

CODC

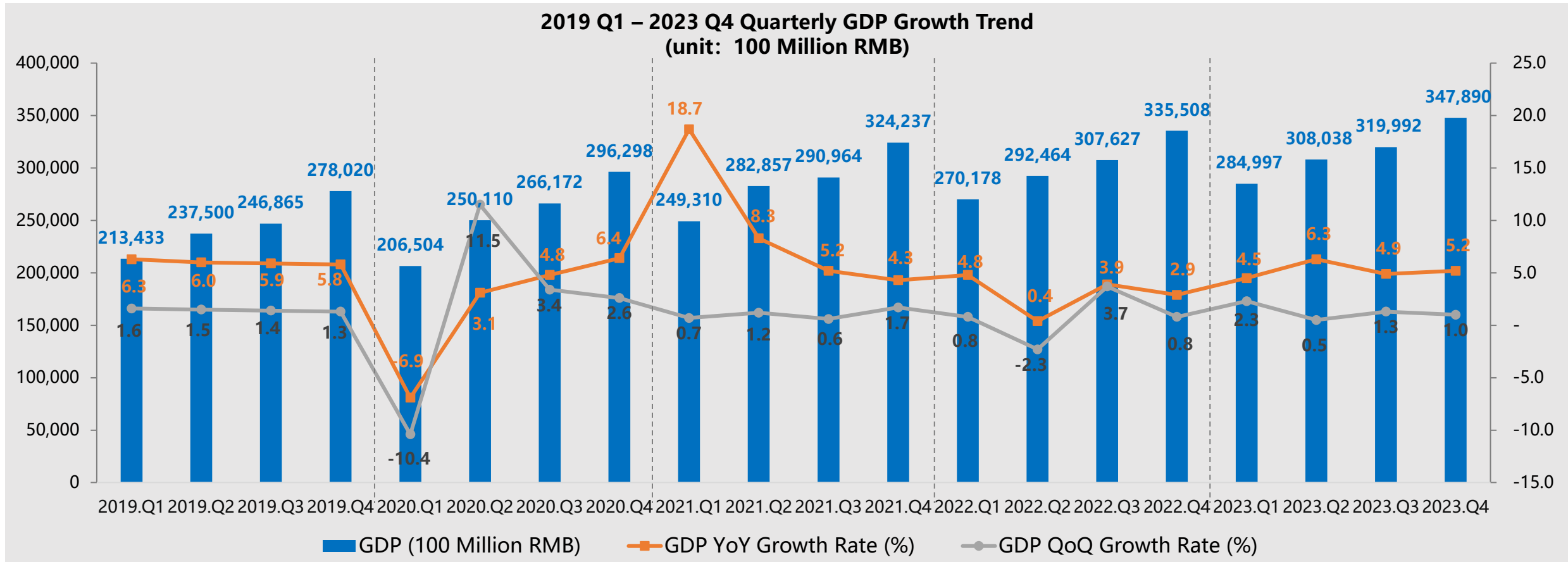
# 2023 Full Year CHINA OOH Spending Report



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According to the data released by the National Bureau of Statistics, the GDP in 2023 full year is RMB 126.06 trillion (US\$17.52 trillion) . China's GDP in 2023 has beaten targets, growing at a rate of 5.2 percent year-on-year at constant prices compared with 3.0 percent growth in the same period in 2022.



Data Source: National Bureau of Statistics



## 2. Report Background

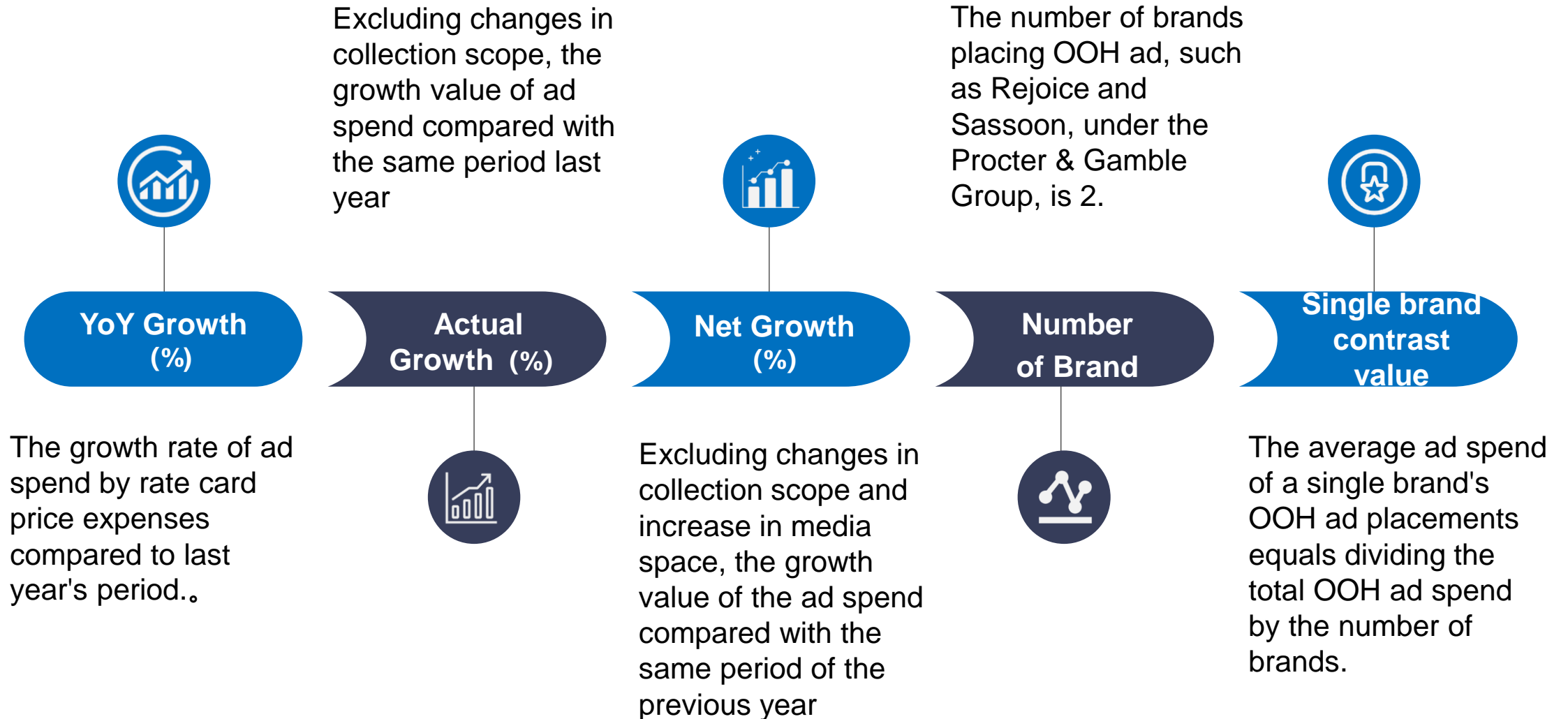
This 2023 Full Year China OOH Spending Report is consisted of 2 parts as following:

