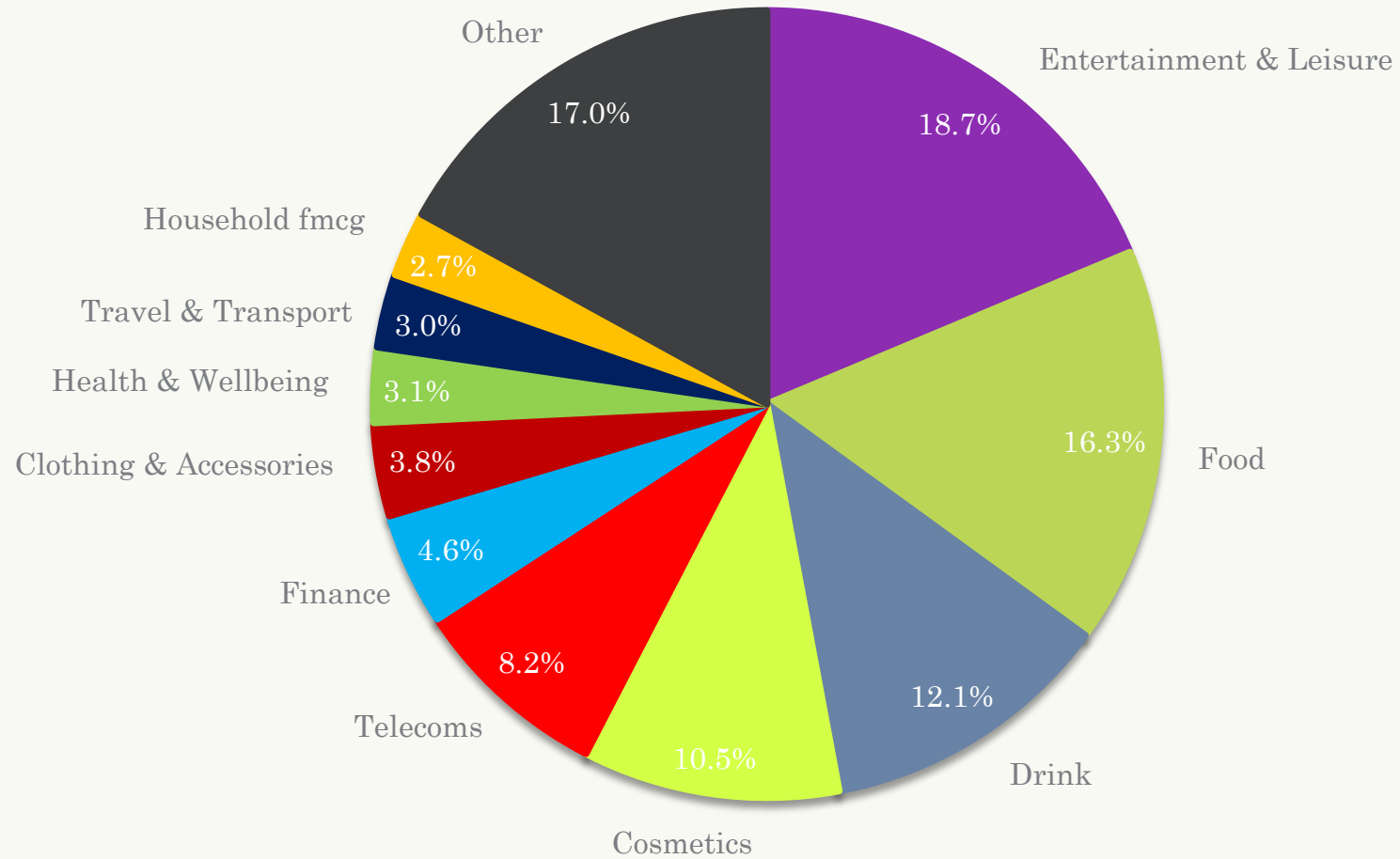
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Top Spending Categories in Transport 2022



