OOH Revenue by Format 1970 - 2025

Year	Billboard ($000)	Street Furniture ($000)	Transit ($000)	Place-Based ($000)	Total OOH ($000)	Growth %
'70	205,000.0	55,000.0			260,000.0	
'71	233,000.0	66,000.0			299,000.0	15.0%
'72	268,000.0	81,000.0			349,000.0	16.7%
'73	289,000.0	92,000.0			381,000.0	9.2%
'74	303,000.0	101,000.0			404,000.0	6.0%
'75	333,000.0	117,000.0			450,000.0	11.4%
'76	389,000.0	144,000.0			533,000.0	18.4%
'77	438,000.0	171,000.0			609,000.0	14.3%
'78	499,000.0	205,000.0			704,000.0	15.6%
'79	591,000.0	254,000.0			845,000.0	20.0%
'80	690,000.0	310,000.0			1,000,000.0	18.3%
'81	754,000.0	355,000.0			1,109,000.0	10.9%
'82	807,000.0	398,000.0			1,205,000.0	8.7%
'83	897,000.0	463,000.0			1,360,000.0	12.9%
'84	963,000.0	520,000.0			1,483,000.0	9.0%
'85	1,024,000.0	576,000.0			1,600,000.0	7.9%
'86	1,124,000.0	661,000.0			1,785,000.0	11.6%
'87	1,241,000.0	761,000.0			2,002,000.0	12.2%
'88	1,373,000.0	878,000.0			2,251,000.0	12.4%
'89	1,488,000.0	972,000.0			2,460,000.0	9.3%
'90	1,560,000.0	1,040,000.0			2,600,000.0	5.7%
'91	1,636,800.0	1,091,200.0			2,728,000.0	4.9%
'92	1,582,800.0	1,055,200.0			2,638,000.0	-3.3%
'93	1,720,200.0	1,146,800.0			2,867,000.0	8.7%
'94	1,895,400.0	1,263,600.0			3,159,000.0	10.2%
'95	2,100,000.0	1,400,000.0			3,500,000.0	10.8%
'96	2,256,000.0	1,504,000.0			3,760,000.0	7.4%
'97	2,428,200.0	404,700.0	485,640.0	728,460.0	4,047,000.0	7.6%
'98	2,647,800.0	661,950.0	573,690.0	529,560.0	4,413,000.0	9.0%
'99	2,899,200.0	775,234.0	867,646.0	289,920.0	4,832,000.0	9.5%
'00	3,141,000.0	839,890.0	940,010.0	314,100.0	5,235,000.0	8.3%
'01	3,115,872.0	833,171.2	932,489.6	311,587.2	5,193,120.0	-0.8%
'02	3,139,261.3	784,815.3	994,099.4	313,926.1	5,232,102.2	0.8%
'03	3,412,586.3	825,625.7	1,045,792.6	220,166.9	5,504,171.5	5.2%
'04	3,617,341.5	816,819.0	1,108,540.1	291,721.1	5,834,421.7	6.0%
'05	4,032,774.2	441,084.7	756,145.2	1,071,205.6	6,301,209.6	8.0%
'06	4,355,396.1	476,371.4	816,636.7	1,156,902.1	6,805,306.3	8.0%
'07	4,806,590.5	509,790.0	801,098.4	1,165,234.1	7,282,713.0	7.0%
'08	4,614,327.5	489,398.4	769,054.6	1,118,624.8	6,991,405.3	-4.0%
'09	3,835,485.0	354,044.8	1,003,126.8	708,089.5	5,900,746.1	-15.6%
'10	3,992,739.9	368,560.6	982,828.3	798,548.0	6,142,676.7	4.1%
'11	4,146,061.0	415,244.9	1,073,248.5	747,440.9	6,388,383.7	4.0%
'12	4,271,816.1	425,850.8	1,144,474.1	811,778.1	6,653,919.1	4.2%
'13	4,461,240.0	426,341.2	1,187,795.0	856,554.2	6,931,930.4	4.2%
'14	4,603,539.5	336,331.7	1,212,195.3	854,842.9	7,006,909.4	1.1%
'15	4,754,553.8	388,209.7	1,307,046.8	879,416.9	7,329,227.2	4.6%
'16	4,941,907.4	408,047.4	1,314,819.4	891,659.1	7,556,433.3	3.1%
'17	4,975,205.2	424,419.5	1,381,081.4	869,115.7	7,649,821.0	1.2%
'18	5,187,228.1	473,923.2	1,405,882.7	928,063.8	7,995,097.9	4.5%
'19	5,457,933.5	521,840.0	1,591,184.4	983,796.8	8,554,754.7	7.0%
'20	4,707,253.8	267,250.5	777,456.1	321,915.4	6,073,875.9	-29.1%
'21	5,505,268.2	382,605.5	864,405.1	333,008.5	7,085,287.3	16.7%
'22	6,219,544.7	487,639.6	1,291,817.4	556,080.3	8,555,082.1	20.7%
'23	6,332,685.7	445,471.7	1,388,823.5	567,758.0	8,734,738.9	2.1%
'24	6,572,017.5	465,517.9	1,533,470.8	556,795.9	9,127,802.1	4.5%
'25	6,723,502.5	491,733.0	1,683,239.7	557,927.8	9,456,403.0	3.6%

Source: OAAA, Miller Kaplan