

Out of Home Reports Growth of +5.1% Year on Year in Q1 2023

Outsmart, the trade body for the Out of Home (OOH) advertising industry has announced that Out of Home revenue for the first quarter of 2023 saw growth of +5.1% year on year with total revenues of £251m vs. £238m in Q1 2022.

The figures, collated by PwC, show that growth continued despite the uncertain macro-economic backdrop during the first quarter.

Digital Out of Home had another quarter of growth with an increase of +6.8%, taking 61% of total Q1 2023 Out of Home revenue. Classic Out of Home revenues increased too with +2.5% year on year growth.

Looking ahead, AA/WARC forecast a 4.9% increase in OOH spend in 2023 versus total advertising spend growth of 0.5% in its latest April 2023 review. Industry sources predict audiences and time-spent in public spaces will increase as summer gets into full swing, with advertiser confidence likely growing as the latest economic forecasts by the IMF paint a more positive picture for the UK.

Justin Cochrane, Chair of Outsmart comments, “Even with the backdrop of wider macro-economic challenges, the long-term growth of Out of Home reflects the trust and flexibility that it delivers for advertisers.”

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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