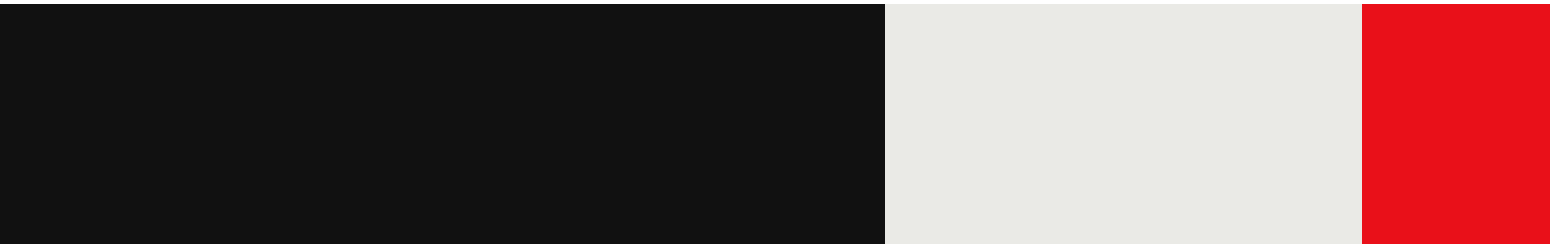


Total OOH ad spending in the US will surpass \$10 billion for the first time in 2027, on moderate growth

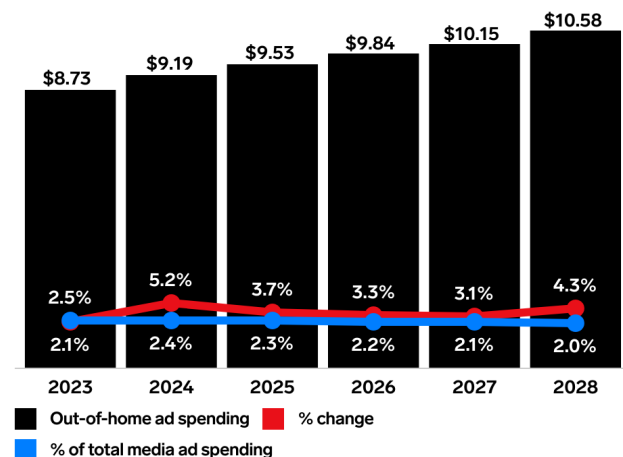
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- **OOH ad spending has recovered from the pandemic and will continue to grow steadily.** OOH ad spending hit a new high in 2023 for the first time since the pandemic. The channel doesn't have the flashy double-digit growth rates of many digital media formats, but it will continue to grow at steady annual rates of between 3% and 5% through 2028, the end of our forecast period. TV, in contrast, will grow a mere 0.7% YoY this year thanks to an election-year boost, before dropping 13.3% in 2025.
- **OOH ad spending's share of overall media ad spending is slipping.** Moderate growth won't be enough for OOH to maintain its relatively small share of the total US ad market, which will drop from 2.4% this year to 2.0% in 2028. One in 40 US ad spending dollars went to OOH in 2023, but that ratio will be 1 in 50 ad dollars in 2028, mainly due to the very rapid increase in ad spending going to connected TV (CTV) and other digital formats.

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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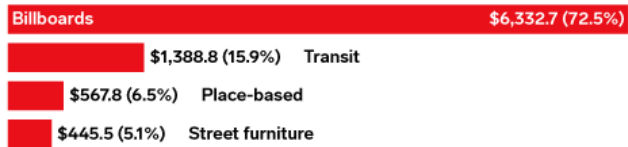


- **Advertising for local services and entertainment accounts for almost one-third of all OOH spend.** Local services and amusements accounted for roughly 27% of total OOH ad spending in 2023, per [Out of Home Advertising Association of America \(OAAA\)](#). That figure rose to 30.0% in Q1 2024. The figure for all local advertising, including retail and political advertising, would be even higher.

- **Billboards remain the dominant format.** OAAA reported that 72.5% of US OOH ad spend in 2023 went to billboards. Transit ranked second, but it has grown quickly in the past few quarters. It increased by 18.8% YoY in Q1 2024, as ridership finally recovered from pandemic slumps.

US Out-of-Home Ad Spending, by Format, 2023

millions and % of total



Note: 2023 total spending=\$8.73 billion

Source: Out of Home Advertising Association of America (OAAA), March 18, 2024

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- **OOH remains mostly a brand advertising format.** According to a November 2023 survey of US advertising decision-makers by Proximity, 7% of advertisers said DOOH was the most effective ad medium for brand marketing. In contrast, only 1% of advertisers said DOOH was the most effective channel for performance marketing goals. That said, lower-funnel OOH ads are becoming more common.

Read the full report, [Out-of-Home Forecast and Trends 2024](#).

Report by Yoram Wurmser Jun 24, 2024

Out-of-Home Forecast and Trends 2024



