

Report by Statista for

La **Aep**  
Fede **e**

**INDUSTRIES & MARKETS**

# Out-of-home advertising

This document was brought to you in collaboration with Statista, the official research partner of Asociación de Empresas de La Comunicación (La FEDE)

**statista** 

# Table of Contents

## 01 Global overview

Global advertising spending 2000-2024	
Global ad spend distribution 2022, by medium	
Growth of global advertising revenue 2020-2027, by medium	
Global OOH ad expenditure 2000-2024	
Planned increase in DOOH ad spend worldwide 2022, by category	

## 02 Regional spendings

Out-of-home advertising spending in North America 2000-2024	
Latin America: outdoor ad spend 2010-2024	
Outdoor advertisement expenditure in MENA 2010-2024	
Outdoor ad spending APAC 2012-2024	
Outdoor advertising spending in Western Europe 2000-2024	
Outdoor ad spending in Central and Eastern Europe 2000-2024	

## 03 U.S. market overview

Growth of media ad revenues in the U.S. 2021-2023, by medium	
Out-of-home (OOH) advertising revenue in the U.S. 2007-2022	
Out-of-home (OOH) advertising spending in the U.S. Q2 2022, by format	
Change in outdoor advertising revenue in the U.S. 2014-2027	
Number of outdoor displays in the U.S. 2022, by type	

	Number of billboards in the U.S. 2016-2022	22
04	Fastest-growing out-of-home (OOH) advertising spending categories in the U.S. Q3 2022	23
05		
06	<b>04 U.S. digital market overview</b>	
07	Media developing the most innovative opportunities for advertisers in the U.S. 2022	25
08	Digital out-of-home (DOOH) ad spend in the U.S. 2019-2026	26
	Change in digital out-of-home (DOOH) advertising spending in the U.S. 2019-2026	27
	DOOH ad spending's share in total OOH ad spend in the U.S. 2019-2026	28
10	Number of digital billboards in the U.S. 2016-2022	29
11		
12	<b>05 Companies</b>	
13	Leading out-of-home (OOH) advertising companies worldwide in 2022, by revenue	31
14	JCDecaux's revenue 2011-2022	32
15	Digital out-of-home (DOOH) revenue as a share of JCDecaux SE's revenue 2012-2022	33
	Clear Channel Outdoor Holdings, Inc.'s revenue 2014-2022	34
	Revenue share of Clear Channel Outdoor's selected regional segments 2022, by source	35
17	Lamar Advertising Company's net revenue in the U.S. and Canada 2011-2022	36
18	Lamar Advertising's revenue in the U.S. and Canada 2021-2022, by display ad type	37
19	Outfront Media's revenue 2011-2022	38
20	Outfront Media Inc.'s DOOH revenue in the U.S. and Canada 2017-2022, type of display	39
21	Ströer SE & Co. KGaA's revenue 2006-2022	40

