

# Billboards top out-of-home ad spend but are losing share

Article

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Nearly **\$2 billion** in US out-of-home (OOH) ad spend went to billboards in Q2, accounting for **about three-fourths** of OOH. That said, billboards' share decreased by **9 percentage points** with that money going to transit as commuters return to buses and trains.

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## US Out-of-Home Ad Spending, by Format, Q2 2022

millions and % of total

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Billboards	\$1,929.9 (73.5%)
Transit	\$383.4 (14.6%)
Place-based	\$168.0 (6.4%)
Street furniture	\$144.4 (5.5%)

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Note: Q2 2022 total spending=\$2.63B; includes alternative, billboards, cinema, digital platforms, street furniture, and transit  
Source: Out of Home Advertising Association of America (OAAA) conducted by Kantar Media as cited in press release, Aug 18, 2022

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**Beyond the chart:** OOH spend still hasn't returned to the **\$8.65 billion** of 2019, before the pandemic kept consumers in their homes. This year spend will be **\$793 billion**, and it will take until 2026 to rise above what it was before the pandemic.

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