Source: Nielsen's AdIntel

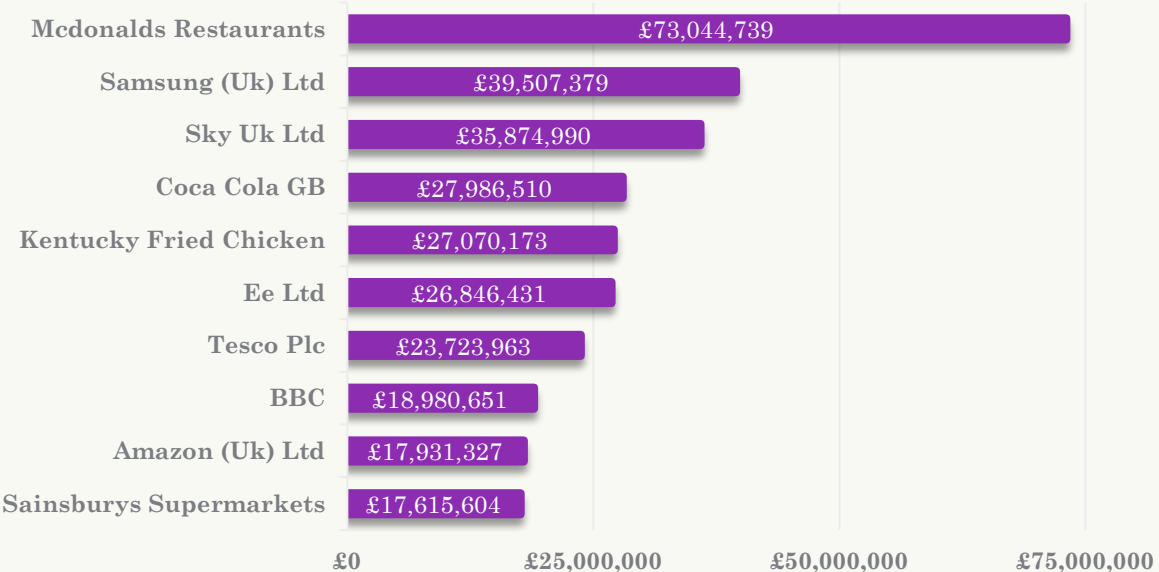
Top Spending Categories in Retail & Leisure 2022



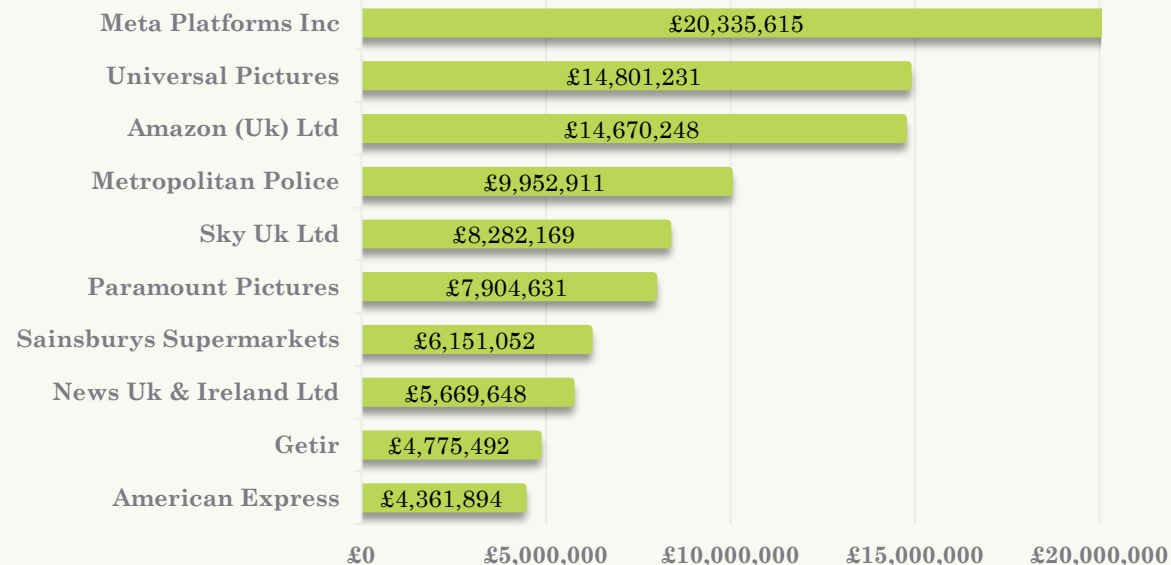
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Top 10 Advertisers by Environment 2022