# Table of Contents

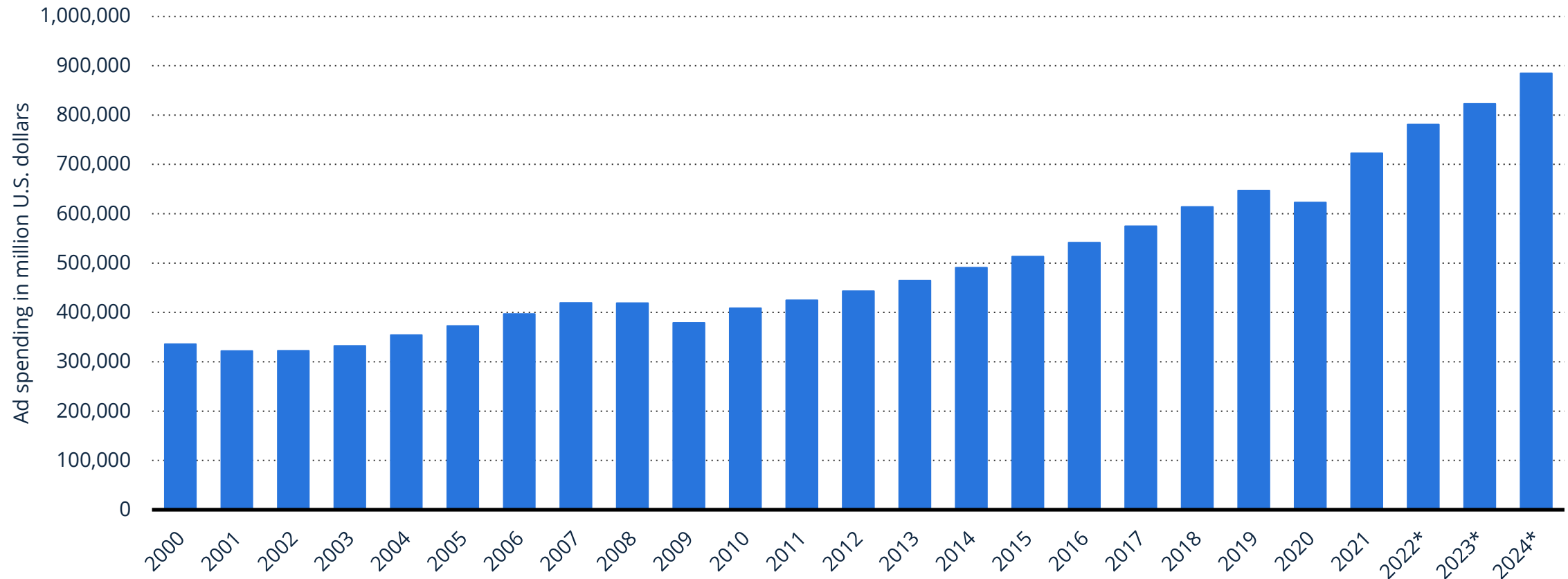
Ströer SE & Co. KGaA's revenue 2022, by product group	<u>41</u>
<b>06 Global outlook</b>	
Global OOH and DOOH advertising spending 2014-2027	<u>43</u>
Change in OOH advertising spending worldwide 2014-2027	<u>44</u>
Out-of-home (OOH) ad revenue's share in total advertising revenue worldwide 2014-2027	<u>45</u>
Forecast distribution of out-of-home (OOH) media revenue worldwide 2026, by channel	<u>46</u>
Digital out-of-home (DOOH) advertising revenue worldwide 2014-2027	<u>47</u>

