



State of the OOH Market: 2023 Year in Review

42.7k

Monitored AdSpace

32.2k

Utilized AdSpace

76%

Utilization Rate

5.1%

Utilization YoY

3.9b

Expenditure

18.2%

Expenditure YoY

141.7b

Impressions

27.4

CPM

1.1k

Advertisers

4.2%

Advertisers YoY

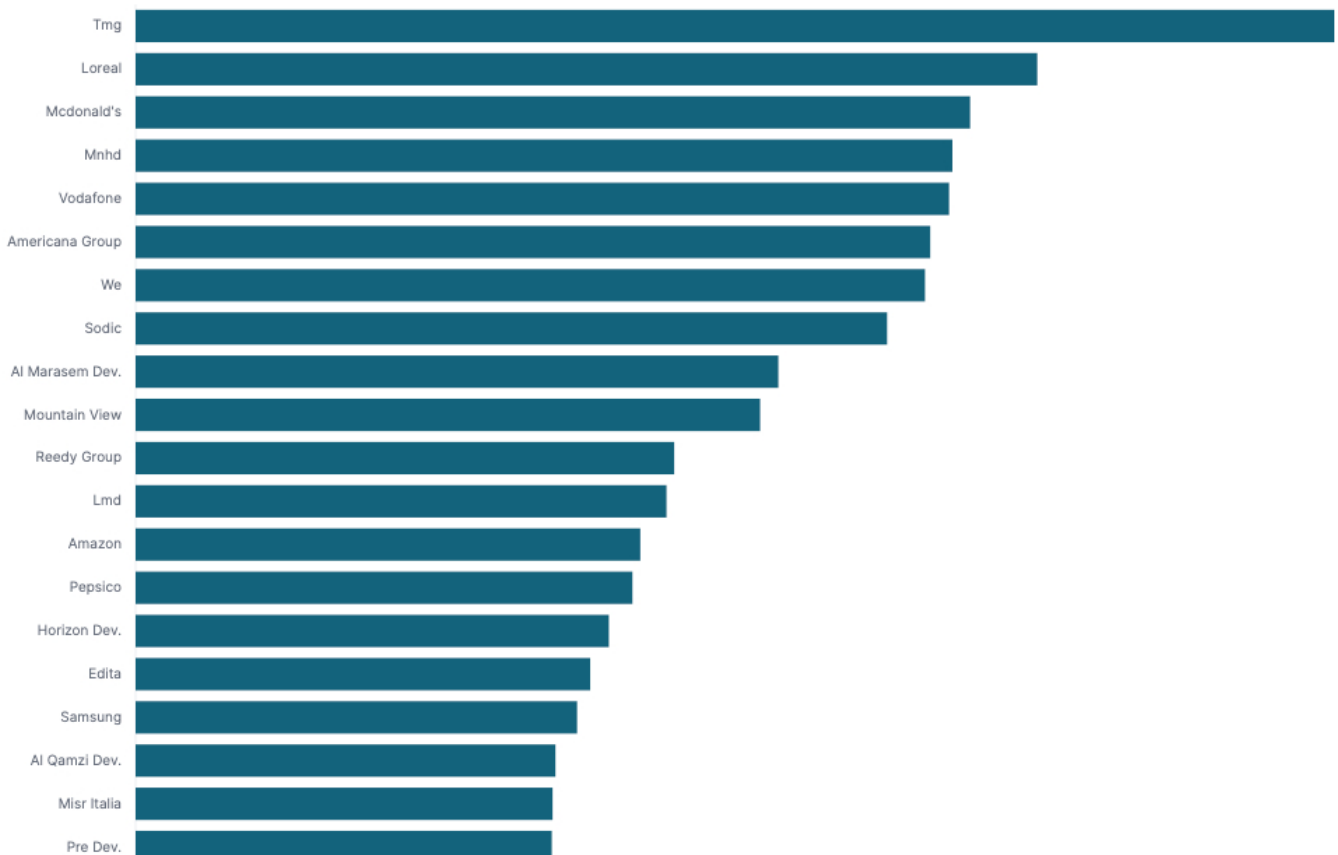
1.4k

Brands