- **OOH spending trend** : To provide the overall spending numbers for year-on-year growth understanding.
- **OOH Traditional/Video Media spending analysis**: To provide OOH Traditional/Video Media spending growth trend by year, media formats, and advertisers.

Meanwhile, the scope of media is changing yearly due to more media is monitored and some terminated monitoring due to popularity or dismantled. There are 2 spending numbers in the report.

1. Total numbers/ growth – All OOH ad are monitored, and spending collected within the year time
2. Actual & Net numbers/ growth – Total numbers exclude the changes in the scope of collection in the year, to have apple-to-apple comparison with the same period of the previous year.
3. The spending monitoring calculates all the advertising appeared, including those booking cancelled but still on-air as free to the advertisers.

All the spending amounts are based on rate card and in RMB.



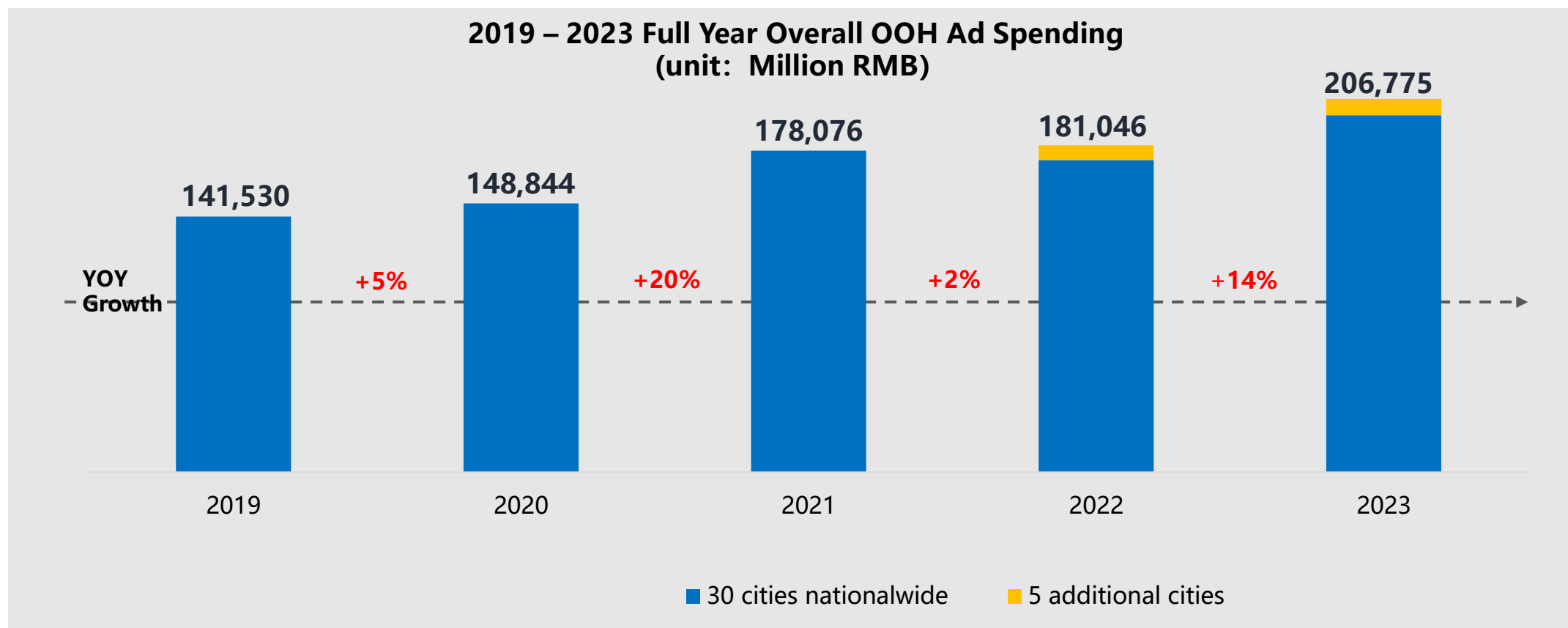


### 3. OOH Spending Analysis



## ► 2023 Full Year China Total OOH Adspend

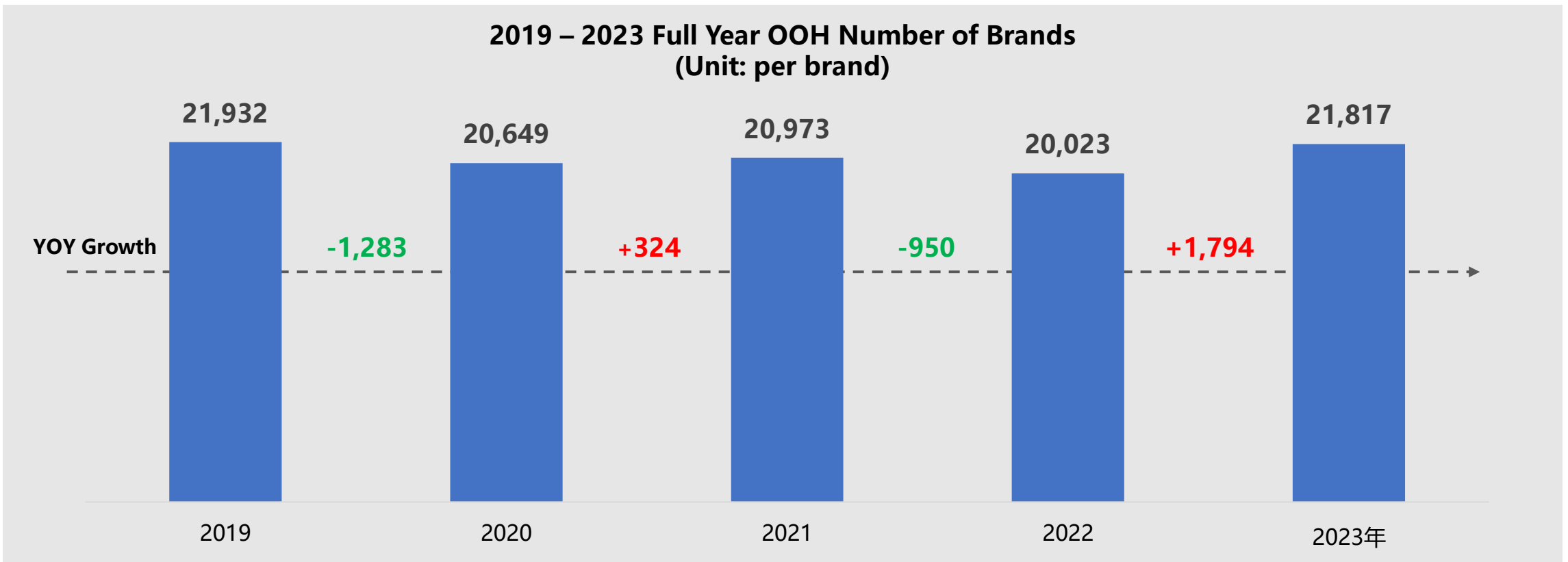
