

Out Of Home Reports Its Best Year Ever With £1.4bn Revenue In 2024.

Outsmart, the trade body for the Out of Home (OOH) advertising industry has announced that OOH revenue for year end 2024 saw growth of +7.7% year-on-year with total revenues of £1.4bn, the highest ever.

The figures, collated by PwC, show Digital Out of Home (DOOH) grew +10.2% and Classic Out of Home was up +3.0%. DOOH's share of total revenue is 66%.

Q4 2024 revenue was impacted by some uncertainty and a dip in business and consumer confidence surrounding the October budget. Year-on-year, a -2.2% decline in overall Q4 revenues was reported, with total revenues of £387.3m. This impact may continue into early 2025.

Justin Cochrane, Chair of Outsmart comments, "2024 is a real milestone for OOH and we celebrate our best year. Brands continue to recognise that for broadcast strategies, OOH plays a vital role by offering unrivalled reach, creative dynamism and real-time targeting".

Dan Bunyan, Partner at PwC, comments, "Whilst there have been macro headwinds to navigate, the UK OOH market remains in good health and has delivered a strong growth for 2024 vs other media. New investment into OOH infrastructure remains strong and this should underpin future industry revenue growth".

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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