

OMANZ: Top Advertisers 2017		% of Total Outdoor spend
1	Spark NZ Ltd (was Telecom)	3.7%
2	Vodafone New Zealand	3.1%
3	McDonald's System Of NZ Ltd	2.6%
4	2 Degrees Mobile Limited	2.6%
5	Cadbury Confectionery Ltd	2.4%
6	ANZ Banking Group (NZ) Ltd	2.2%
7	Progressive Enterprises Ltd	1.9%
8	Coca-Cola Oceania	1.4%
9	Mediaworks Advertising	1.4%
10	Ford Motor Co Of NZ Ltd	1.2%
11	Bank Of New Zealand	1.2%
12	Auckland International Airport	1.2%
13	Samsung Electronics	1.2%
14	DB Breweries Ltd	1.1%
15	Unilever Australasia	1.1%
16	Lion Nathan Breweries	1.1%
17	SkyBus	1.0%
18	Sky Network Television Ltd	1.0%
19	Visa NZ	1.0%
20	Inspire Global Networks Ltd	0.9%
Source: Nielsen		