

Out of Home Advertising Reports +12.7% Growth in Revenues in Q2 2026.

Outsmart, the trade body for the Out of Home (OOH) advertising industry reports OOH advertising revenues for the first quarter of 2026 total £402.6m, an increase of +12.7% compared to the same period last year.

The figures, collated by PwC, reveal that Digital OOH revenue grew +14.6% and Classic OOH grew +8.8%. Digital's share of revenue in Q2 was 68%.

The results represent two consecutive quarters of very strong growth for the OOH industry, with H1 seeing +13.7% growth vs H1 2025.

Justin Cochrane, Chair of Outsmart, comments, "Another strong quarter for Out of Home, underlining the continued confidence that brands have in the medium's creativity, reach and effectiveness."

Andy Lobo, Director at PwC, adds "H1 2026 has delivered strong growth for OOH spend, supported by World Cup activations. Specifically, Digital OOH has grown 15.9% in H1 this year, which is ahead of the global growth of some of the major internet advertising platforms."

Visit the [Outsmart website](#) to download a detailed breakdown of Q2'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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