

Out of Home Advertising Industry Reports 4.4% Growth in Revenues in Q3 2025

Despite wider economic uncertainty, Outsmart, the trade body for Out of Home (OOH) advertising reports OOH advertising revenue for the third quarter of 2025 saw 4.4% growth, totalling £376.6m.

The figures, collated by PwC, reveal that Digital OOH revenue grew +3.3% and Classic OOH grew +6.5%, representing a departure from the trend of Digital growing ahead of Classic. Digital's share of revenue remains at 67%.

On a year to date Q3 basis, the UK OOH sector has grown 1.4% with Digital and Classic both experiencing a 1.4% rate of growth in YTD Q3 2025 vs YTD Q3 2024.

Justin Cochrane, Chair of Outsmart, comments, "A strong third quarter for Out of Home demonstrates advertisers' continued demand for the flexibility and scale it offers."

Visit the [Outsmart website](#) to download a detailed breakdown of Q3'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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