- In 2023, the national OOH adspend was RMB 206.78 billion, a YoY increase of 14%. Comparing each quarter's performance, the QoQ investment in Q2 was outstanding. The QoQ growth rate in Q3 and Q4 gradually narrowed, but there was a better recovery trend than in 2022 YoY. Excluding changes in the scope of the collection, the actual growth of ad spend was 12.9 % (the actual growth in 2022 dropped 4%). Excluding changes in collection scope and increased media space, the net increase was 11.6% (the net growth was -12%).





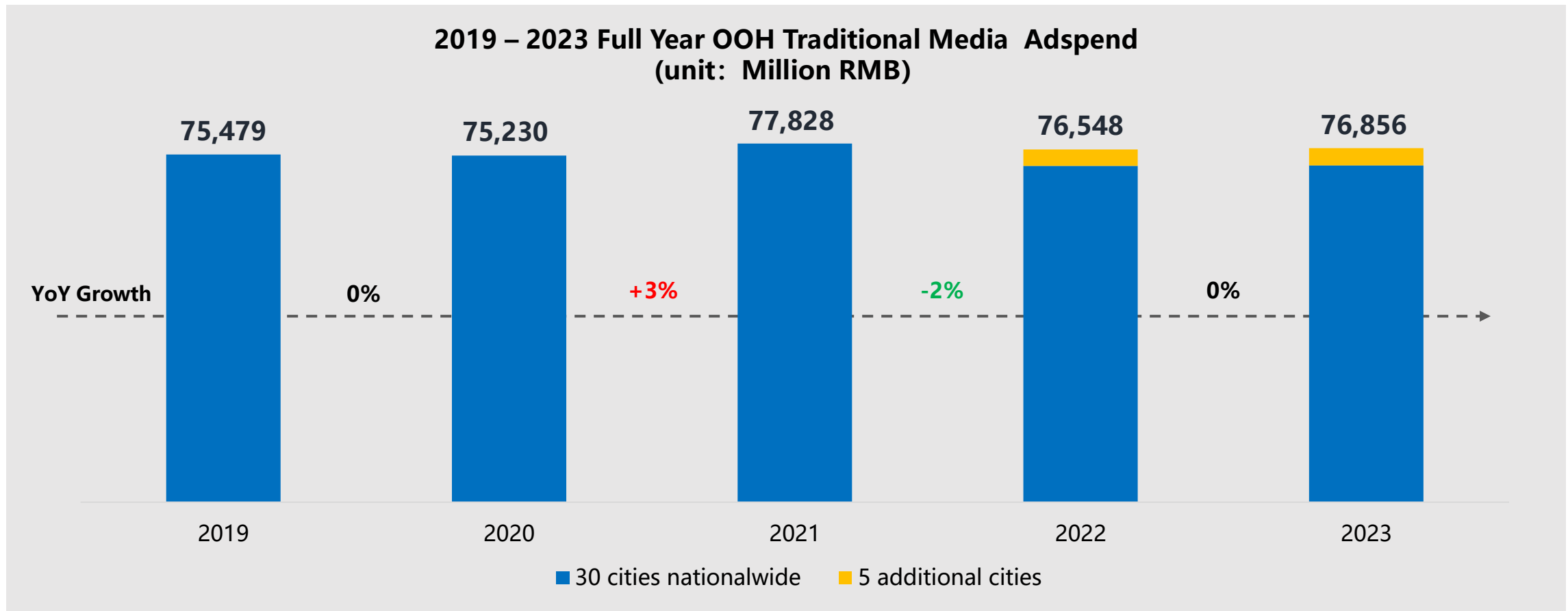
## ► Overall OOH Analysis - by Number of Brands

- In 2023, the number of OOH advertising brands nationwide reached 21,817, an increase of 1,794 compared with 2022 YoY, among which the Q2, Q3, and Q4 are the highest levels in recent years, and both Q2 and Q3's QoQ have increased sequentially, while Q4's QoQ has remained the same.
- In 2023, consumer spending will drive economic growth by 4.3 %, an increase of 3.1 % from 2022, and its contribution to economic growth is 82.5%. More advertisers are willing to spend in the OOH advertising channel, and the vitality of market advertising is gradually restored, driving a significant recovery in the number of brands.



