

2025 00H Ad Spend Reaches Record \$9.46 Billion

2025 00H Facts & Figures

OOH was among the fastest growing ad channels

Outperformed magazine, newspaper, radio, and TV

+3.6%

overall industry growth

19th

consecutive quarter of OOH growth

OOH category format growth



Transit

+9.8%



Street Furniture

+5.6%



Billboards

+2.3%



Place-Based

+0.2%

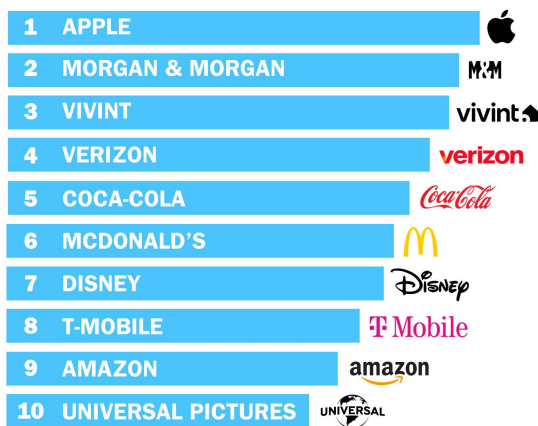
Digital OOH increased 10.5%

DOOH

36.3%

of Total OOH

Top 10 OOH Advertisers



Top Ten Product Categories



Top 100 OOH Advertisers

70%

increased their OOH spend over 2024

28%

were technology or DTC brands

16%

more than doubled their spend

Legal Services: Highest Volume OOH Product Category for Third Straight Year



21%

2025 growth

Morgan & Morgan top spending OOH legal services brand and number two in overall OOH brand investment.