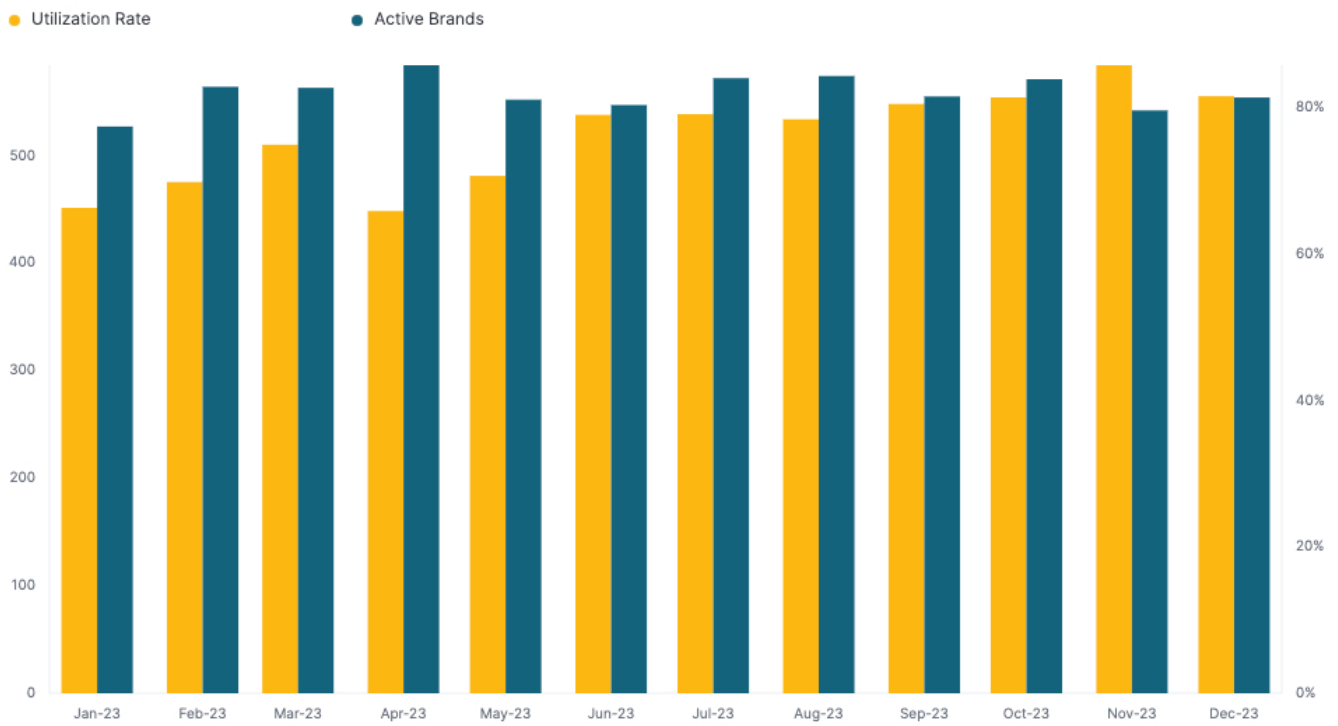
3.2%

Brands YoY

2023 Top 20 Advertisers (Rental Value)

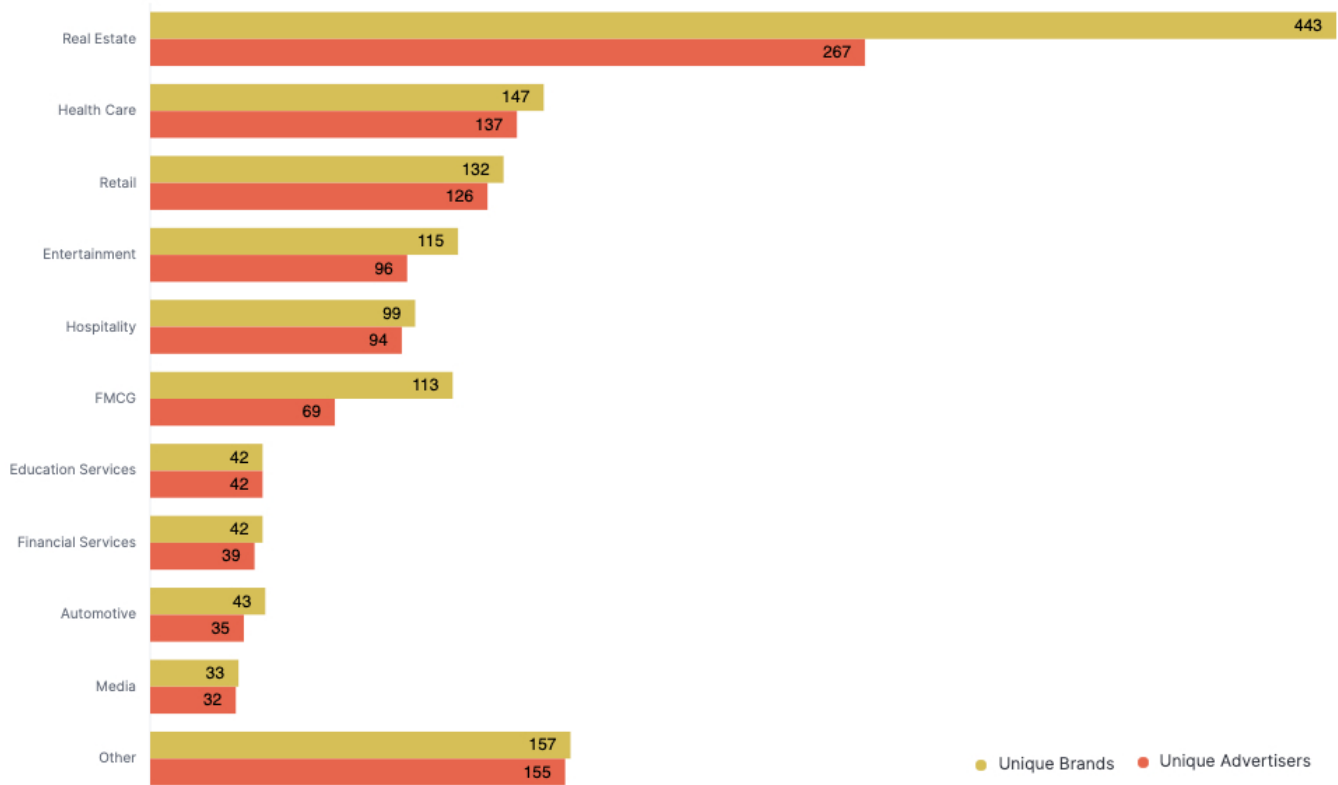


Monthly OOH Trends



Sectors & Industries

Number of Brands & Advertisers for Select Industries



Annual Growth in Expenditure for Select Sectors

Industry	Brands	Market Value	Annual Growth	Market Share	New Message Rate
Real Estate	423	2.1b	12%	49%	69%
FMCG	113	485.6m	80%	11%	75%
Other	354	470.8m	16%	11%	58%
Hospitality	99	249.1m	57%	6%	69%
Telecom	6	195.3m	-5%	5%	60%
Financial Services	42	187.5m	36%	4%	57%
Retail	129	182.9m	18%	4%	70%
Media	33	141.7m	-12%	3%	84%
E-Commerce & Tech	21	123.3m	-16%	3%	83%
Entertainment	114	119.5m	0%	3%	83%

