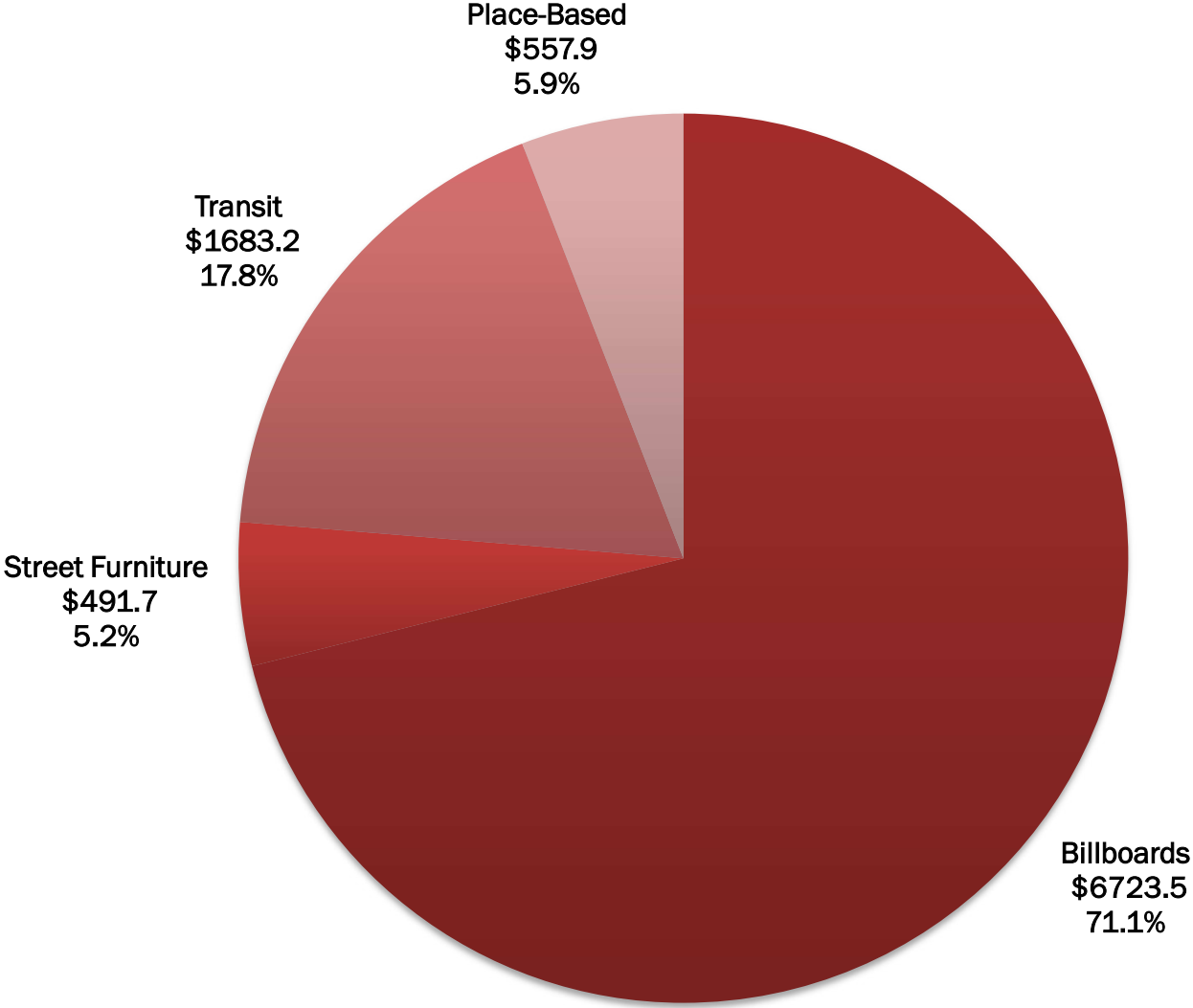


# 2025 YE

## Total OOH Revenue \$9.46 Billion



Digital OOH represents 36% of total OOH, format figures in millions.  
Source: OAAA