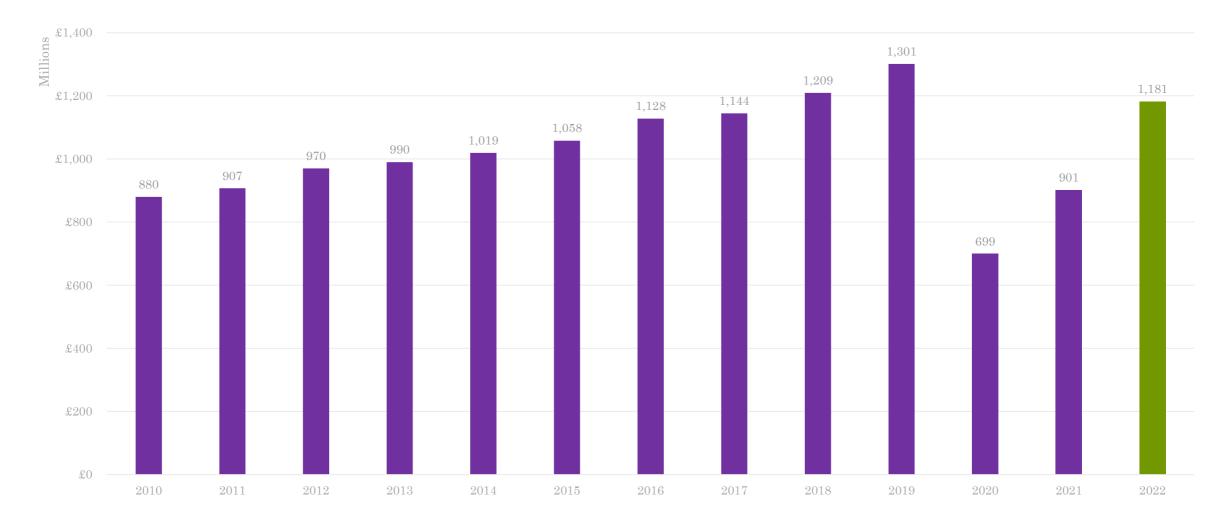
# **UK Out of Home Revenue**



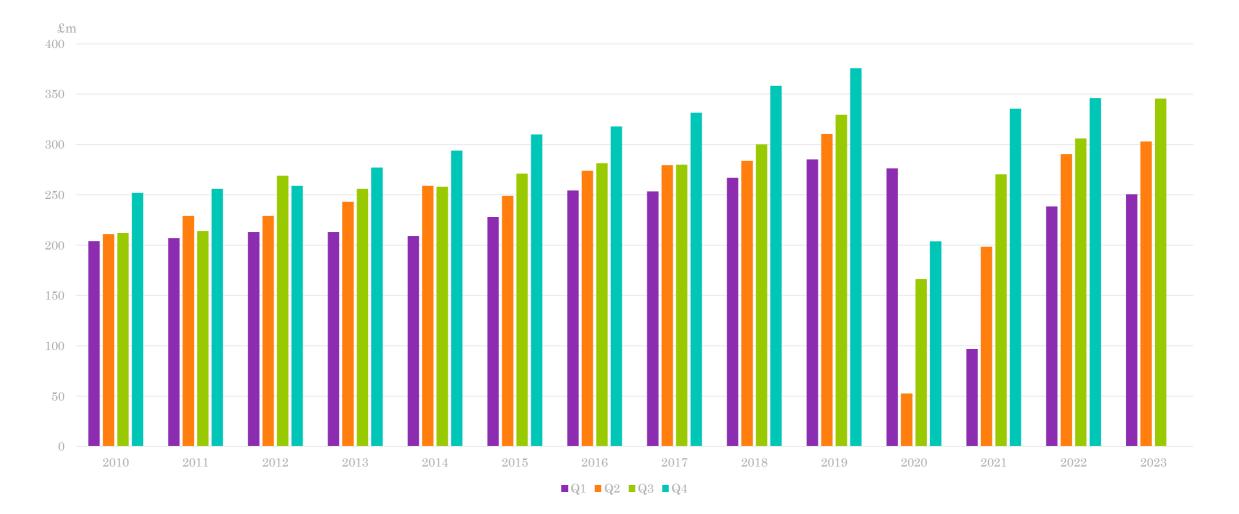
# **UK Out of Home Advertising Revenue**







