

Out of Home Advertising Industry Reports +13% Growth in Revenues in Q3 2023

Outsmart, the trade body for the Out of Home (OOH) advertising industry reports OOH advertising revenue for the third quarter of 2023 totalling £346m, an increase of +12.9% compared to the same period last year.

The figures, collated by PwC, reveal that Digital OOH revenue grew +15.6% and Classic OOH grew +8.1%. Digital's share of revenue increased slightly to 65%.

Q3 2023 traded +4.9% above Q3 2019 (i.e. pre-pandemic) and represents the first quarter where revenues were higher than the corresponding quarter in 2019.

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."

Separately, a recent [report](#) from PwC, commissioned by Outsmart, finds the UK Out of Home (OOH) sector contributed £411m to support public services, infrastructure, communities and employees in 2021 – representing 46% of its advertising revenue.

In addition, PwC estimates a further c.£29m helped support charities and communities through donations, heavily discounted or donated media space and staff hours given to charity by media owners.

The report, based on a survey of OOH media owners representing 92% of industry revenue, also highlights how the sector has increased the share of renewables to over 90% of electricity consumption whilst innovating to increase the use of recyclable materials.

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

At PwC, our purpose is to build trust in society and solve important problems. We're a network of firms in 155 countries with more than 284,000 people who are committed to delivering quality in assurance, advisory and tax services. Find out more and tell us what matters to you by visiting us at www.pwc.com. PwC refers to the PwC network and/or one or more of its member firms, each of which is a separate legal entity. Please see www.pwc.com/structure for further details.