CHAPTER 01

# Global overview

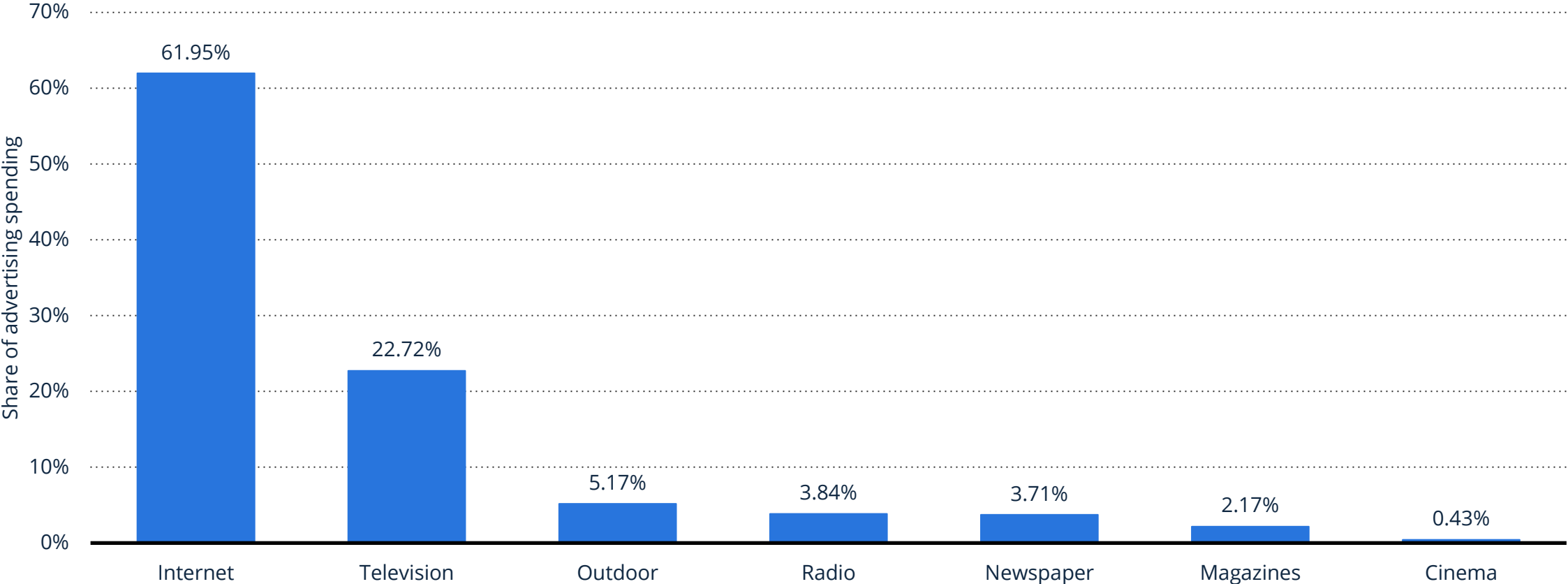
# Advertising spending worldwide from 2000 to 2024 (in million U.S. dollars)

Global advertising spending 2000-2024



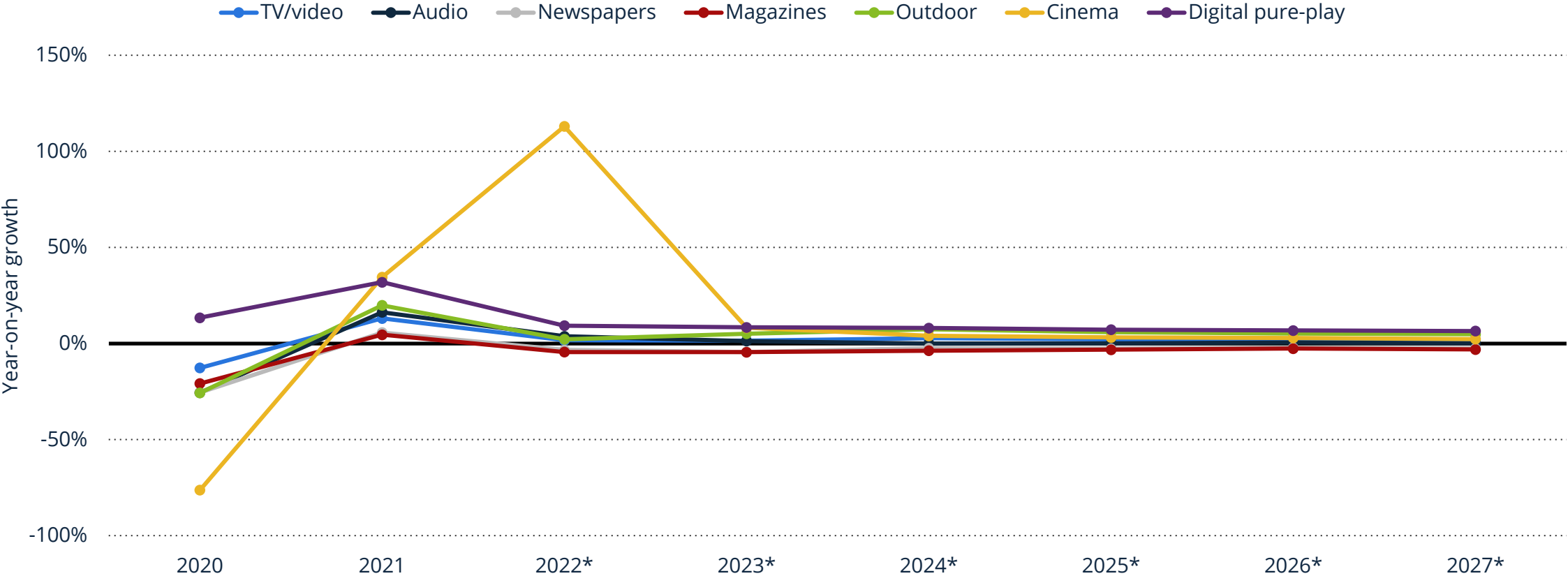
# Distribution of advertising spending worldwide in 2022, by medium

