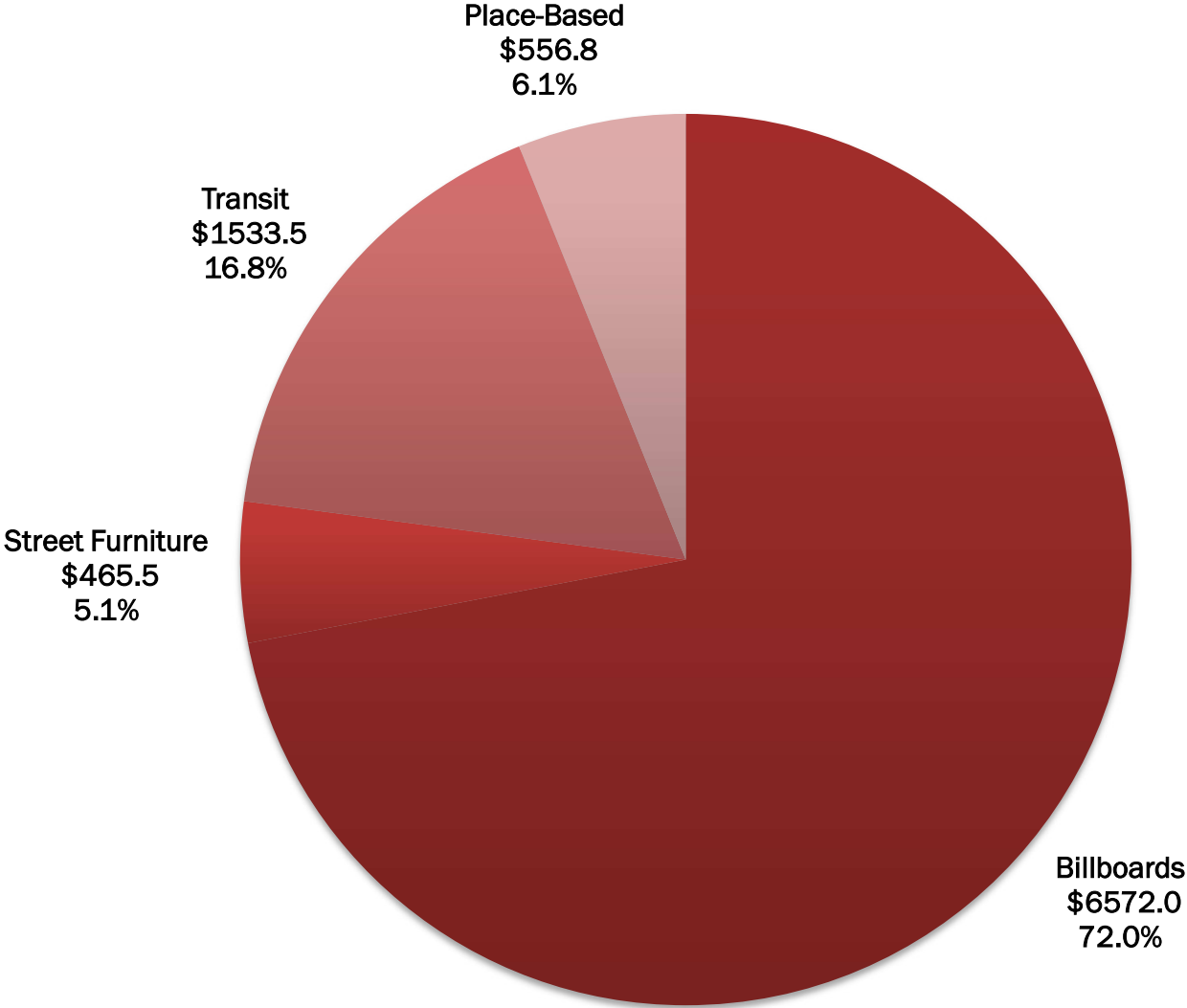


# 2024 YE

## Total OOH Revenue \$9.13 Billion



Digital OOH represents 34% of total OOH, format figures in millions.  
Source: OAAA