

## **Out of Home Advertising Reports £645m of Revenue in the First Half of 2025.**

Outsmart, the trade body for the Out of Home (OOH) advertising industry reports OOH revenues for the first half of this year total £644.9m, a marginal decline of 0.2% compared to the same period last year.

Digital OOH revenue grew +0.3% and Classic OOH is down -1.3%. Digital's share of revenue in H1 2025 is 66%, the same as H1 2024.

The figures, collated by PwC, show a -1.2% decline in overall revenues in Q2 2025, compared with Q2 2024, with total revenues of £350.4m reported in Q2 2025.

Digital declined by -0.7% and Classic declined by -2.2% year on year. Digital % share remained stable at 67%. For context, Q1 2025 saw +1% total revenue growth year on year.

Justin Cochrane, Chair of Outsmart comments, "The figures reflect Out of Home's resilience in a period of economic uncertainty. Whilst we've seen a short term focus across the media market recently, Out of Home continues to be uniquely placed to deliver on advertisers real world needs as confidence grows."

Andy Lobo, Director at PwC comments, "While there have been some broader macroeconomic headwinds for the industry to contend with, UK OOH has continued to be resilient. Investments in OOH infrastructure, particularly in digital and programmatic, will help to drive growth moving forward".

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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