## ▶ OOH Traditional Media Adspend Analysis

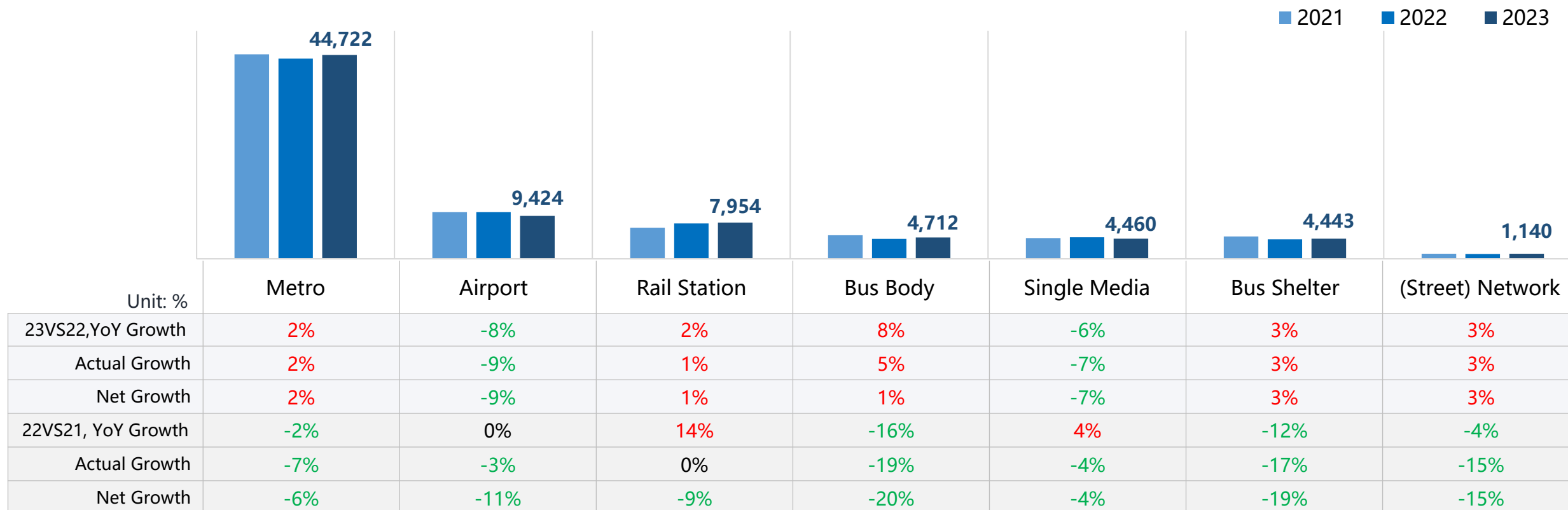
- ❑ In 2023, the national OOH traditional media adspend was approximately RMB 76.856 billion, which is basically the same as YoY. Judging from the YoY changes in each quarter, Q2 saw a significant YoY growth, mainly affected by the epidemic base of the previous year. The investment in other quarters was lower than in 2022 YoY.
- ❑ Excluding changes in the scope of revenue increase, the cost of placing publications fell by 0.14% (fell by 7% in 2022). Excluding changes in publication growth, the net growth was basically the same (net growth fell by 9% in 2022).



# ▶ OOH Traditional Media Adspend Analysis - by Media Format

- Outdoor traditional media advertising is stable. Metro media advertising has been the main focus for the past three years. In 2023, adspend accounts for 58%, an increase of 1% from 2022 YoY.
- Adspend on the metro, railway stations, bus bodies, bus shelters, and street networks has increased. Adspend on airports and single media decreased compared with 2022 YoY.

**2021 - 2023 Full Year OOH Traditional Media Adspend YoY Growth by Format**  
(unit: Million RMB)

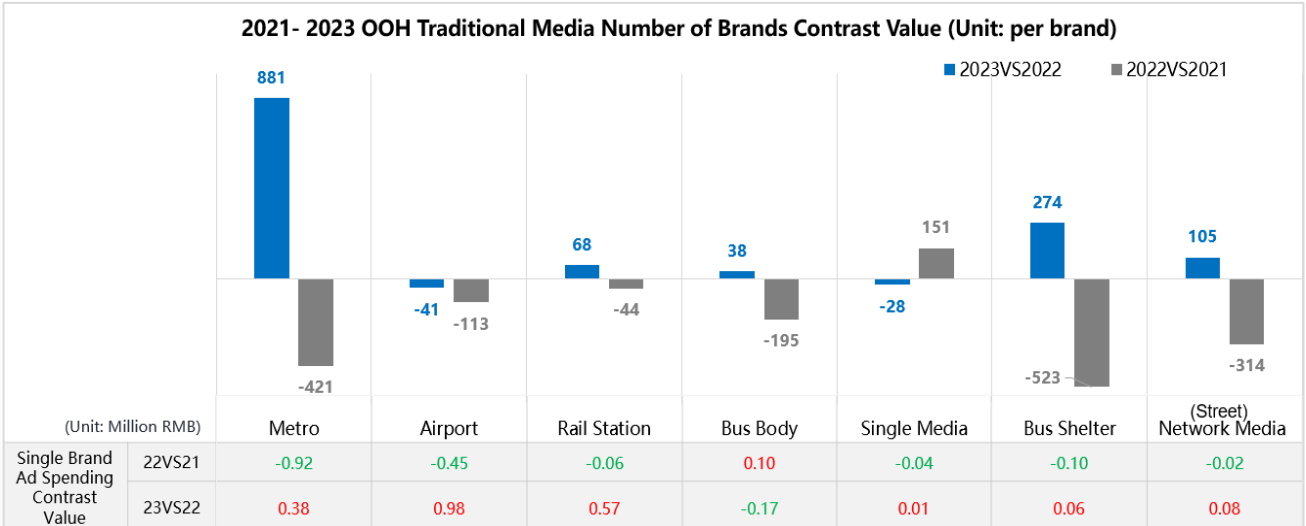
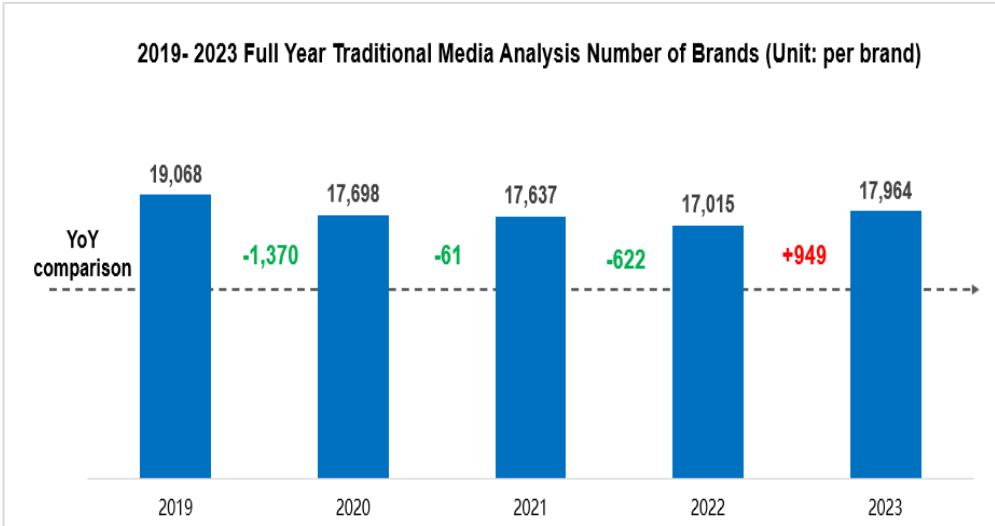