Global ad spend distribution 2022, by medium



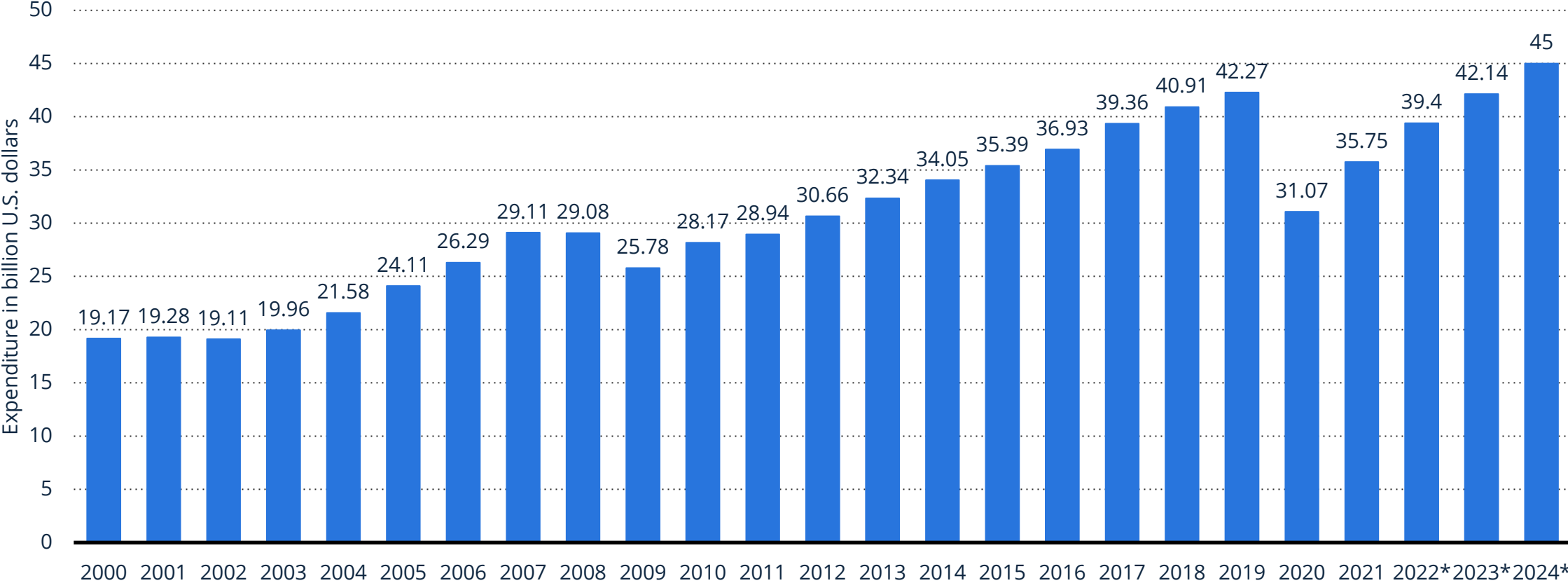
# Growth of advertising media owners revenue worldwide from 2020 to 2027, by medium

