

## Out of Home Advertising Reports 17% Growth in Revenues in Q2 2024.

Outsmart, the trade body for the Out of Home (OOH) advertising industry reports OOH revenues for the second quarter of 2024 total £355m, an increase of 17% compared to the same period last year. Digital OOH revenue grew 21% and Classic OOH grew 11%. Digital's share of revenue in Q2 increased from 64% to 66% year-on-year.

The figures, collated by PwC, show 17% growth across the first half of this year compared with H1 in 2023. Total revenues in H1 2024 are £646m, with 21% growth in Digital and 9% in Classic year-on-year.

Justin Cochrane, Chair of Outsmart comments, "The momentum across the first half shows 2024 is going to be a great year for Out of Home as brands increasingly utilise its broadcast reach and creative dynamism to captivate huge audiences"

Andy Lobo, Director at PwC comments, "Following its recovery back to pre-pandemic levels last year, the OOH sector continues to post strong growth figures driven by digital, with H1 2024 17% up on last year, and up 9% on H1 2019".

Visit the [Outsmart website](#) to download a detailed breakdown of OOH revenue figures.

### Note to editors:

#### About Outsmart:

Outsmart is the UK trade body for the Out of Home (OOH) industry. We collaborate with all parts of the industry to provide a central reference point for our members, aiming to protect and advance their relationships with the advertising community, the public and national and local government.

#### About PwC

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