

IMPACT OF OOH ADVERTISING – MOBILE ACTIVATION



Actions taken by consumers after viewing any OOH media in the past year...

Used online search to look up information about the advertiser	35%
Accessed a coupon or discount code	22%
Visited an advertiser's website	22%
Downloaded or used an app shown in the ad	15%
Snapped a photo of an ad	14%



Source: Nielsen 2016

Base: Adults 16+

OOH REACHES CONSUMERS WHEN THEY ARE IN ACTIVE PURCHASE MODE



AMONG CONSUMERS WHO VIEWED ANY OOH AD IN THE PAST MONTH

21% visited RESTAURANT advertised

19% visited STORE advertised

9% ATTENDED event advertised

8% CALLED a phone number

Source: Nielsen



39%

HAVE NOTICED DIRECTIONAL OOH ADS



16%

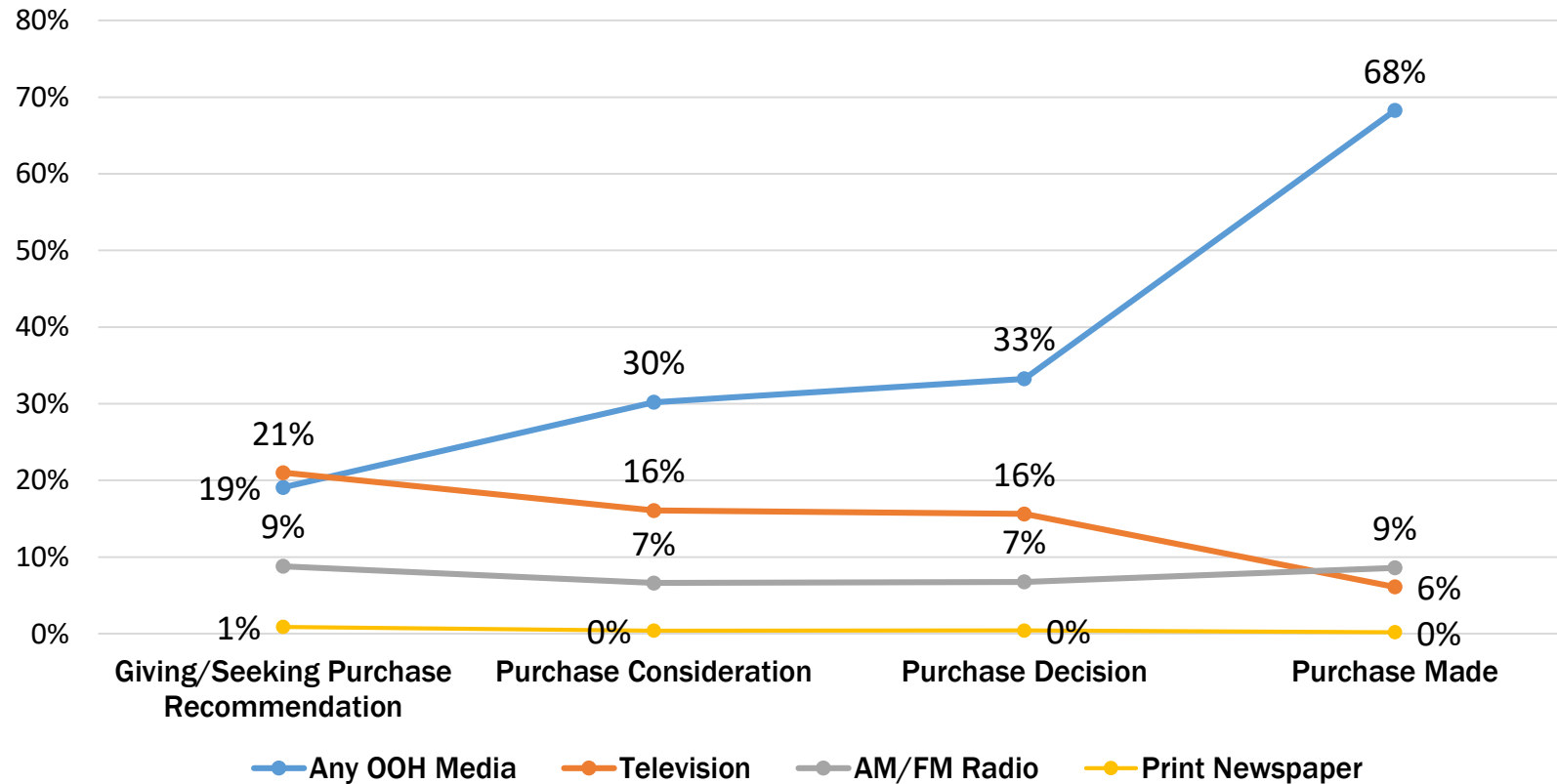
IMMEDIATELY VISITED THE BUSINESS ADVERTISED



