

## **Out of Home Advertising Reports +15% Growth in Revenues in Q1 2026**

Outsmart, the trade body for the Out of Home (OOH) advertising industry reports OOH advertising revenues for the first quarter of 2026 total £341.2m, an increase of +15% compared to the same period last year.

The figures, collated by PwC, reveal that Digital OOH revenue grew +17.6% and Classic OOH grew +10.1%. Digital's share of revenue in Q1 was 67%.

Justin Cochrane, Chair of Outsmart, comments, "Despite ongoing macroeconomic challenges, this is an incredibly strong result, demonstrating the confidence brands have in Out of Home."

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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