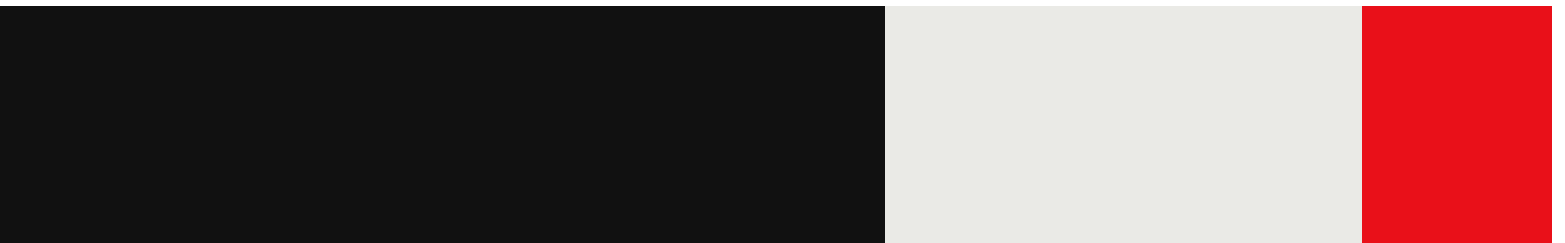


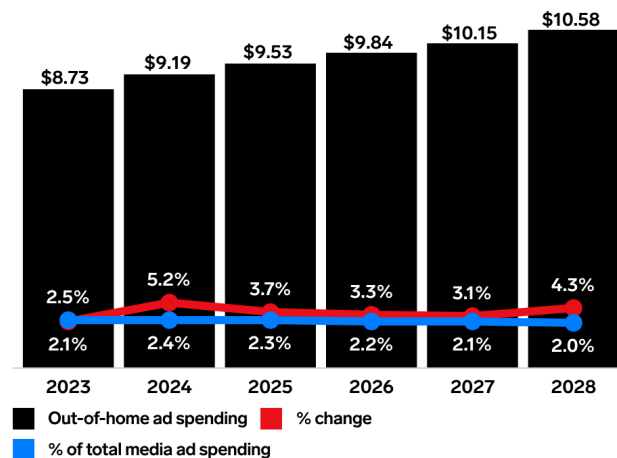
# OOH's share of total media ad spend continues gradual decline

Article



## Out-Of-Home Ad Spending's Share of US Ad Spending Will Continue Its Gentle Decrease

billions in US out-of-home ad spending, % change, and % of total media ad spending, 2023-2028



Note: includes both traditional and digital out-of-home advertising; includes alternative, billboards, cinema, street furniture, and transit  
Source: EMARKETER Forecast, March 2024

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**Key stat:** Out-of-home (OOH) ad spend in the US will cross \$10 billion for the first time in 2027, per our March 2024 forecast.

### Beyond the chart:

- Nearly one-third (roughly 27%) of OOH advertising in 2023 was for local services and amusements, according to the Out of Home Advertising Association of America (OAAA).
- Digital OOH (DOOH) advertising gets results. After seeing a DOOH ad, over three-quarters (76%) of consumers surveyed took action: 38% watched a video, 36% visited a restaurant, 30% had a word-of-mouth conversation, and 29% visited a store, according to research from the OAAA and The Harris Poll.
- Advertisers see OOH as slightly more effective for building brand than sales. Seven percent of advertisers say DOOH is the most effective medium for brand marketing, compared with only 1% for performance marketing, per Proximity.

### Use this chart:

- Advocate for incorporating traditional and DOOH into your media mix.
- Identify trends in ad spending.

- Explore innovative ways to integrate OOH with digital campaigns.

**More like this:**

- [Why OOH campaigns should think beyond the billboard](#)
- [Extending OOH campaign reach through social media traffic](#)
- [DOOH ads drive action from 76% of people who view them](#)
- [Out-of-Home Forecast and Trends 2024 \(EMARKETER subscription required\)](#)

*Note: EMARKETER benchmarks its US out-of-home ad spending projections against Outdoor Advertising Association of America (OAAA) data, for which the last full year measured was 2017.*

*Methodology: Estimates are based on the analysis of various elements related to the ad spending market, including macro-level economic conditions, historical trends of the advertising market, historical trends of each medium in relation to other media, reported revenues from major ad publishers, estimates from other research firms, data from benchmark sources, consumer media consumption trends, consumer device usage trends, and EMARKETER interviews with executives at ad agencies, brands, media publishers, and other industry leaders.*