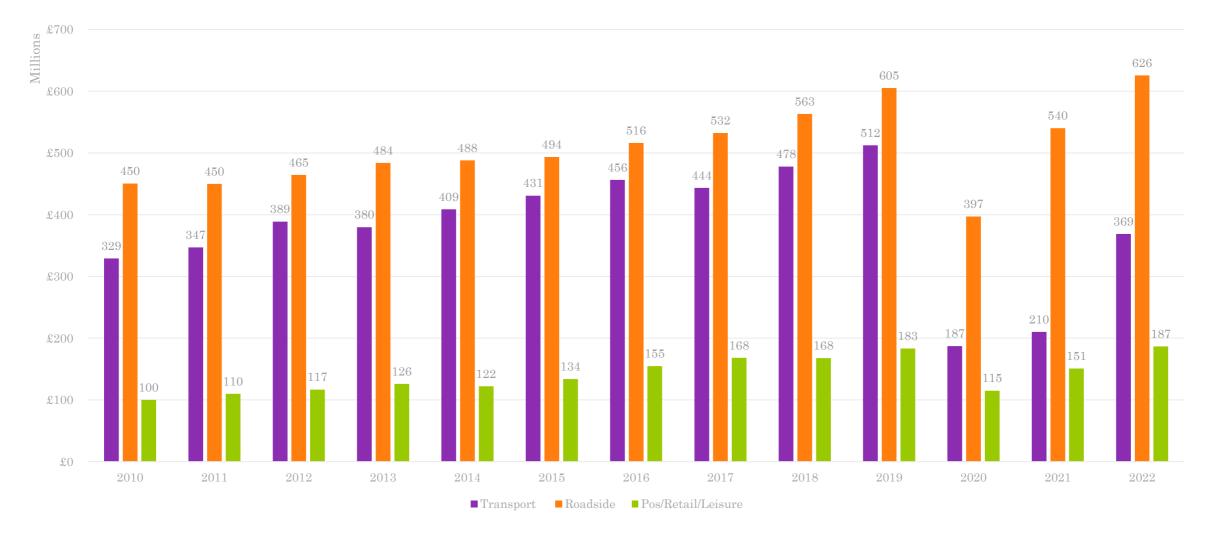
# **UK Out of Home Revenue by Quarter**







# **UK Out of Home Advertising Revenue Split by Environment**



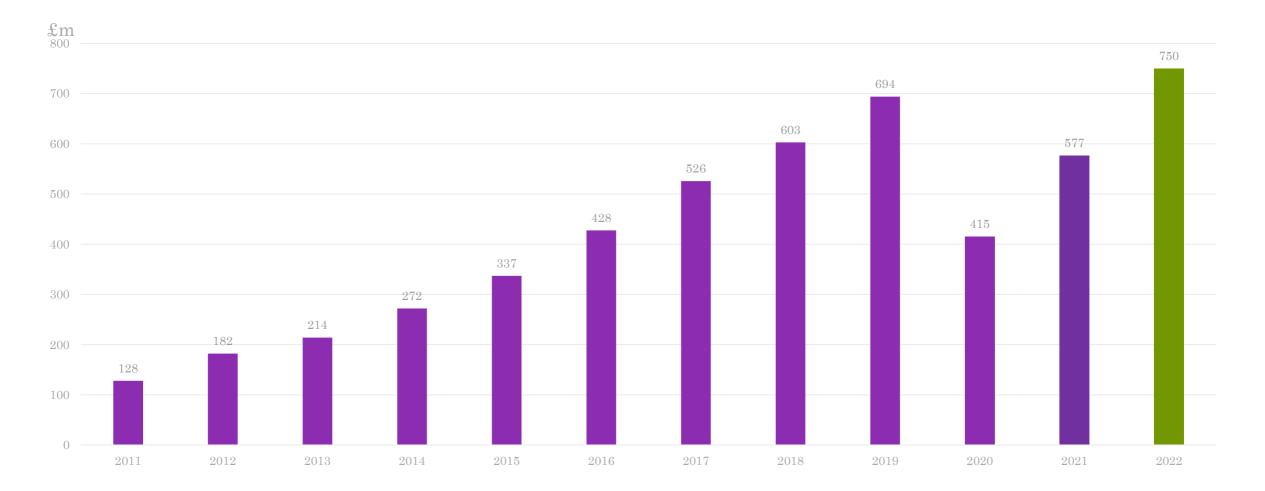




