

APPENDIX 4.1

(referred to in paragraphs 4.24 and 7.10)

**Revenue from 48-sheet roadside poster panels by television region**

Annual net revenue from 48-sheet roadside poster panels is estimated to be £65 million in total, compared with £100 million from all roadside poster panels (see Table 4.8). MAI also provided us with estimates of 48-sheet revenue by television region. These estimates are set out in the following table. They are based on the numbers of 48-sheets in each region and average industry prices, with allowances for premiums in London, the South and in Central Scotland. MAI's estimates of its own 48-sheet revenue by television region are based on the numbers of 48-sheets it now holds, following the acquisition of LCAH, and average prices achieved over the 12 months to June 1987.

**Estimated revenue from 48-sheet roadside poster panels by television region**

	<i>Estimated total 48-sheet market £m</i>	<i>MAI 48-sheet net revenue £m</i>	<i>MAI's % share of total revenue %</i>
London	18.9	5.6	30
Midlands	8.4	3.1	37
North-West	9.4	2.2	23
Yorkshire	6.5	2.5	38
North-East	2.7	1.1	41
Central Scotland	5.4	1.7	31
Wales and West	3.8	1.0	26
Southern	4.5	1.7	38
Anglia	2.2	1.0	45
South-West	0.7	0.2	29
Border	0.2	0.1	50
North Scotland	0.9	0.5	56
Sub-total	<u>63.6</u>	<u>20.7</u>	<u>33</u>
Ulster	1.4	1.3	93
All regions	<u>65.0</u>	<u>22.0</u>	<u>34</u>

Source: MAI.

APPENDIX 4.2

(referred to in paragraphs 4.28, 4.29, 4.31 and 7.9)

**The composition of the largest roadside poster campaigns in the second quarter of 1987**

TABLE 1 The composition of 50 poster campaigns mounted in the second quarter of 1987 making greatest use of 48-sheet roadside panels

	Display size						Supersites	Others
	4	12	16	32	48			
			2	1	1,917	45	1	
			4		1,835	16		
*	4,524	1			1,438	11		
*	3	120	3	1	1,383	244		
*	2,928		1	1	1,270	13		
*					1,255	139		
*	157	7	154	32	1,235	41		
					1,205	13		
					1,115	19		
*			1		1,061	103	1	
					1,059	29		
*			52	928	990	17		
					901	6		
					900	10		
	2				872	5		
			1		857	15		
*					815	56		
					804	11		
					745	2		
					695	12		
	1				667	6		
					662	8		
*		495			657	8		
					636	8		
					605	8		
			1		566	2		
					555	49		
					552	28		
	13				550	12		
	28				540	7		
	1				533	13		
					498	24		
					490	4		
					479	2		
					457	19		
					455	8		
			1		451	148		
*	1		683		418	6		
			1		416	7		
					413	3		
*			1		395	2		
*	154		115		393	1		
*	2,834				388	10	1	
*	987	1			371	4		
*	1,940	193		1	349	4	3	
*	862	171	549	4	343	4		
					342	6		
					340	2		
*		289			336	12		
*	86				312	6		

Source: MMC using OAA's survey.

\*Indicates campaign making substantial use of more than one poster size.

**TABLE 2 The composition of 50 poster campaigns mounted in the second quarter of 1987 making greatest use of 4-sheet roadside panels**

	<i>Display size</i>						
	4	12	16	32	48	Supersites	Others
7,465							4
6,944							
6,818							
* 5,518			1		179	2	
* 4,855		9	942	3	1		
4,829							
4,546					14	4	
* (4,524		1			1,438	11	)
4,393			1				
4,143		8					
3,757							3
3,680							
3,617							
3,388							
* 3,358		206	2,730	3	1		3
3,243							
* 3,194					91	3	2
3,026							
* (2,928			1	1	1,270	13	)
2,844							
* (2,834					388	10	)
2,498							
* 2,445		275					
2,331		3					
2,225							
2,204							
2,000							
1,993							
1,963							
1,961							
* (1,940		193		1	349	4	3)
1,934		6					
1,808							
1,765		2					
1,726					2		
1,696							
1,597							
* 1,593		19	78				1
1,579							2
* 1,569			760	1			1
1,424							
1,411							
1,357							
1,295							1
1,198			1				
1,189							
* 1,173			184				
1,156							
997							
* ( 987		1			371	4	)

Source: MMC using the OAA's survey.

\*Indicates campaign making substantial use of more than one poster size.

Note: Figures in brackets refer to campaigns also included in Table 1.