OOH OUTPERFORMS TRADITIONAL MEDIA IN REACHING CONSUMERS IN THE HALF-HOUR BEFORE PURCHASE ACTIVITIES



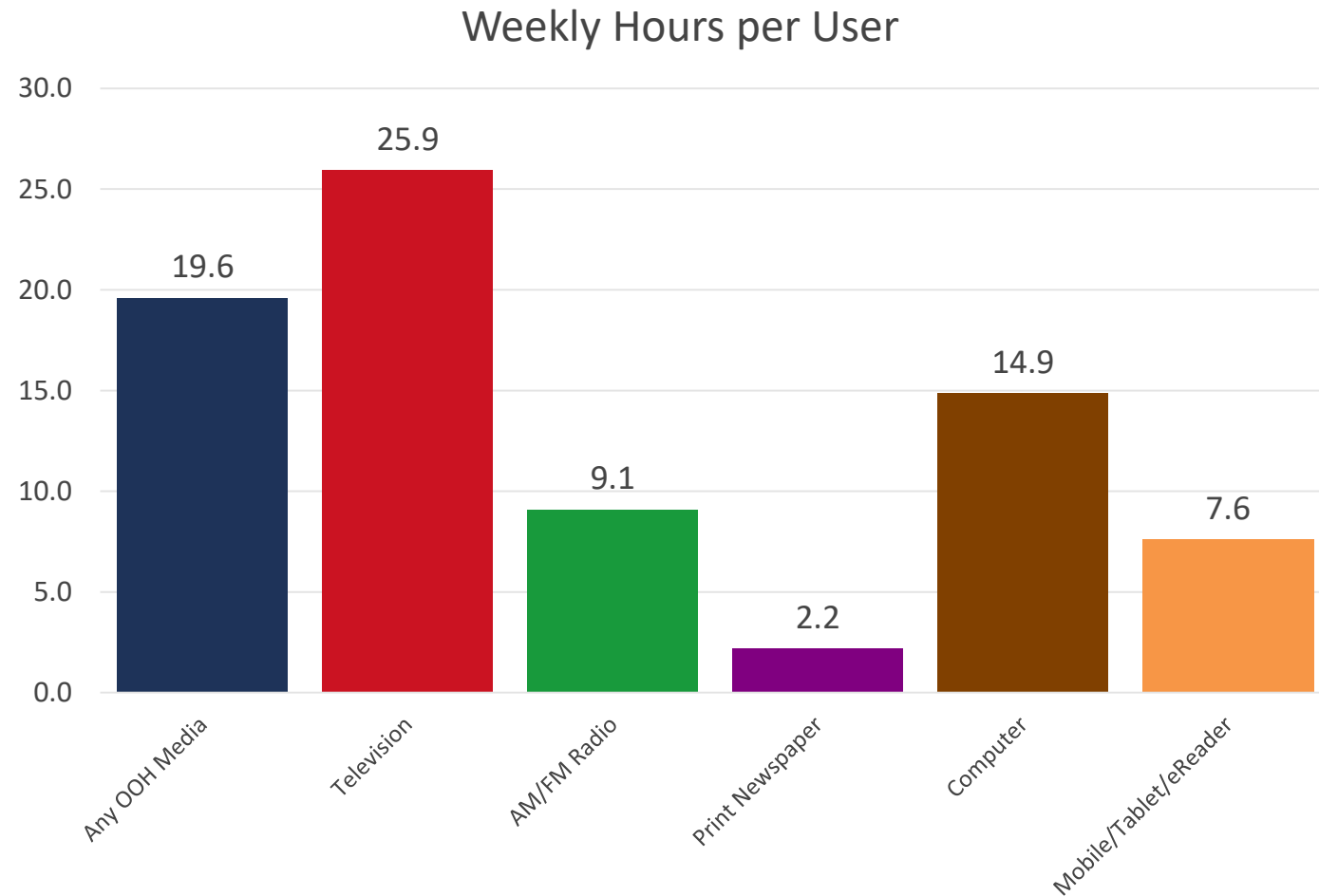
Exposure by medium during path to purchase activities:



