

Out of Home Advertising Reports +1% Growth in Revenues in Q1 2025.

Outsmart, the trade body for the Out of Home (OOH) advertising industry reports OOH advertising revenues for the first quarter of 2025 total £294.5m, an increase of +1% compared to the same period last year.

The figures, collated by PwC, reveal that Digital OOH revenue grew +1.6% and Classic OOH declined -0.2%. Digital's share of revenue in Q1 remained broadly the same as Q1 2024 at 65%.

Justin Cochrane, Chair of Outsmart, comments, "Against the backdrop of broader macroeconomic impacts affecting the overall advertising industry during the last six months, it's reassuring to see growth in Out of Home. We look forward to continuing to deliver for brands engaging and connecting with their audiences at scale."

Q1 also saw the release of the '[Vision for Growth](#)' report celebrating the record £1.4 billion in revenue in 2024 - up 7.7% year on year and outlining the reforms needed to turbocharge further economic growth.

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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