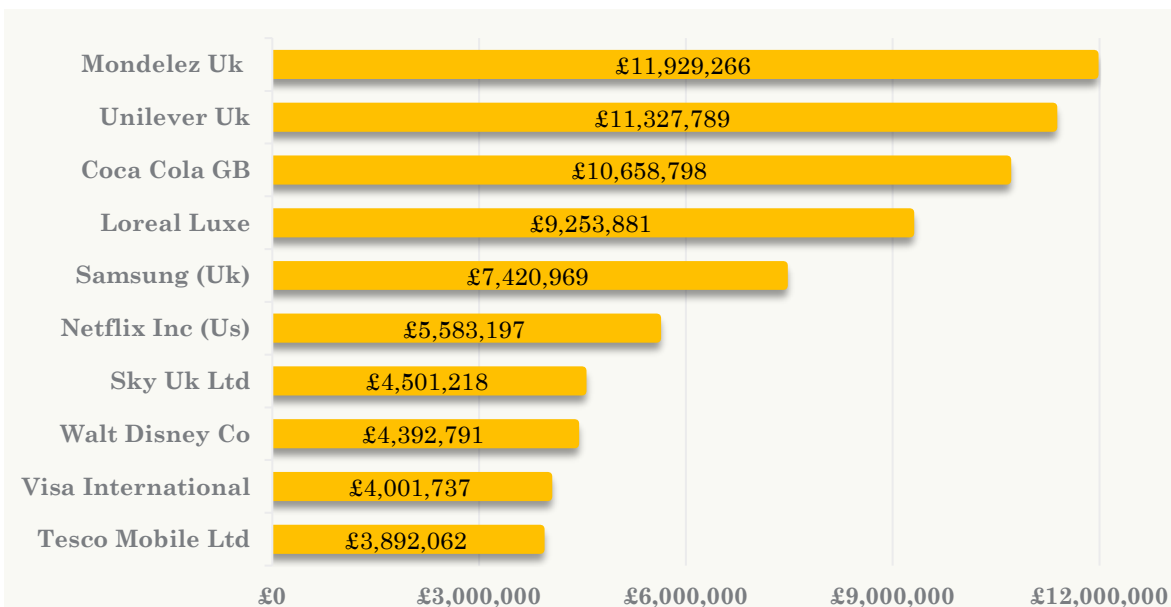
Roadside



Transport

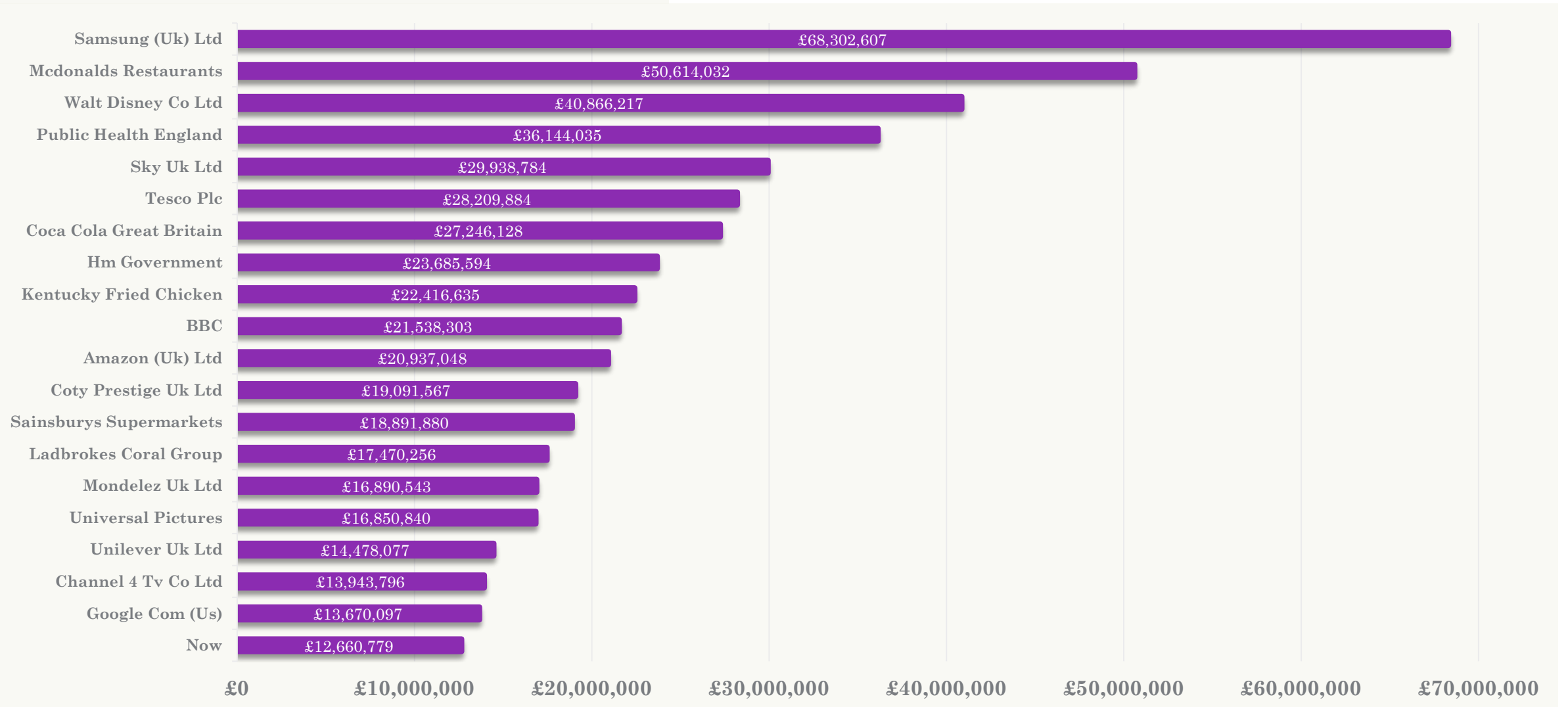


Retail & Leisure