Source: USA Touchpoints, RealityMine

Base: Adults 18-64

CONSUMERS SPEND MORE TIME WITH OOH THAN ANY MEDIUM EXCEPT TV



Source: USA Touchpoints, RealityMine

Base: Adults 18-64

NIELSEN OOH ADVERTISING STUDY– HIGHLIGHTS



REACH

91% of U.S. residents age 16 or older who have traveled in a vehicle in the past month, noticed some form of OOH, and 79% have noticed OOH in the past week.



ENGAGEMENT

82% of billboard viewers make a point to look at the advertising message at least some of the time; over one-third look at the billboard ad each time or almost each time they noticed one.

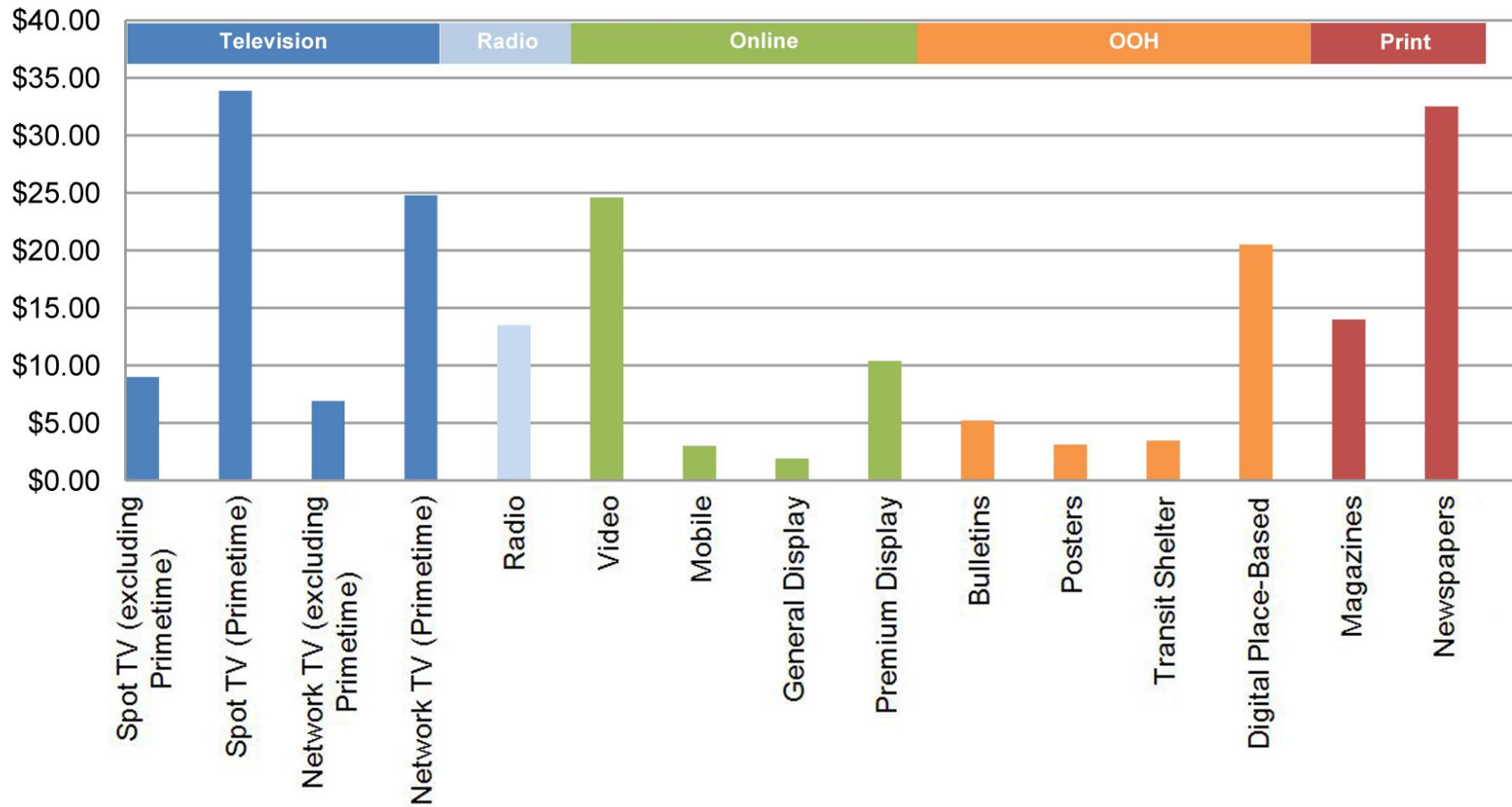