Geographical Performance

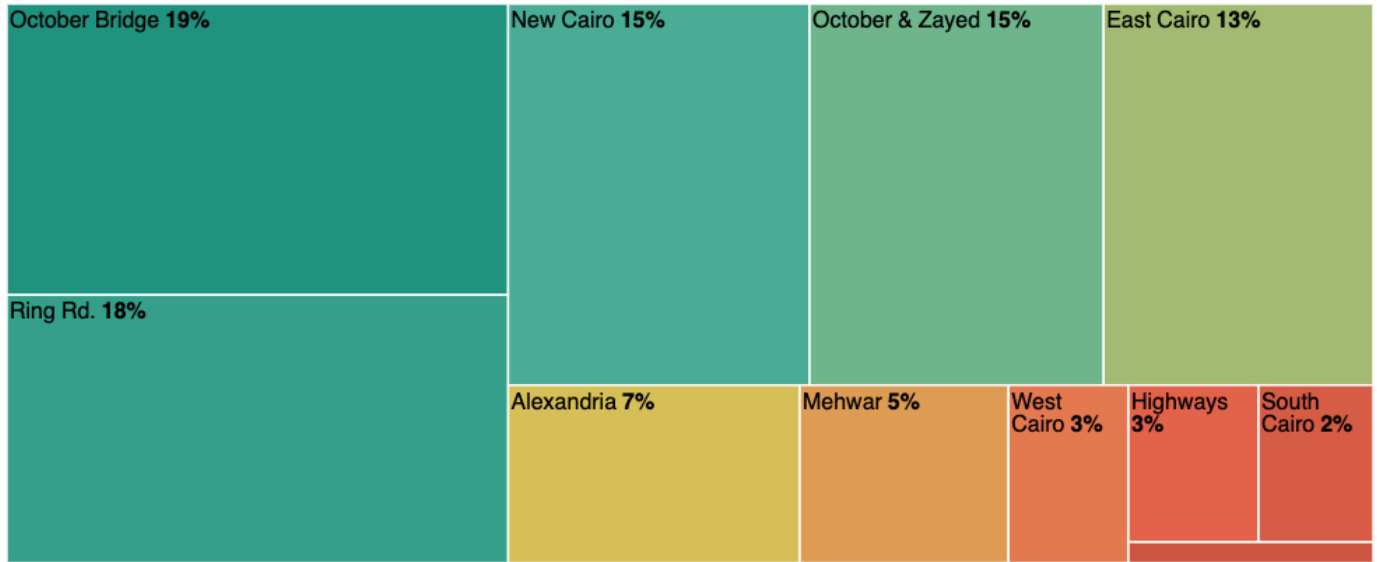
Cairo AdSpace Heatmap



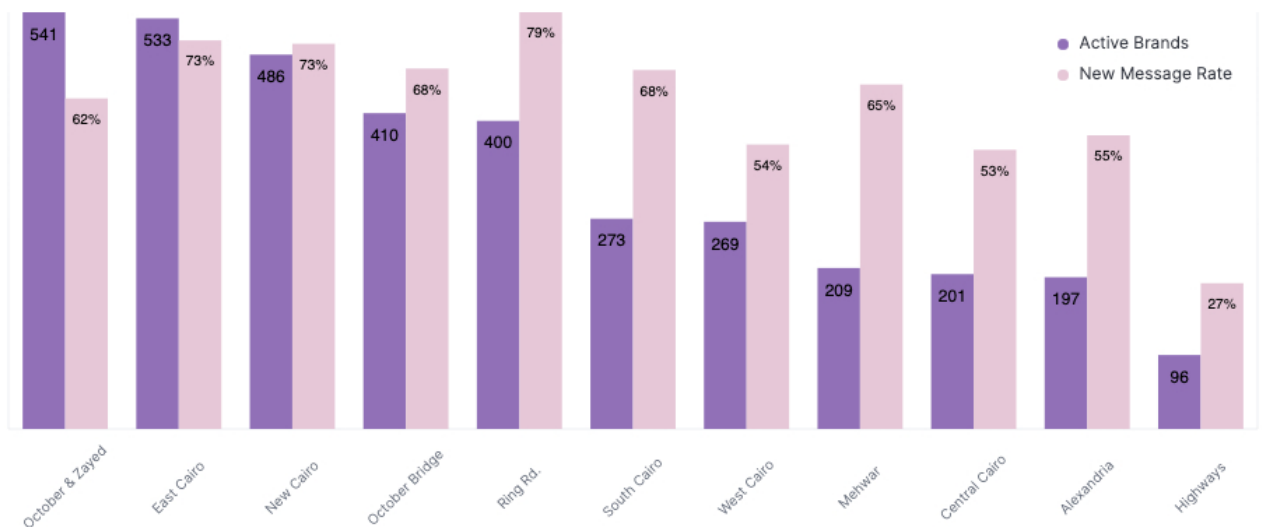