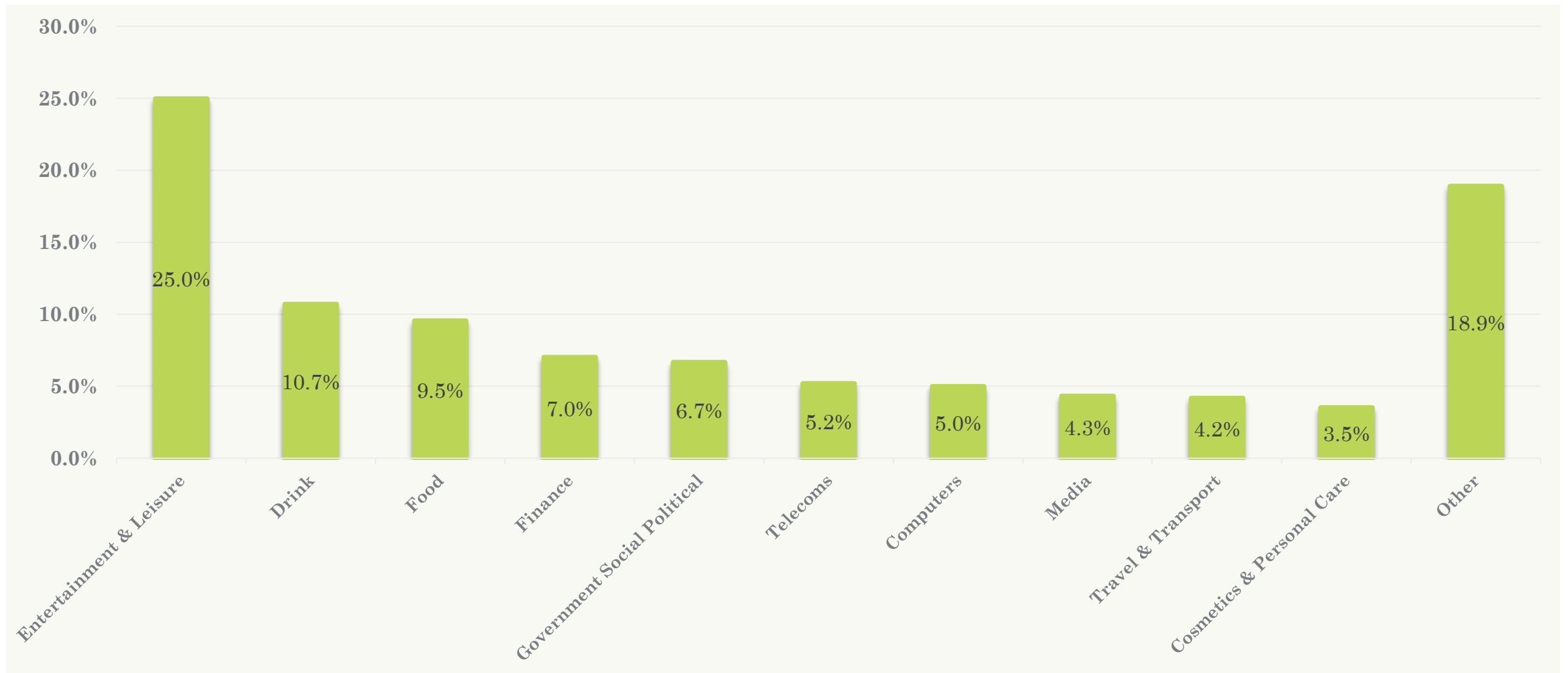
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Top 20 Advertisers 2021