Source: Nielsen 2016

Base: Adults 16+



Outdoor Advertising Association of America

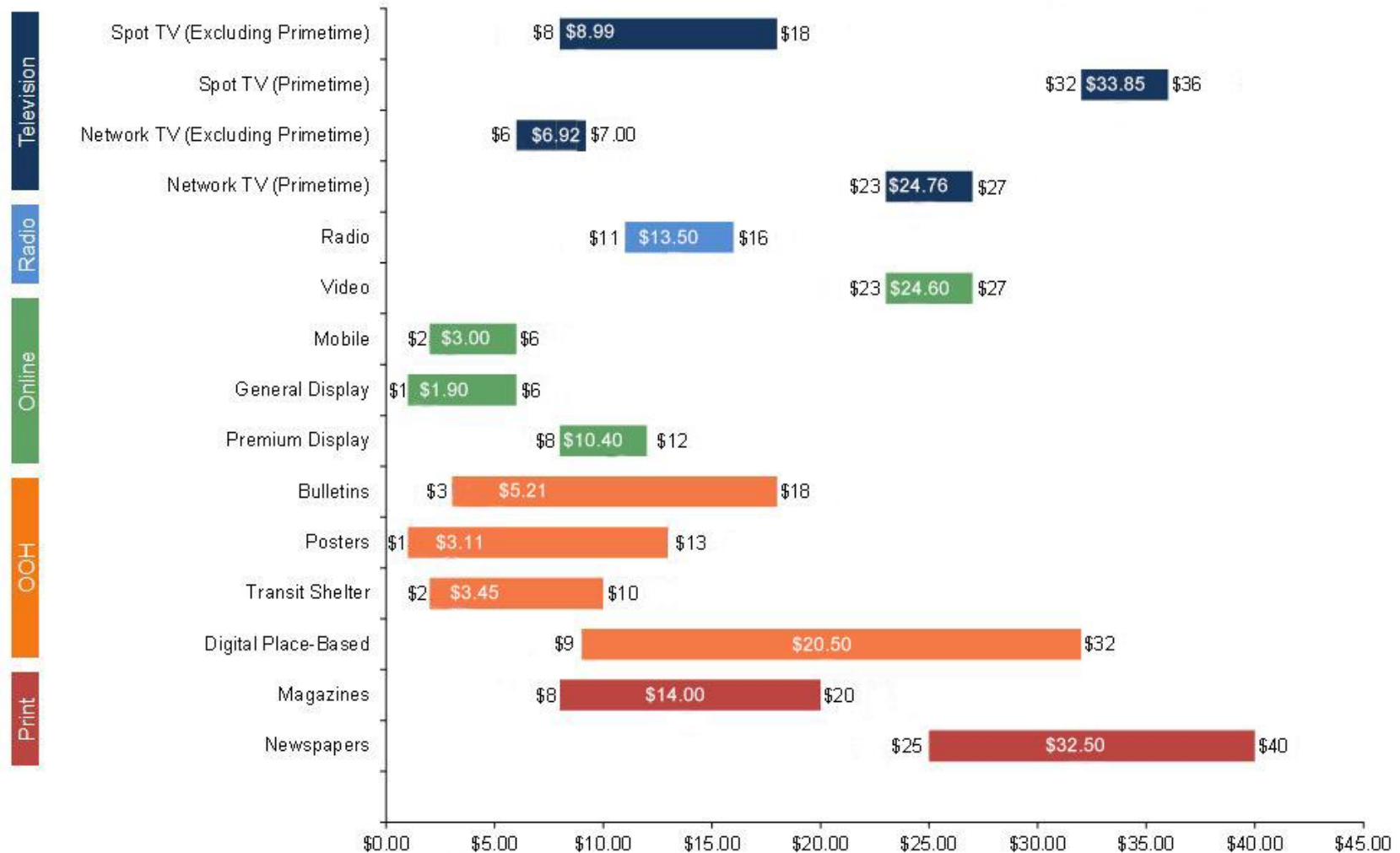
Major Media CPM Comparison



Source: Peter J. Solomon Company

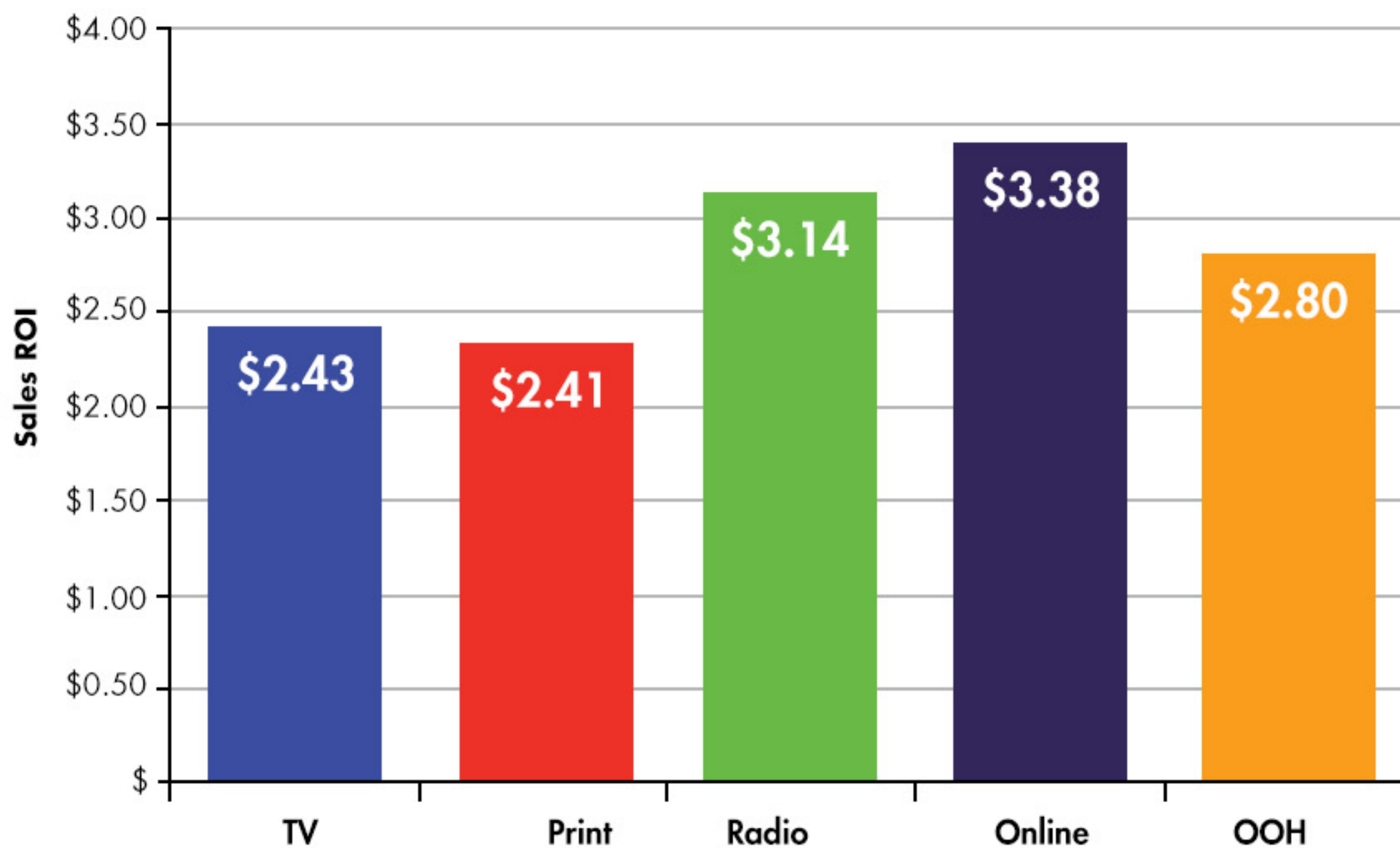
Estimates as of June 2015, median values represented within each bar.

