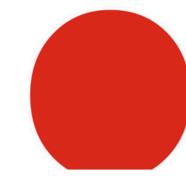
2024 00H Ad Spend Surpasses the \$9 Billion Mark

2024 00H Facts & Figures



OOH was among the fastest growing ad channels

Outperformed magazine, newspaper, radio, and TV

+4.5%

overall industry growth

OOH category format growth







HallSit

+10.6%

+5%

+3.6%

+7.5% DOOH growth

34% of Total OOH is DOOH

24% of DOOH is Programmatic

Top 10 00H Advertisers



Top 100 00H Advertisers

60%

increased their OOH spend over 2023

26%

Technology or DTC brands

Top Ten Product Categories



OOH Political Spend

Highest OOH Volume for Presidential Election Year



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