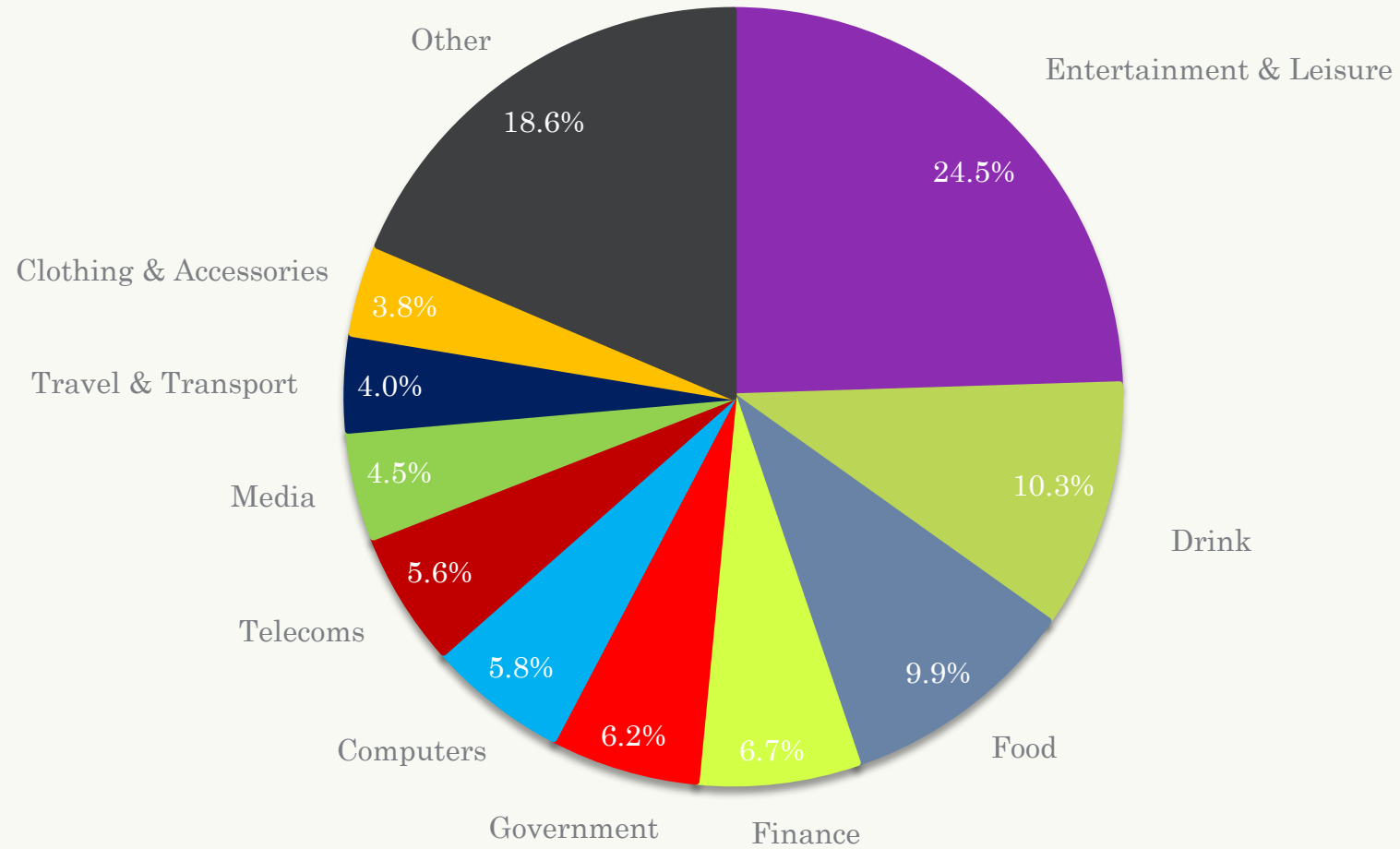
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Top Spending Categories 2021