Major Media CPM Comparison



Source: Peter J. Solomon Company
 Estimates as of June 2015, median values represented within each

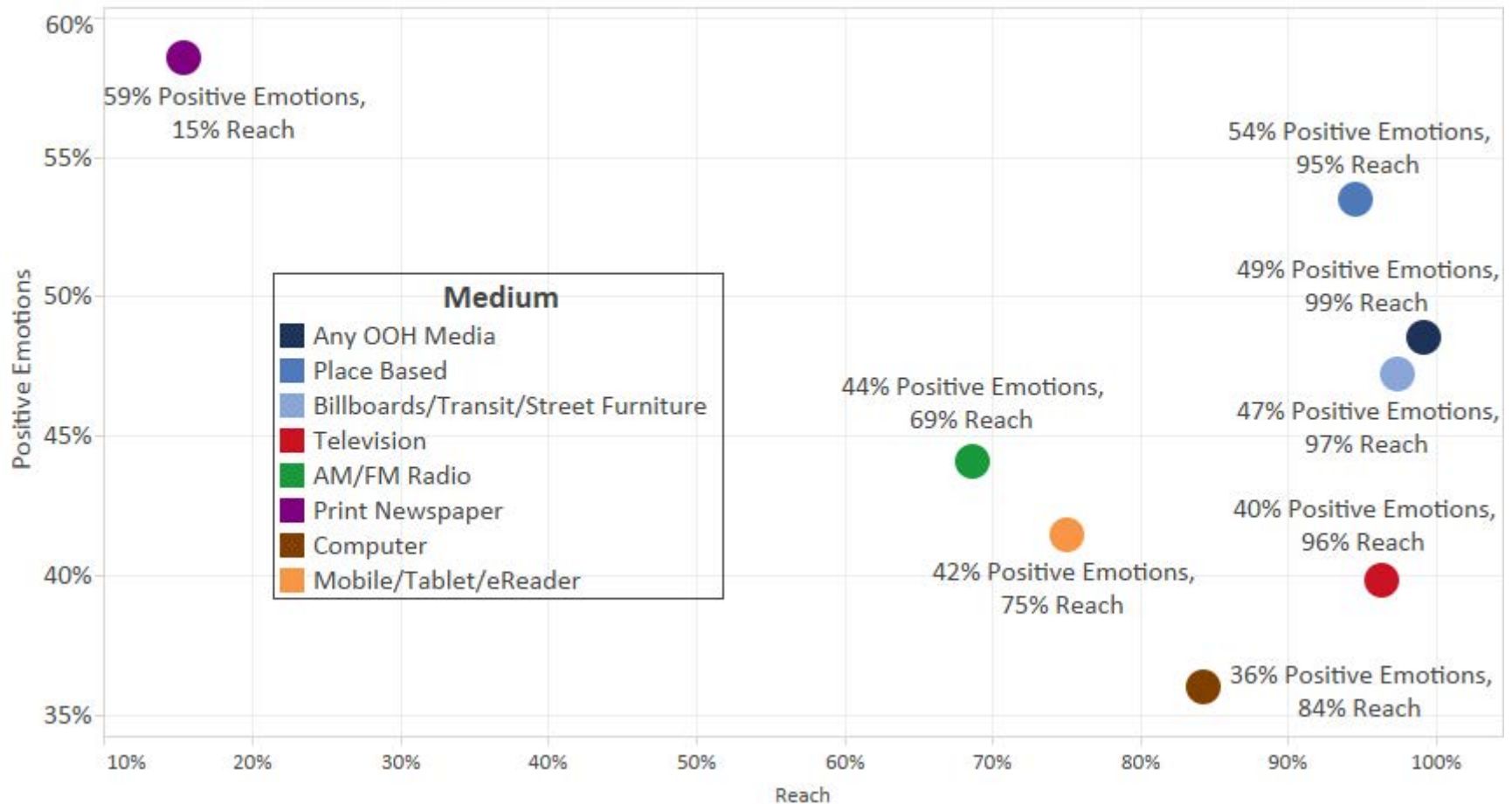
OOH Produces Some of the Highest ROI's in Advertising



