

Out of Home Advertising Reports +12% Growth in Revenues Year to Date

Outsmart, the trade body for the Out of Home (OOH) advertising industry reports spending in 2024 has reached £1bn, an increase of 12% compared to the same period last year.

Revenue for the third quarter was up 4.4% totalling £361 million, with Digital OOH revenue up 7.7%% year-on-year and accounting for 67% of total spend.

The figures, collated by PwC, highlight the strong growth in the overall OOH industry.

Justin Cochrane, Chair of Outsmart comments, “2024 promises to be a great year for Out of Home, with solid investment from brands seeking real world strategies.”

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

At PwC, our purpose is to build trust in society and solve important problems. We're a network of firms in 149 countries with more than 370,000 people who are committed to delivering quality in assurance, advisory and tax services. Find out more and tell us what matters to you by visiting us at www.pwc.com.