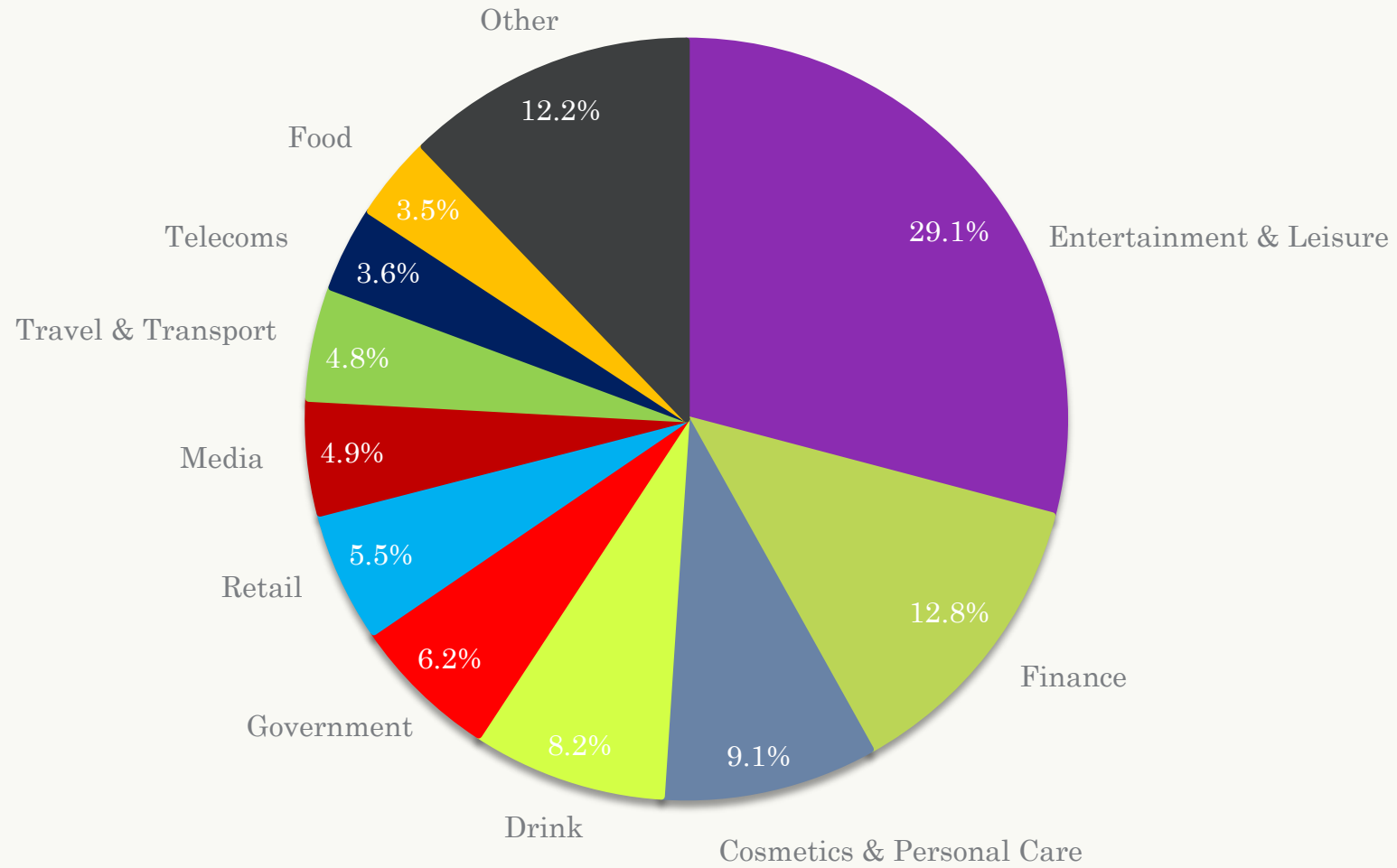
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Top Spending Categories in Roadside 2021



