

OUT-OF-HOME ADVERTISING

In 2010, the growth rate of out-of-home advertising revenue was 16.18%, ensuring it a 2.92% share of the total media advertising. This figure is not representative of the average performance of the industry's different formats. Some have accumulated losses, according to the Inter-Media Project. Revenue from panels has dropped by close to 10%. Street furniture also had negative results, with a drop in revenue of about 3.5%.

On the other hand, digital out-of-home companies (DOOH), which use LCD screens to advertise brands, performed very well. It is estimated that they grew more than 80%, the highest rate of all media researched by the study. According to Ipsos Marplan, DOOH has attracted clients from the main areas of the economy, such as financial institutions, carmakers, retailers, telecommunication and telephone companies.

This growth is due to a number of factors, especially the drop in costs for installing screens and the trend of people spending most of their time outside their homes, no longer consuming traditional media.

The billboard subcategory has fallen on hard times recently. The Clean City Law, enacted in São Paulo in 2006 and later copied by many other cities, greatly impacted the industry. Over time, it was absorbed by the market. Today, businessmen in the field believe that the safety provided by regulations made advertisers no longer fearful of having their images associated with visual pollution. The segment grew around 16% last year, and accounts for approximately 55% of the revenue for out-of-home advertising companies.

TOP 10 ADVERTISERS - BILLBOARD	
Advertiser	(US\$ 000)
TIM BRASIL	2,323
ANHANGUERA EDUCACIONAL	1,832
CLARO	1,205
VIVO	1,010
AMBEV	761
MC DONALD'S	731
NET COMUNICAÇÃO	727
GRENDENE	688
O BOTICÁRIO	593
NET GOIANIA	586

TOP 10 ADVERTISERS - URBAN BUILDINGS	
Advertiser	(US\$ 000)
SUPERMERCADO GUANABARA	21,271
TIM BRASIL	9,260
RECKITT BENCKISER	6,382
AMBEV	6,032
CULTURA INGLESA	4,942
MC DONALD'S	4,269
UNIMED RIO	3,683
INTELIG	3,667
CLARO	3,366
INST. BRASIL/ ESTADOS UNIDOS	3,157