

# 2024 00H Ad Spend Surpasses the \$9 Billion Mark

## 2024 00H Facts & Figures

### 00H was among the fastest growing ad channels

Outperformed magazine, newspaper, radio, and TV

# +4.5%

overall industry growth

### 00H category format growth



Transit

## +10.6%



Street Furniture

## +5%



Billboard

## +3.6%

## +7.5%

 DOOH growth

## 34%

 of Total 00H is DOOH

## 24%

 of DOOH is Programmatic

### Top 10 00H Advertisers



### Top Ten Product Categories



### Top 100 00H Advertisers

# 60%

increased their 00H spend over 2023

# 26%

Technology or DTC brands

### 00H Political Spend

Highest 00H Volume for Presidential Election Year



All-time record 00H spend for US House + Senate races, Presidential campaigns, and PACs