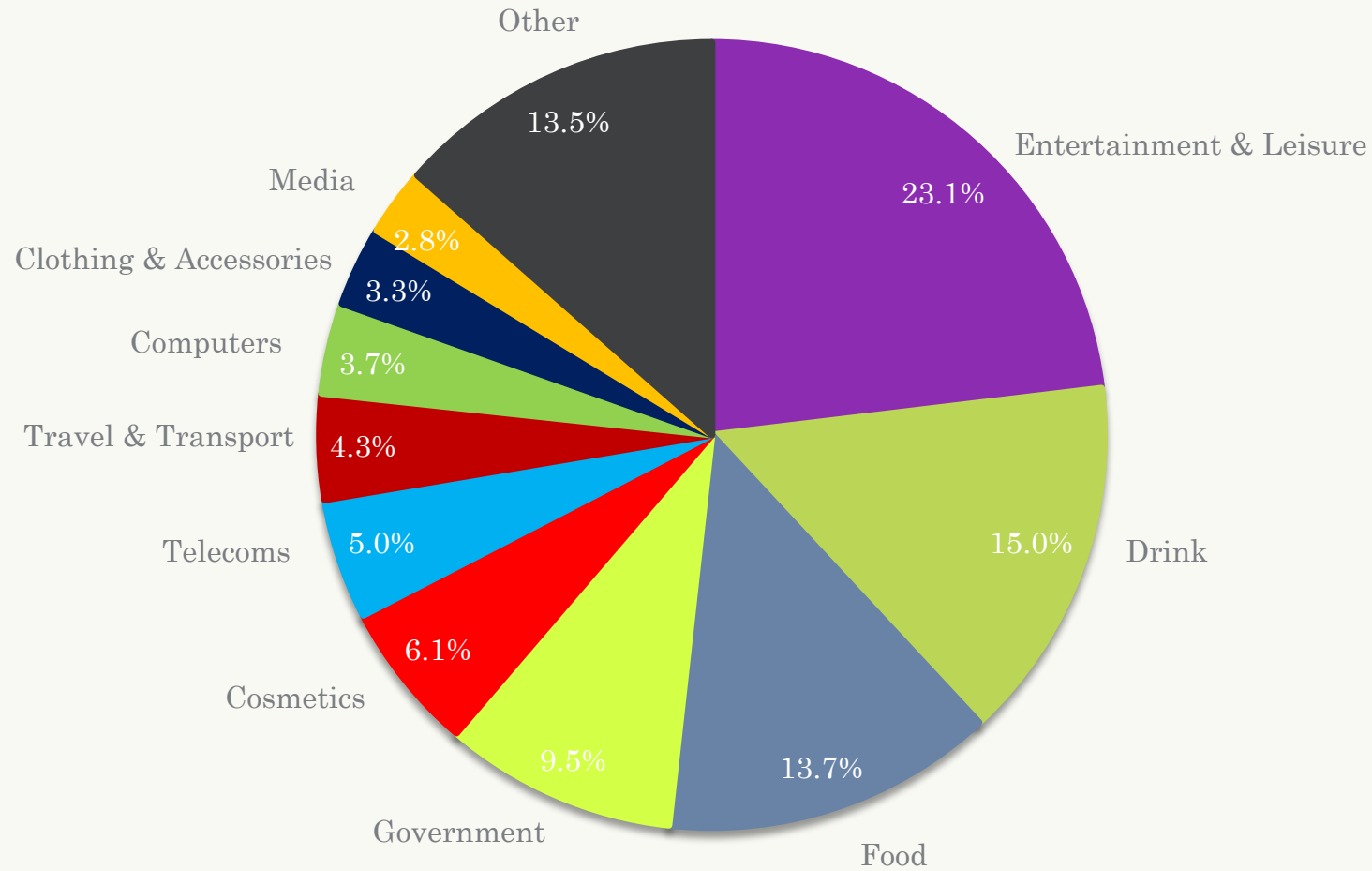
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Top Spending Categories in Transport 2021



Source: Nielsen's AdIntel

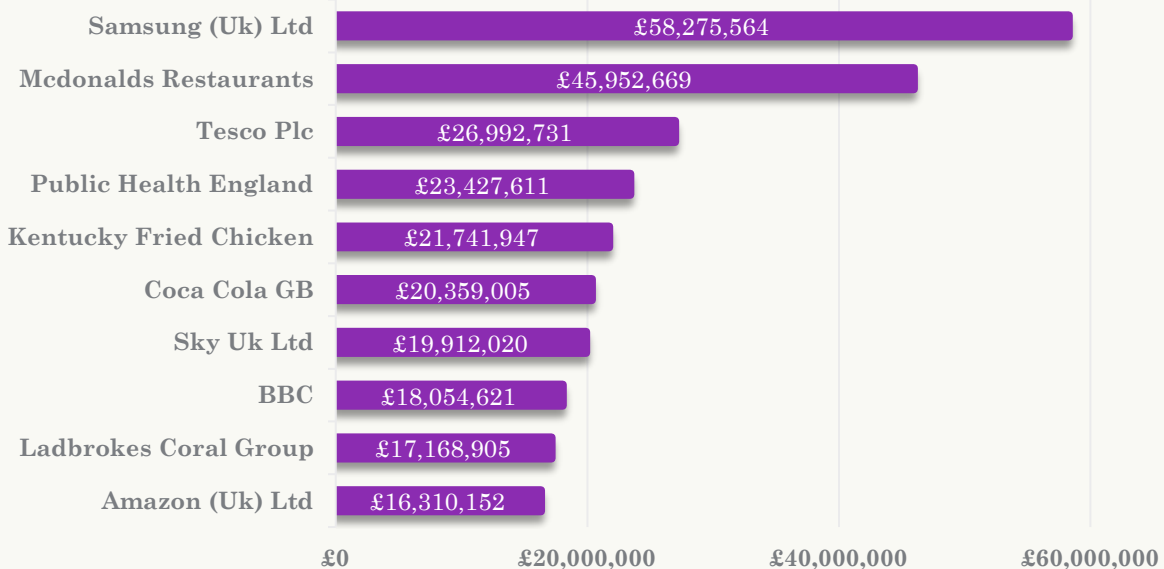
Top Spending Categories in Retail & Leisure 2021



