

2023 Facts and Figures

2023 OOH Ad Spend Hits Record \$8.73 Billion

OOH Growth in 2023:

+2.1%

Among the 2023 fastest growing ad channels, OOH outperformed digital display, magazine, newspaper, radio, and TV

OOH Category Format Growth

+7%



Transit

+2%



Billboards

+2%

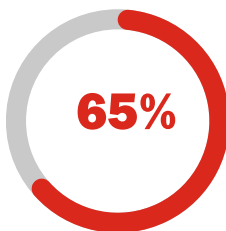


Place-Based

Top Ten Product Categories

- 1 Legal Services
- 2 Hospitals Clinics & Medical Centers
- 3 Domestic Hotels & Resorts
- 4 Consumer Banking
- 5 Quick Serve Restaurants
- 6 Colleges & Universities
- 7 Local Government
- 8 Chain Food Stores & Supermarkets
- 9 Television & Cable TV
- 10 Religious, Charitable & Humanitarian Organizations

TOP TEN ADVERTISERS



Increased their OOH spend over 2022



More than doubled their spend



Were technology or DTC brands

OAAA members can access the complete 2023 OOH Facts & Figures report [here](#).