Note: In 2023, Metro media in some cities have lowered their rate card prices, so the net growth appears to be higher than the actual growth.



# OOH Traditional Media Analysis - by Number of Brands

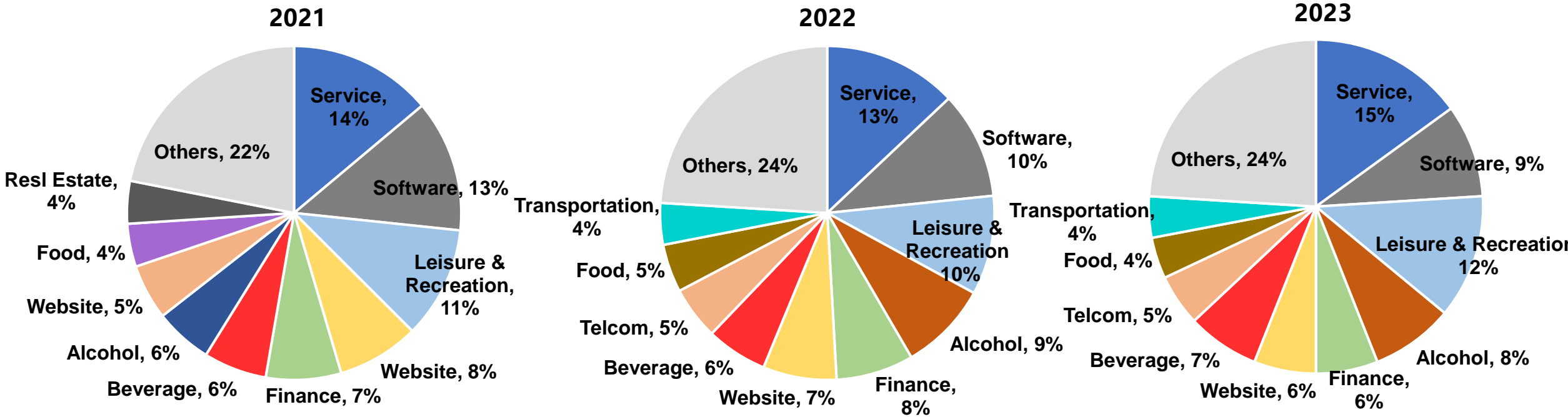
- ❑ In 2023, the number of brands spent in OOH traditional media nationwide reached 17,964, an increase of 949 from 2022 YoY. It is the first time increase in the number of brands since 2020, and advertisers' confidence in advertising has rebounded. In Q2 and Q3, the number of brands increased QoQ and YoY. In Q4, growth slowed down and decreased slightly QoQ.
- ❑ Increase in the number of brands YoY by media format: Metro, rail station, bus body, bus shelter, and network media(street) Metro media took the lead in recovery, with the number of brands reaching the highest level in the past five years.; Decrease in the number of brands YoY by media format: Airport and single media
- ❑ The single brand contribution value of bus body media increased slightly, while the single brand value of the remaining outdoor traditional media declined slightly.



# ▶ OOH Traditional Media Analysis - by Advertisers

- In past three years, the overlap of the top 10 OOH traditional media investment industries has reached 90%, with the **service, entertainment, leisure, and software** industries as the primary industries, and the industry structure is relatively stable.
- In 2023, among the proportions of OOH traditional media advertising industries, the proportion of advertising in the service, entertainment, and leisure and beverage industries has increased slightly, while the proportion of advertising in the software, alcohol, finance, and food industries has declined. The proportion of advertising in other industries in the past two years is relatively stable.

2021 - 2023 Full Year Top 10 Categories of OOH Traditional Media Spending (Unit: %)