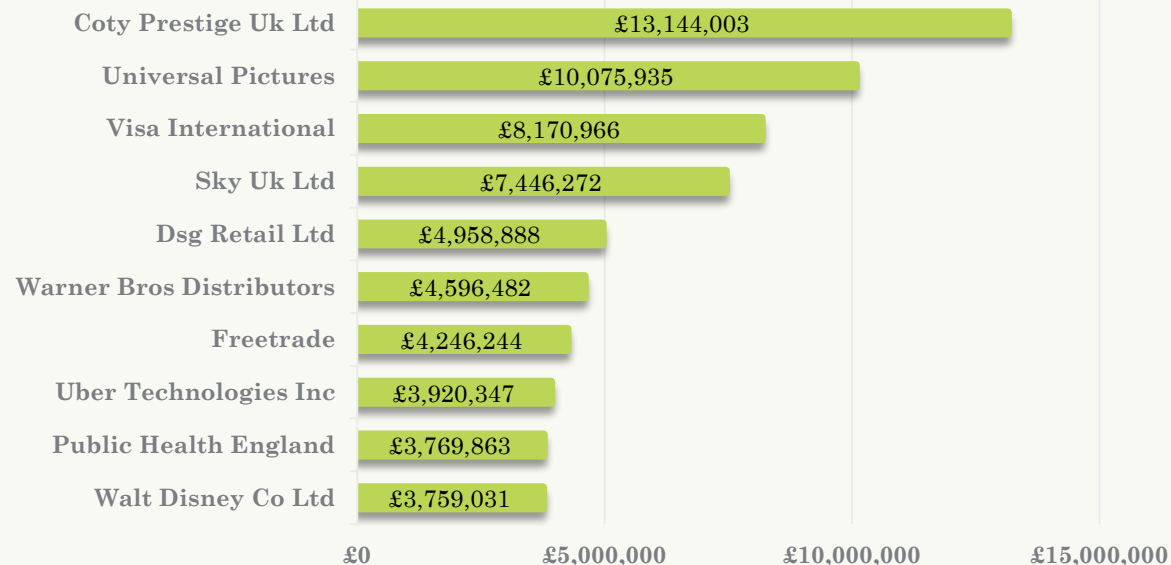
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Top 10 Advertisers by Environment 2021

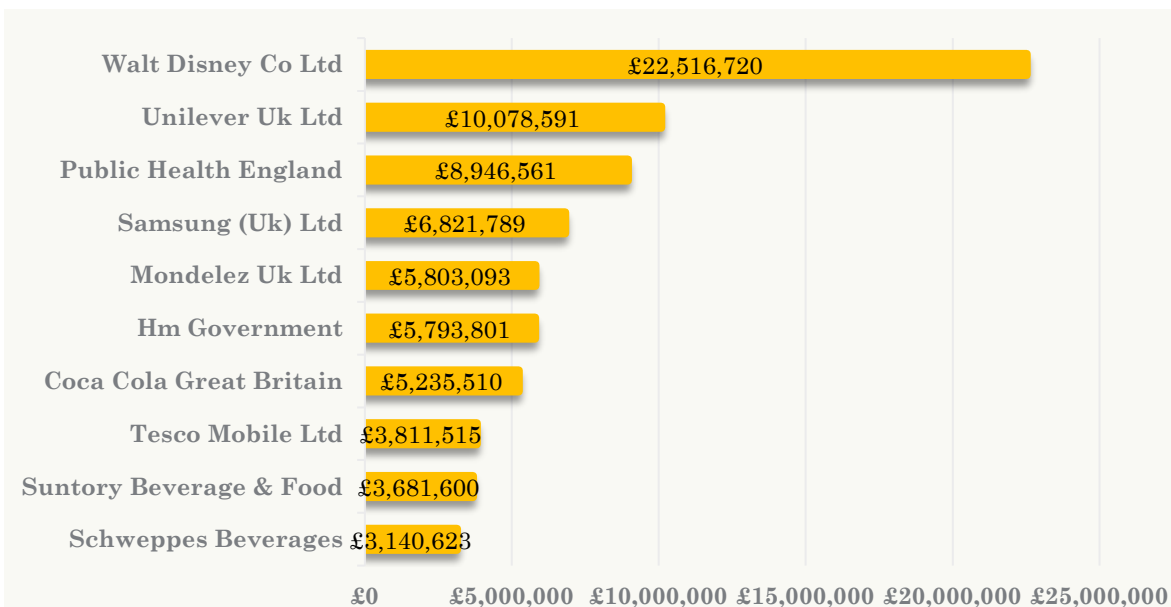
Roadside



Transport



Retail & Leisure



Source: Nielsen's AdIntel