Source: BrandScience

CONSUMERS REPORT POSITIVE EMOTIONS IN THE SAME HALF-HOUR AS 49% OF OOH EXPOSURES

Positive Emotions and Reach by Medium



OOH Creates Positive Associations with Consumers

Most MEMORABLE Advertising

TV - 46%

Out of Home - 34%

Print - 7%

Online - 4%

Most TRUSTWORTHY Advertising

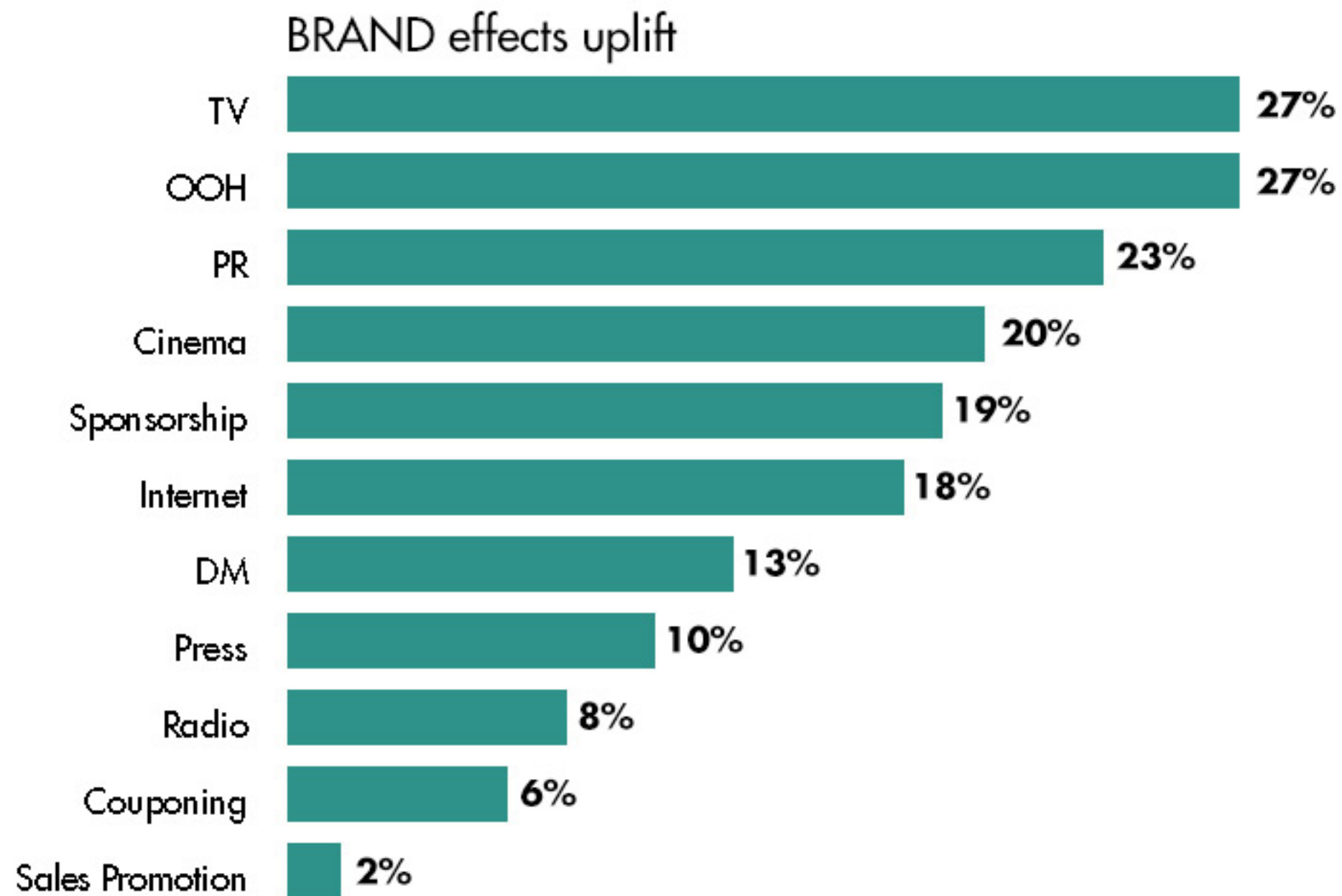
TV - 28%

Out of Home - 24%

Print - 22%

Online - 3%

OOH Builds Brand Affinity at Levels Equal to TV

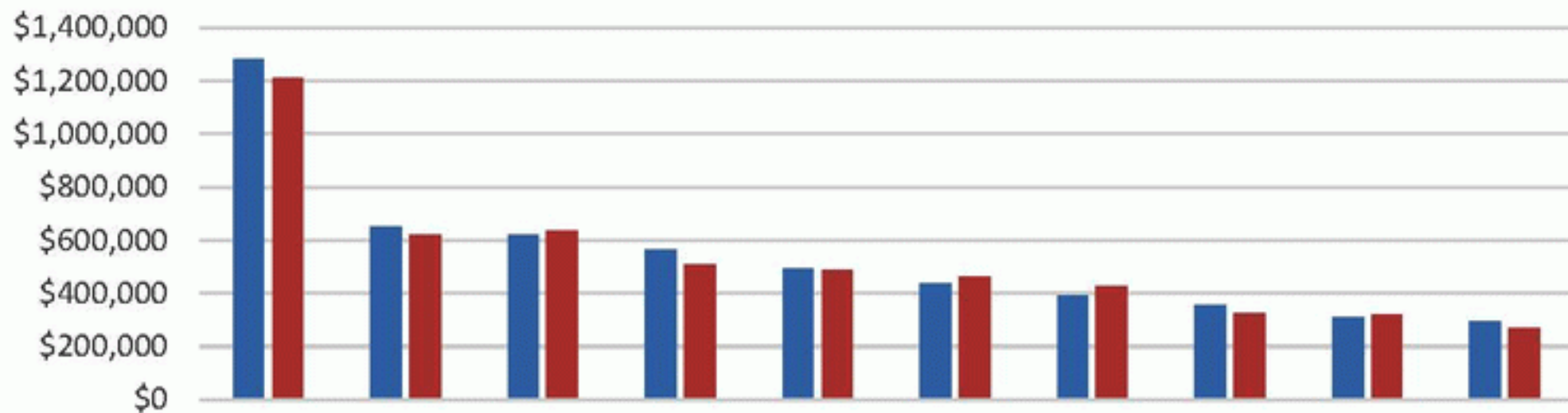


Number of Out of Home Displays (2016)

Billboards	Street Furniture	Transit	Alternative
Bulletins 158,868	Bus Shelters 49,082	Airports 68,560	Arena & Stadiums 1,352
Digital Billboards 6,700	Urban Furniture, i.e. Bus Benches Newsracks Newstands Phone Kiosks	Buses 205,426	Cinema 34,350
Posters 165,606 faces		Subway & Rail 184,078 faces	Digital Place-Based/Video 1.25 million screens
Junior Posters 33,336 faces	Digital Urban Furniture 699	Mobile Billboards 1,200	Interior Place-Based,i.e. Convenience Stores Health Clubs Restaurants/Bars
Walls/Spectaculars 4,029		Truckside 2,732 vehicles	Exterior Place-Based,j.e. Airborne Marine Resorts & Leisure
		Taxis/ Wrapped Vehicles 46,194	
		Digital Transit 3,760	Shopping Malls 30,532
			Digital Shopping Malls 120

Top 10 OOH Advertisers

(thousands of dollars)



■ 2013 ■ 2012