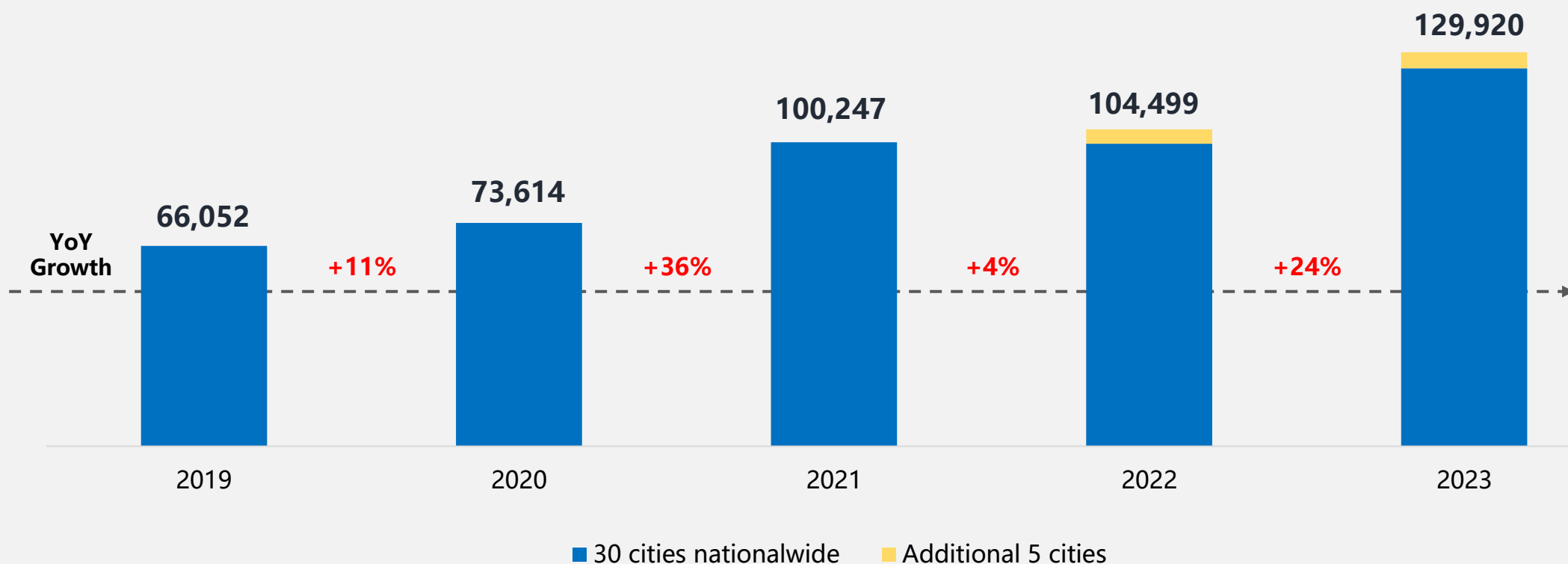


Data Source: CODC

## ▶ OOH Video Media Adspend Analysis

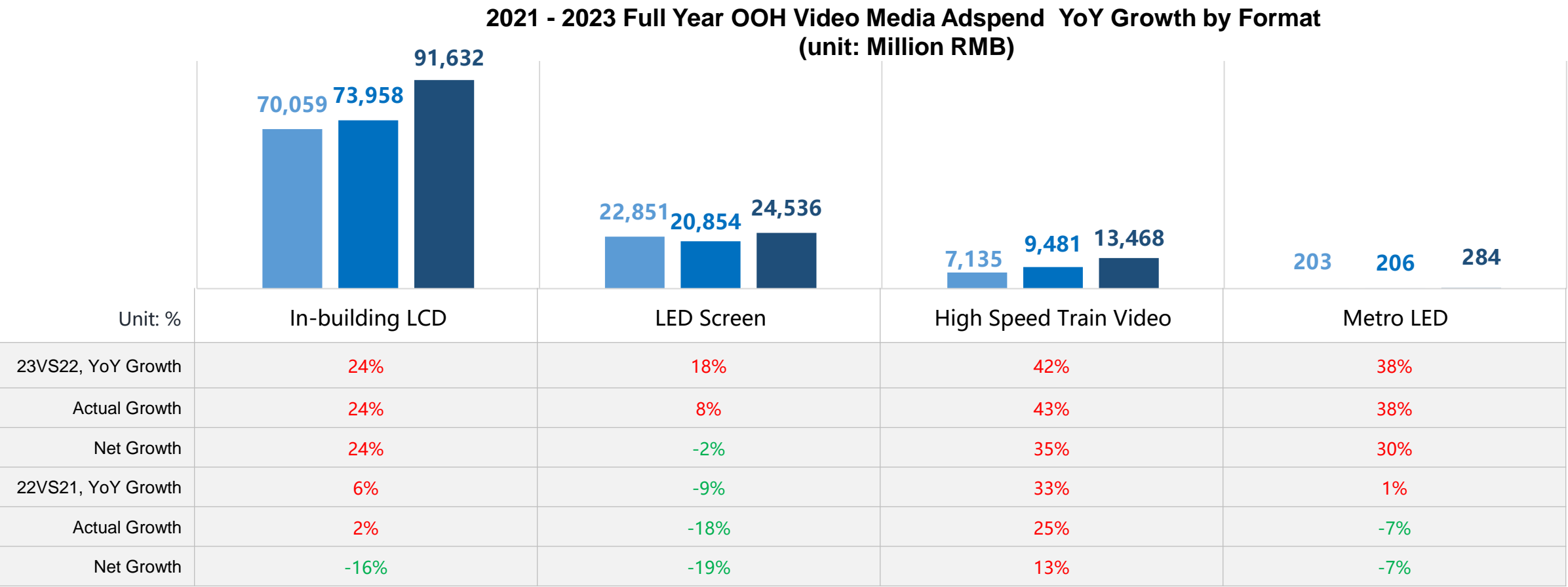
- In 2023, OOH video media spending reached RMB 129.920 billion, with the total scale doubling from before the epidemic, a YoY increase of 24%, showing a rapid growth trend.
- Excluding changes in the scope of revenue increase, the actual increase in publication costs is 22% (actually down 1% in 2022). Excluding changes in publication growth, the net increase is 20% (net growth in 2022 is down 15%).

2019-2023 Full Year Video Media Ad Spending (Unit: Million RMB)



# ▶ OOH Video Media Adspend Analysis - by Media Format

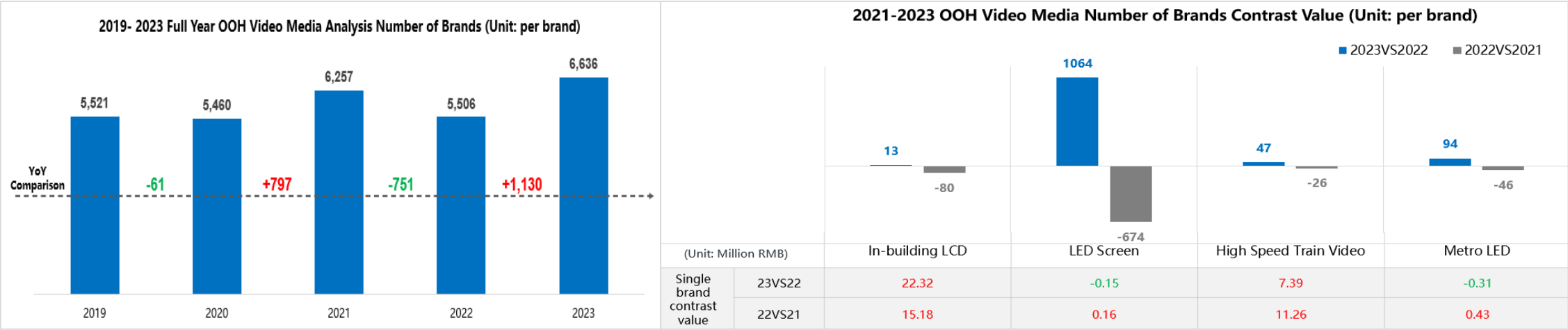
- ❑ In 2023, OOH video media advertising was still dominated by in-building LCD, accounting for 71%, far exceeding other media types.
- ❑ With outdoor people returning to different scenarios and media technology innovation and upgrading, all types of OOH video media maintained rapid growth throughout 2023.



