

## MARKET SHARE GROWTH 2017 CEASA SUMMARY

April 2018



ANATOMY  
OF OOH

# OUT OF HOME (OOH) SECOND FOR GROWTH

## OOH continues to out-perform total market growth in 2017

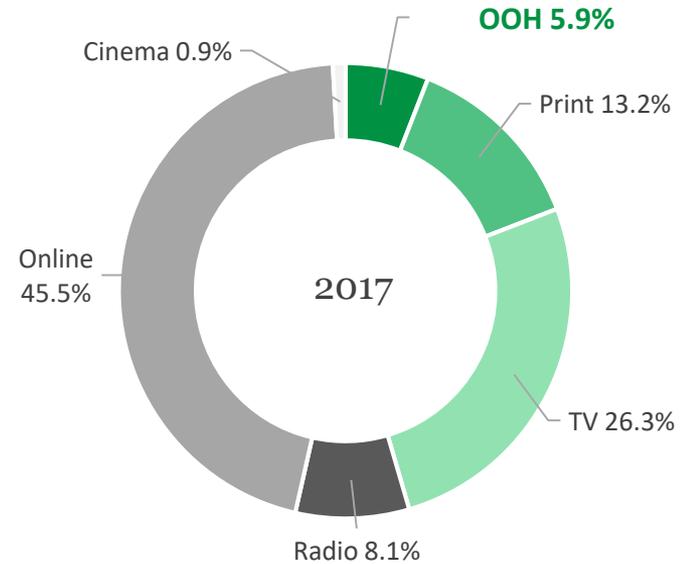
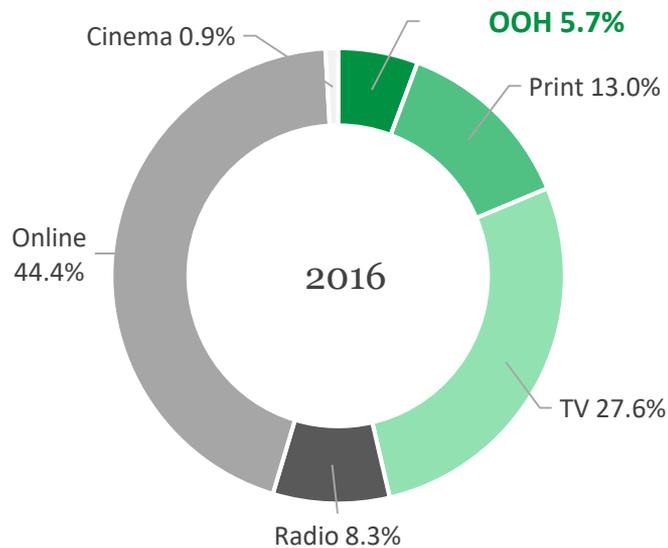
Category	2017 Total Revenue '000s*	% Change (2017 on 2016)
Cinema	129,640	6.7%
OOH	836,947	6.1%
Online	6,419,000	5.3%
Radio	1,149,993	0.5%
Television	3,720,690	-2.0%
Print	1,865,889	-7.1%
Total	14,121,979	2.8%

*\*Total revenue and Online excludes revenue received for Online Classifieds.  
Print changed reporting in 2017 to include revenue from their Online assets in the total.  
Source: CEASA 2017 annual report*

- Total market growth was 2.8%
- OOH achieved **second best growth** in the market with a 6.1% increase. This is the same position it held in 2016
- Cinema recorded highest growth with 6.7%
- Online recorded third highest growth with 5.3%
- Radio recorded a slight increase of 0.5%
- **Television and Print recorded declines in revenue in 2017**

# OOH GROWTH IN MARKET SHARE

## OOH gains year-on-year market share growth



# OOH CONTINUES TO INCREASE MARKET SHARE

## Better than market revenue growth

2017 sees OOH again increasing to its strongest market share reported, with an increase of 0.18%, up to 5.93%