Alex AdSpace Heatmap



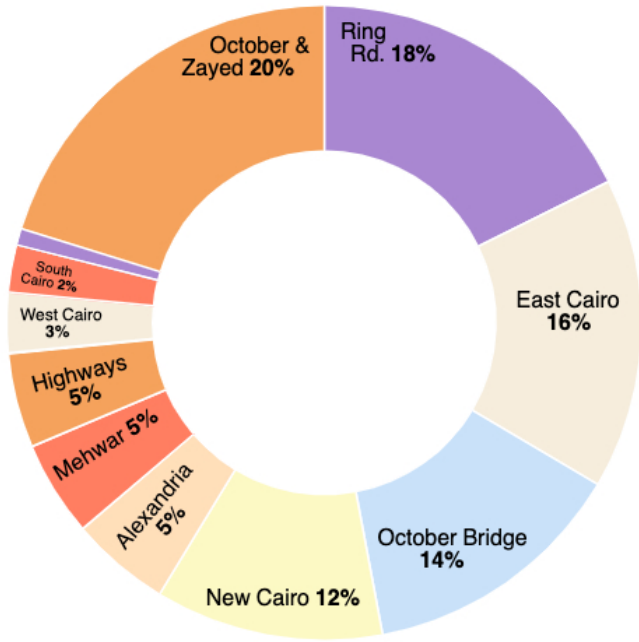
Expenditure Share



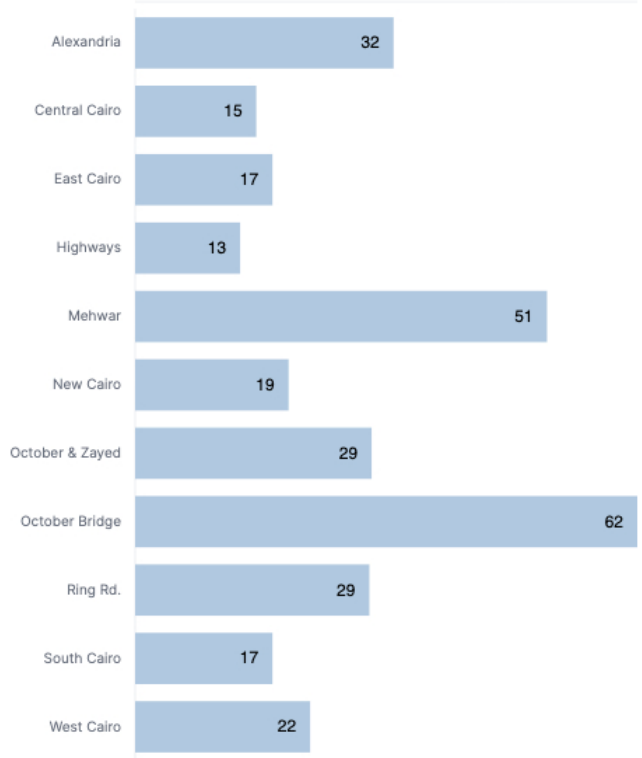
Active Brands