Data Source: CODC



- ❑ A total of 6,636 brands spent in national OOH video media in 2023, an increase of 1,130 compared with 2022 YoY; compared with a decrease of 751 in 2022, the number of OOH video media brands has increased significantly, reaching the highest value in the past five years.
- ❑ The number of brands launched in each media type of OOH video media in 2023 is higher than in 2022 YoY. The number of LED screen media brands has entered a rapid growth stage, with an increase of 1,064 compared with 2022 YoY.
- ❑ The single-brand contribution value of in-building LCD and high-speed train video media has increased yearly; among various media types, the single-brand contribution value of in-building LCD media far exceeds other media, and the value of leading brands has increased yearly.



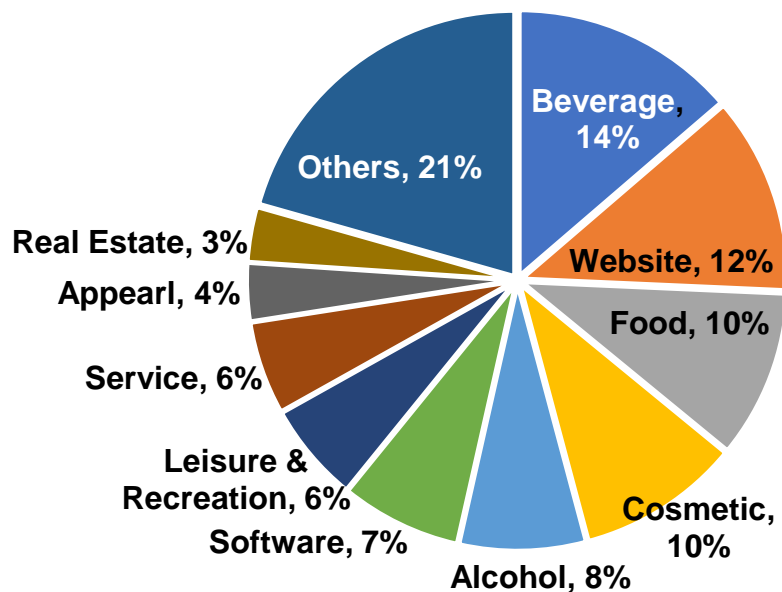
Data source: CODC

## ▶ OOH Video Media Analysis - by Advertisers

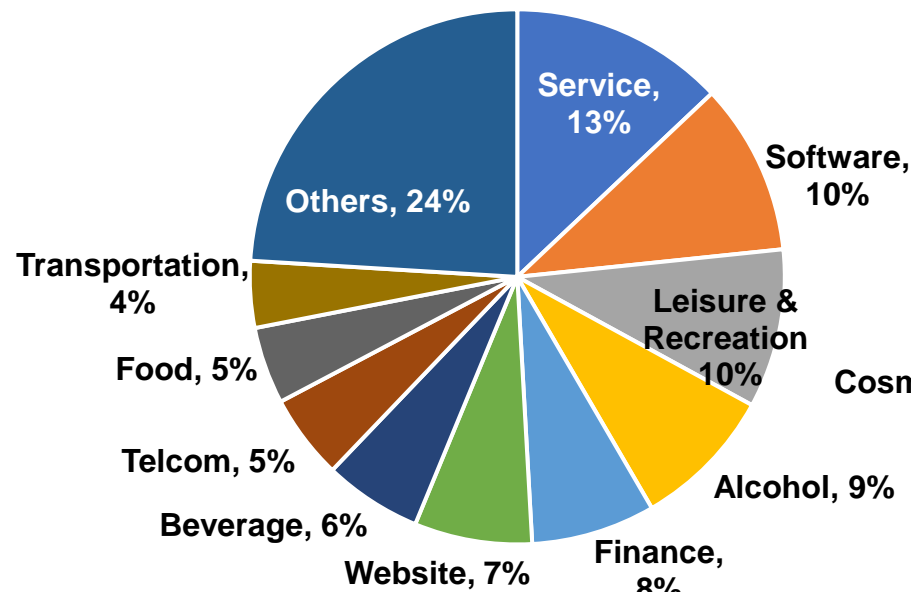
- ❑ In 2023, the top 10 OOH video media industries accounted for 71%, a decrease of 5% compared with 2022 YoY, and the concentration of leading industries decreased.
- ❑ The home appliances and Leisure & Recreation industries have entered the top 10 industries, while the real estate, software, transportation, and household products industries have dropped out of the list.
- ❑ Driven by the surge in big brands, advertising in the beverage and pharmaceutical industries has increased; offline consumption has recovered, and the service and related industries in the proportion of OOH video media advertising has rebounded slightly.

2021 - 2023 Full Year Top 10 Categories of OOH Video Media Spending (Unit: %)

