

See which US outdoor ad formats took the biggest hits in 2020

Article

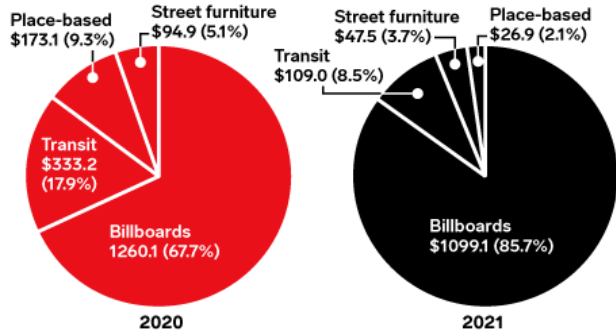
For more insights and key statistics on the biggest trends in today's most disruptive industries, [subscribe to our Chart of the Day newsletter](#).

US spending decreased significantly across out-of-home (OOH) ad formats from Q1 2020 to Q1 2021, but not all categories were affected equally. For billboards, outlays fell from **\$1.26 billion** to **\$1.10 billion**, but the format's share of total OOH ad spending grew from **67.7%** to

85.7%. Transit, place-based, and street furniture advertising all saw the steeper percentage drops, shrinking their shares of the outdoor ad revenue pie.

US Out-of-Home (OOH) Ad Spending, by Format, Q1 2020 & Q1 2021

millions and % of total



Note: digital OOH represents 30% of total OOH

Source: Outdoor Advertising Association of America (OAAA), July 28, 2021

268198

eMarketer | InsiderIntelligence.com

More like this:

- Report: [US Out-of-Home Ad Spending 2021](#)
- Article: [Malls, physical retail bounce back from pandemic shutdowns](#)
- Article: [The top 20 US out-of-home advertisers in 2020](#)