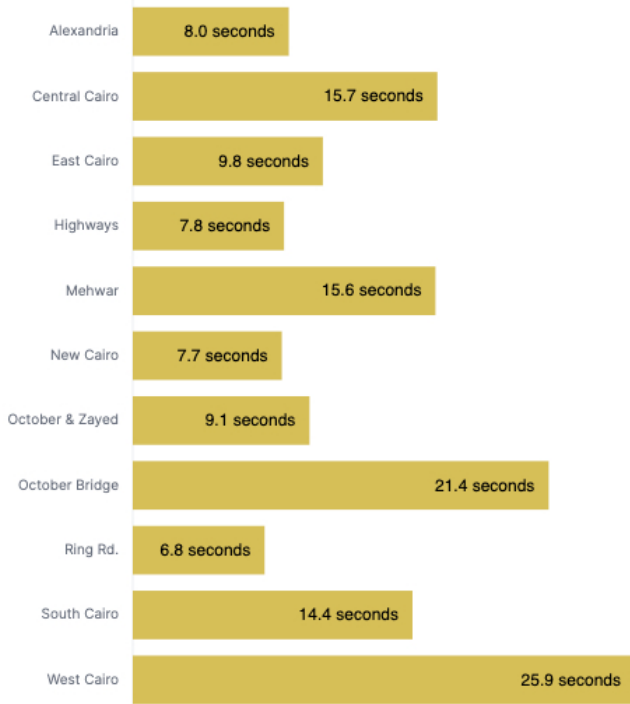
Billboards Share



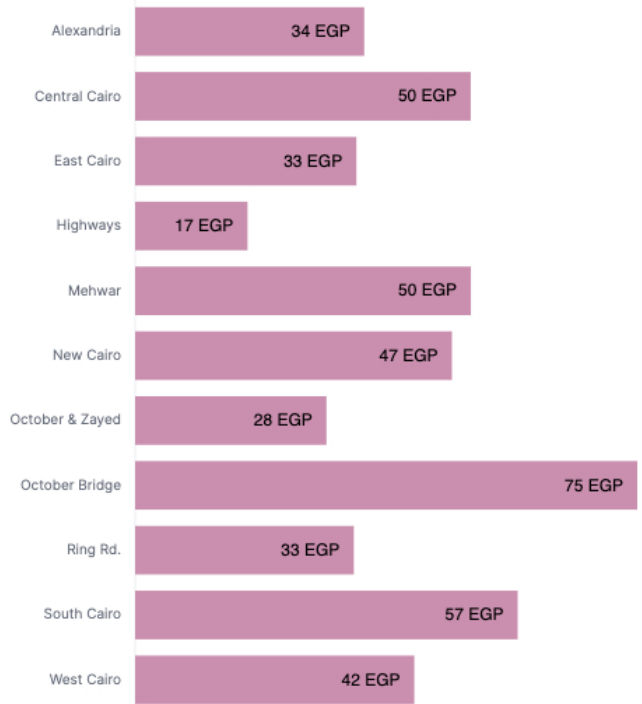
Average Visual Congestion in Select Zones