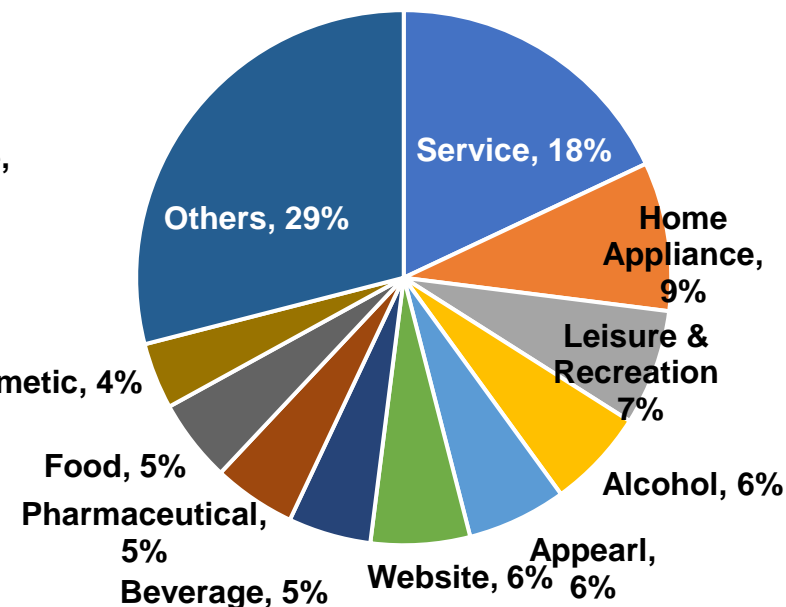
2021



2022



2023





## 4. Appendix



## About CODC

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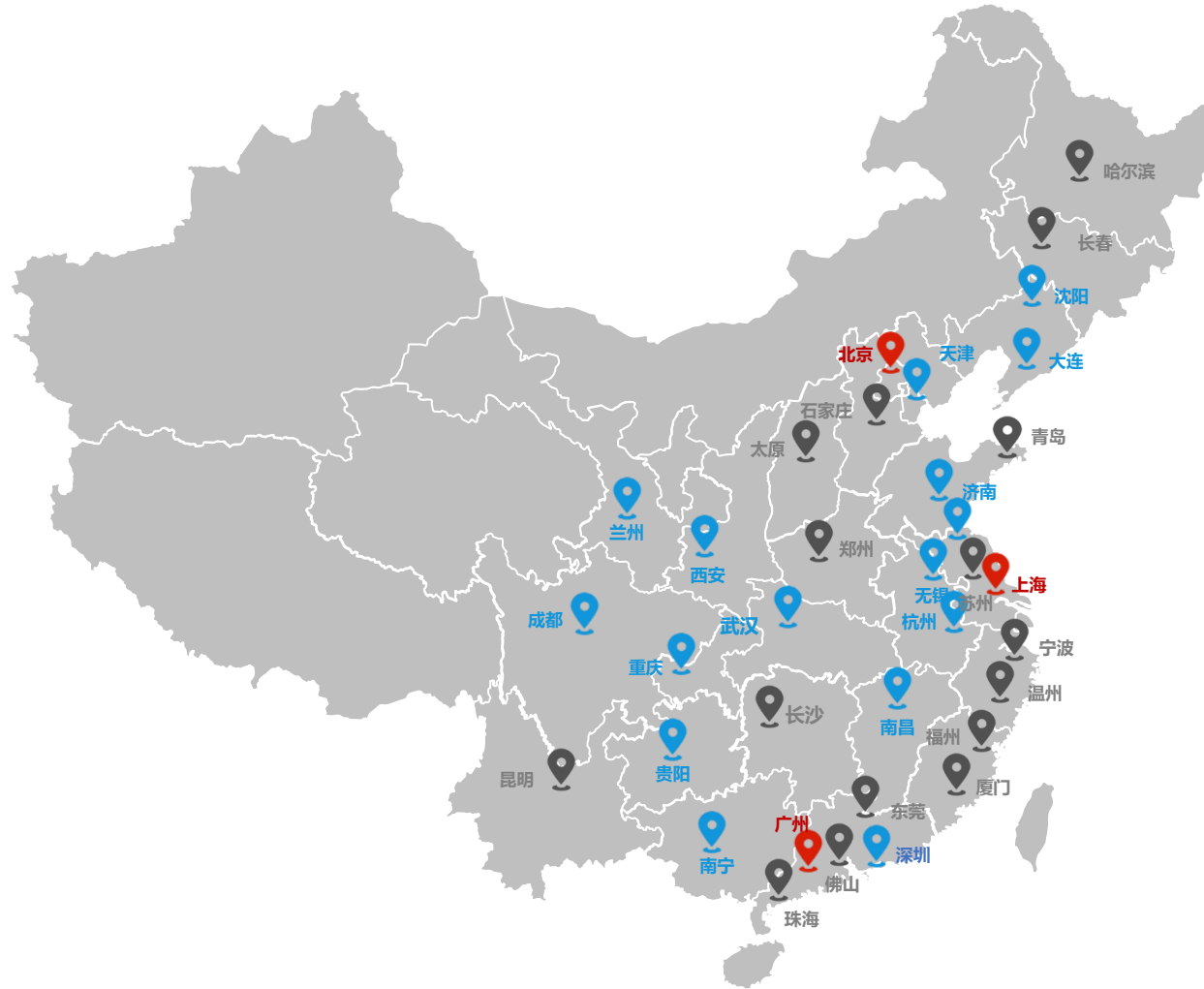
- China Outdoor Data Corporation (“CODC” for short) is specialized in outdoor advertising market research and related services in mainland China. Founded in 1998, it now has 6 offices across the country, with nearly 200 staff.
- CODC provides data, monitoring, research and counseling services to the whole OOH industry. In 2018, they launched a smart service platform for OOH data application - Datatrans, which offers customized OOH data support and referable strategic guidance for media planning and buying.
- CODC has the most complete outdoor advertising data from 2001 to the present, covering 7 major media types with over 47 sub-types in 30 major cities in China and continuously expands the scope of data collection, all of which are sole data source of this report.



# ► Changes of 2023 Full Year Data Collection

| Media Types   | Newly included | Stop collection | Recovery | No Data | Rename |
|---------------|----------------|-----------------|----------|---------|--------|
| Metro Station | 29             | 6               | 1        | 1       | 1      |
| Airport       | 4              | 4               | 1        |         |        |
| Bus Line      | 59             | 75              |          |         | 2      |
| Rail Station  | 1              | 1               | 1        |         |        |
| Street        | 15             | 13              |          |         |        |

# ► List of 35 Research Markets



## Tier 1 Market

Beijing, Shanghai, Guangzhou

## Tier 2 Market

Chengdu, Chongqing, Dalian, Shenyang, Tianjin, Wuhan, Nanjing, Xi'an, Hangzhou, Shenzhen, Kunming

## Tier 3 Market

Harbin, Changchun, Shijiazhuang, Zhengzhou, Fuzhou, Changsha, Suzhou, Ningbo, Jinan, Xiamen, Taiyuan, Qingdao, Wenzhou, Dongguan, Foshan, Zhuhai, **Wuxi, Lanzhou, Guiyang, Nanchang, Nanning**





THANKS