# **UK Digital Out of Home Revenue**



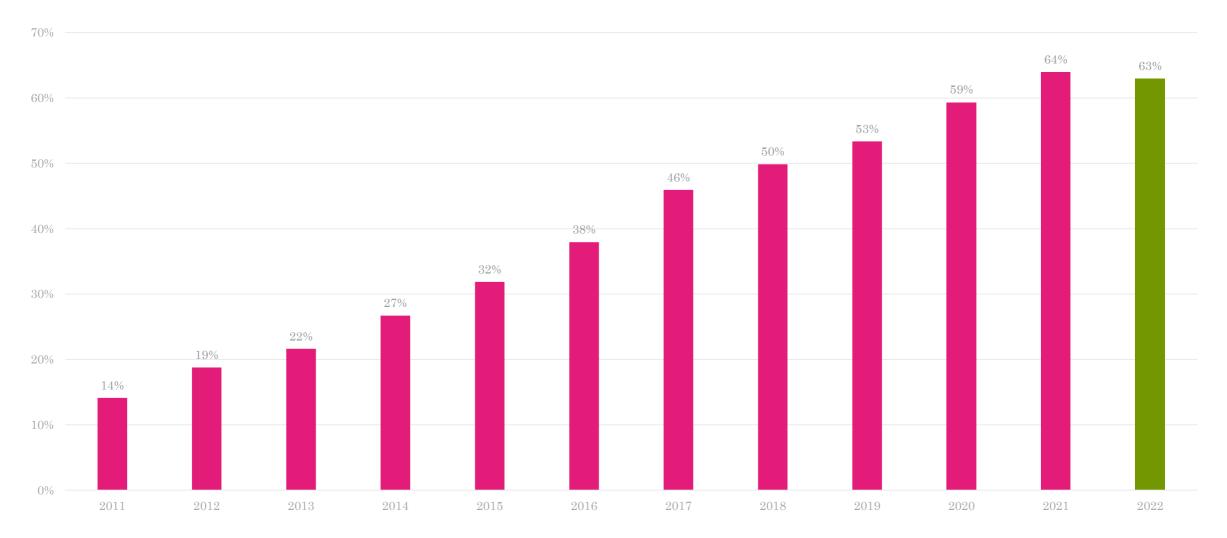
# **UK Digital Out of Home Revenue**







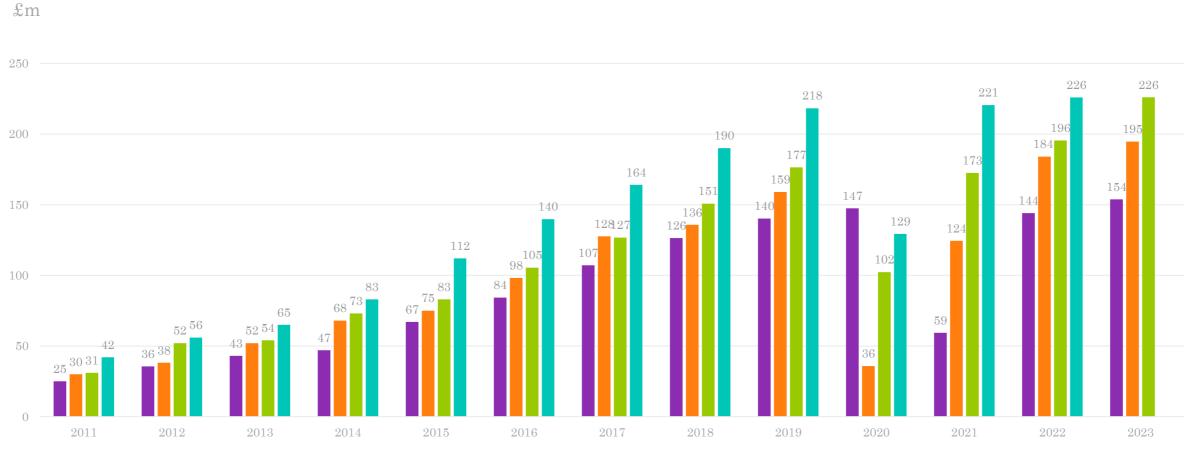
# UK Digital Out of Home Revenue as a % Share of Total Out of Home Revenue







