



## **Out of Home advertising reports +16% growth in revenues in Q1 2024**

Outsmart, the trade body for the Out of Home (OOH) advertising industry reports OOH revenues for the first quarter of 2024 total £292m, an increase of +16.4% compared to the same period last year.

The figures, collated by PwC, reveal that Digital OOH revenue grew +22.8% and Classic OOH grew +6.2%. Digital's share of revenue in Q1 increased from 61% to 65% year-on-year.

Justin Cochrane, Chair of Outsmart, comments, "A strong set of results for Out of Home combined with growing economic optimism is a positive outlook for all. As we move into the summer months when people get out and about more, Out of Home ensures brands engage and connect with their audiences at scale."

Andy Lobo, TMT Senior Manager at PwC UK, comments, "The UK OOH industry has recorded another strong quarter of growth, building on recent momentum. The continued increase in digital penetration enables flexibility and innovation of advertising campaigns, which supports the long-term growth outlook."

Visit the [Outsmart website](#) to download a detailed breakdown of Q1's 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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