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MediaPost

Two-Thirds of US Adults See Digital Out-of-Home Screens

According to a forecast and industry update report from Adcentricity, 42% of agency and brand marketers plan to increase their digital out-of-home (DOOH) advertising spending through 2009 and the first half of 2010. Total DOOH spending is on target to hit \$4.53 billion by 2013, up from \$2.6 billion in 2009.

Year	Media Spend (\$Billion)
2005	\$1.300
2007	2.100
2009	2.600
2011	3.565
2013	4.530

Sources: PQ Media; VSS Forecast, October 2009

This projection suggests that DOOH is among the fastest-growing media in North America and will account for 44.1% of all OOH spending by 2013, the report concludes.

The Adcentricity "2010 Digital Out-of-Home Outlook & Planning Guide," also revealed that digital out-of-home advertising currently reaches two-thirds of US residents ages 18+ each month and delivers a fairly representative cross-section of consumers.

Venue	Digital OOH Audience Past Month	Persons Estimated
All listed	67%	155,519
Shopping mall	31	71,957
Grocery store	30	69,636
Retail or department store	29	67,314
Gas station	22	51,066
Movie theater	21	48,745
Airport	19	44,103
Doctors office or hospital	19	44,103
Stadium or arena	18	41,781
Drug store	14	32,497
Restaurant	14	32,497
Office building	11	25,533
Bar	8	18,569
Health club	7	16,248
Elevator	5	11,606
Riding public transit	5	11,606

Waiting for public transit	4	9,285
<i>Source: Adcentricity, October 2009</i>		

Of those who recall seeing digital out-of-home displays in the past month, 76% noticed them at multiple venues, the report says.

- Digital video screens in retail locations (including grocery stores, large retailer/department stores, drug stores, shopping malls or convenience stores) reach more than half of American adults in an average month.
- Digital out-of-home displays at gas stations and movie theaters each reach more than 20% of US adults per month.

Digital out-of-home currently has approximately 112 significant network operators (many running multiple networks) in the US and approximately 45 within Canada who accept third-party advertising. Collectively, there are active media screens in more than 70 venue types each with unique audience and media characteristics to understand.

38% of active digital OOH network operators are planning capital investments of between \$1M-\$10M to expand their venue and screen capacity in the next 12 months, finds the study. Just less than 20% of them plan on expanding their screen count to more than 1,000 each.

Though digital OOH advertising continues to grow, figures from the Outdoor Advertising Association of America for Q209 revealed that out-of-home revenue declined 18% for the quarter, from \$2.2 billion in Q208 to \$1.82 billion.

For additional information, [please visit Adcentricity here](#)