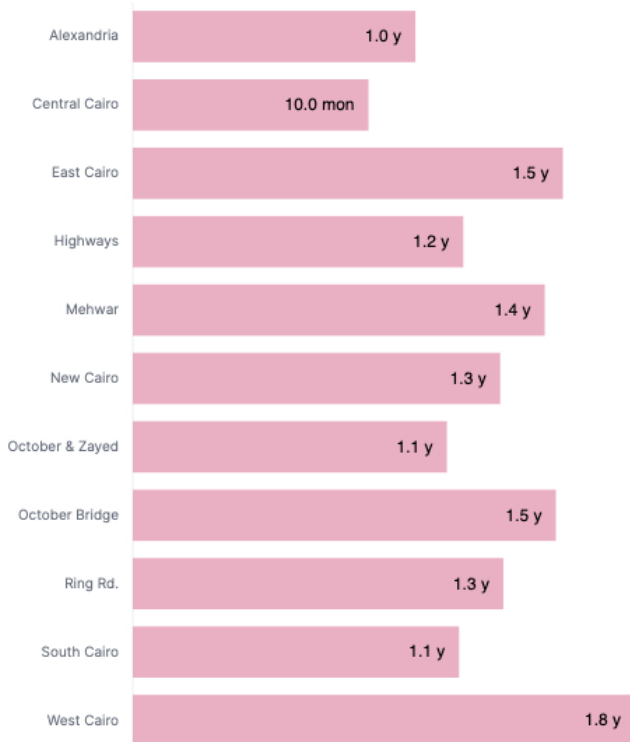
Average Dwell in Select Zones



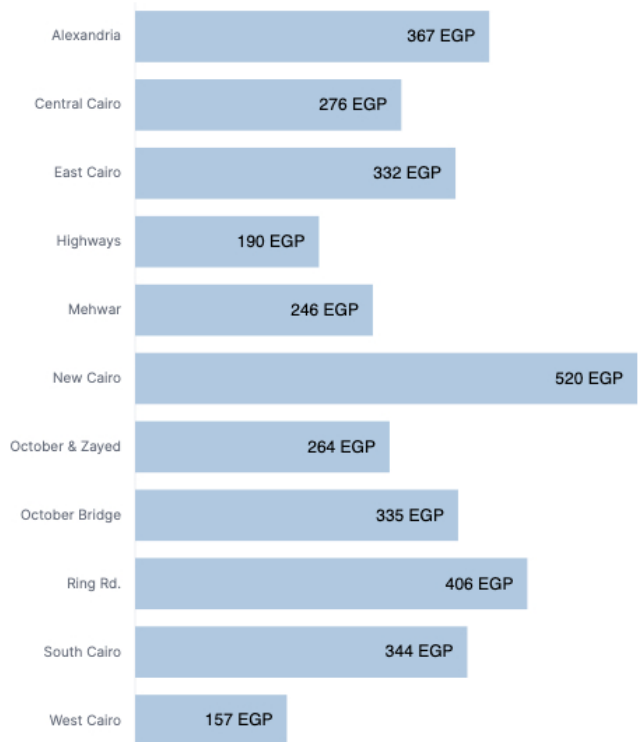
Average CPM in Select Zones



Average TVT in Select Zones



Average CpVT in Select Zones



Top 5 Brands in Select Geographies - By AdSpace Value



AdMazad Glossary

Term	Description
Dwell Time	Average Time to view a given billboard in peak traffic
Impressions	Calculated vehicular count passing by the faces of a given billboard
TVT	Total Viewed Time measures the duration a campaign is viewed across selected locations
Utilization Rate	Measures rate of utilization vs vacancy.
CpVT	Cost per Viewed Time measure in EGP the cost of viewership allowing planners to optimize and benchmark against Dwell Time, Impressions
CPM	Cost per Thousand Impressions is a similar measurement system to allows to optimize and benchmark against cost of impressions. A lower CPM is more effective for mass campaigns but can reflect lower quality locations
Uplift	Measures performance against peers and competitors. Positive uplift implies campaign expenditure resulted in a higher share of TVT than its expenditure share and vice versa

About AdMazad

AdMazad was founded as a data-driven, end-to-end solution provider to elevate the out-of-home (OOH) advertising sector.

AdMazad quantifies a so far unquantifiable advertising channel via its algorithm, analyzing real-life data and outdoor media consumption to help advertisers make better decisions on OOH ad placements. Pioneering as a game-changer of the industry, AdMazad's hassle-free and transparent process allows advertisers to smoothly plan, book, audit, monitor and evaluate their OOH billboard activities, ensuring highest value and impact for money.

To date, AdMazad has curated more than 3000 outdoor-advertising spaces, all made available on its AdSpace search engine and interactive map.

AdMazad helps its clients plan, book, audit, monitor and validate their OOH advertising activities via one data-driven platform, providing transparent, real-life data and knowledge on the activity's impact in a timely fashion.

This takes place through a multi-factor assessment process of each billboard in Cairo's streets.

AdMazad Services

Service	Description
1- OOH Campaign Management	From campaign planning to booking and execution. The AdMazad team will help you execute high performing, data powered OOH campaigns.
2- OOH Plan Validation	Get peace of mind by using AdMazad's data and proprietary methodology to assess your OOH proposals. We will measure each proposal against our performance metrics and advise on which one has the highest reach and impact.
3- Competitive Landscape	Every month the AdMazad team monitors 3,000+ billboards, get in-depth understanding of how OOH is used in your sector and by your peers. AdMazad's AdMetrics dashboard would allow you to benchmark your campaign against relevant peers.
4- Design Guidelines	AdMazad's consultants will provide technical design guidelines to help you develop more impactful messages
5- OOH Knowledge	As a data aggregator for OOH across Egypt, AdMazad will provide you with up-to-date insights about the market

Get in touch at info@admazad.com to get started!