# **UK Digital Out of Home Revenue by Quarter**

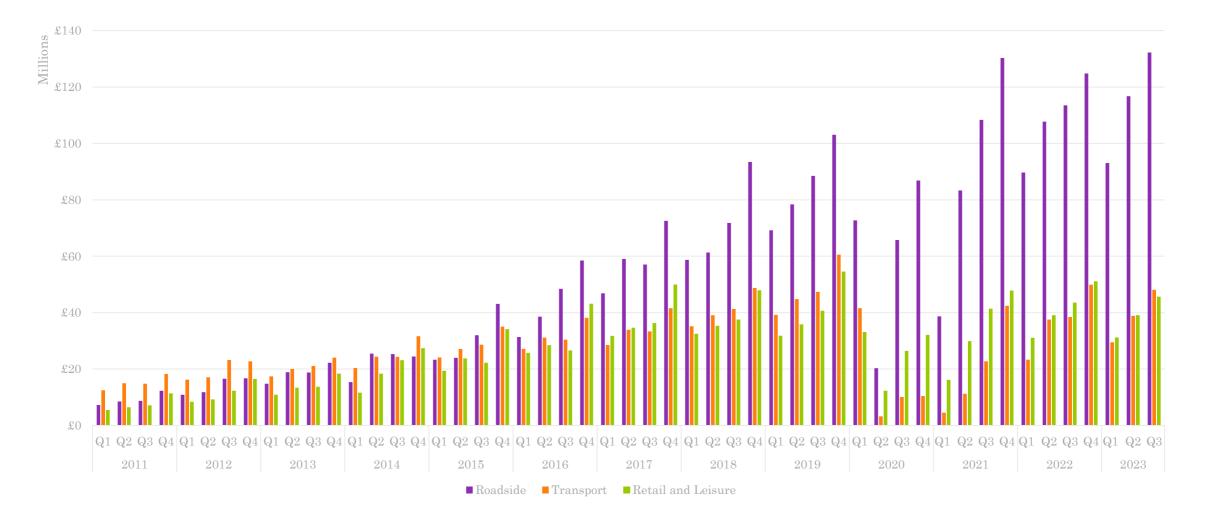


■Q1 ■Q2 ■Q3 ■Q4





#### **UK Digital Out of Home Revenue by Quarter and Environment**





#### **Disclaimer**

Outsmart has retained PricewaterhouseCoopers LLP (the UK firm) ('PwC') to compile the OOH industry revenue figures collected from its members and to deliver to Outsmart the topline figures collated from this review; PwC has not verified the information which it received from respondents, and provides no opinion or other form of assurance with respect to such information.

This publication has been prepared for general guidance on matters of interest only, and does not constitute professional advice. You should not act upon the information contained in this publication without obtaining specific professional advice. No representation or warranty (express or implied) is given as to the accuracy or completeness of the information contained in this publication, and, to the extent permitted by law, neither Outsmart nor any of the contributors/ subcontractors accept or assume any liability, responsibility or duty of care for any consequences of you or anyone else acting, or refraining to act, in reliance on the information contained in this publication this publication or for any decision based on it.