Growth of global advertising revenue 2020-2027, by medium



# Outdoor advertising expenditure worldwide from 2000 to 2024 (in billion U.S. dollars)

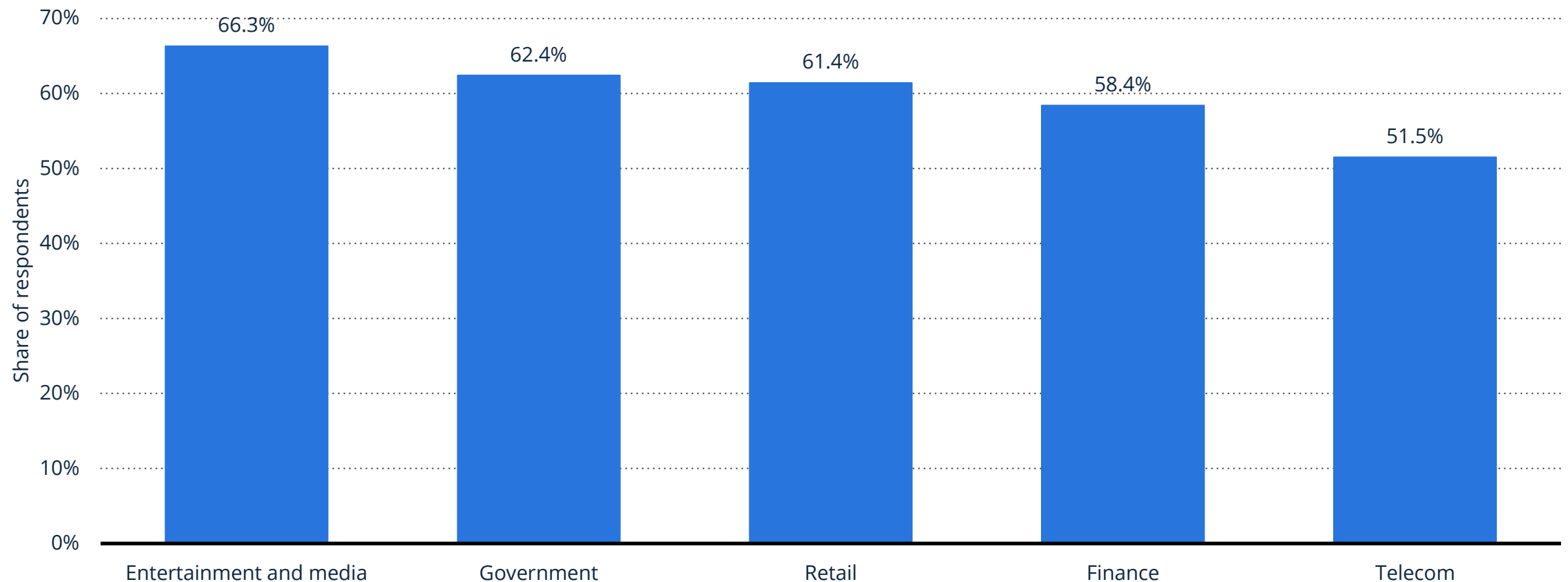
Global OOH ad expenditure 2000-2024



**Description:** Out-of-home advertising spending is projected reach over 39 billion U.S. dollars worldwide by the end of 2022. Nevertheless, this showed a rebound from the drop in the previous year caused by the outbreak of the coronavirus pandemic. However, this figure is forecast to continue increasing in the following years, with global expenditures projected to amount to 45 billion U.S. dollars by the end of 2024. [Read more](#)  
**Note(s):** Worldwide; 2000 to 2022; current prices; \* Forecast. [Read more](#)  
**Source(s):** Zenith

# Leading industries increasing digital out-of-home spending (DOOH) according to advertising professionals worldwide as of February 2022

Planned increase in DOOH ad spend worldwide 2022, by category

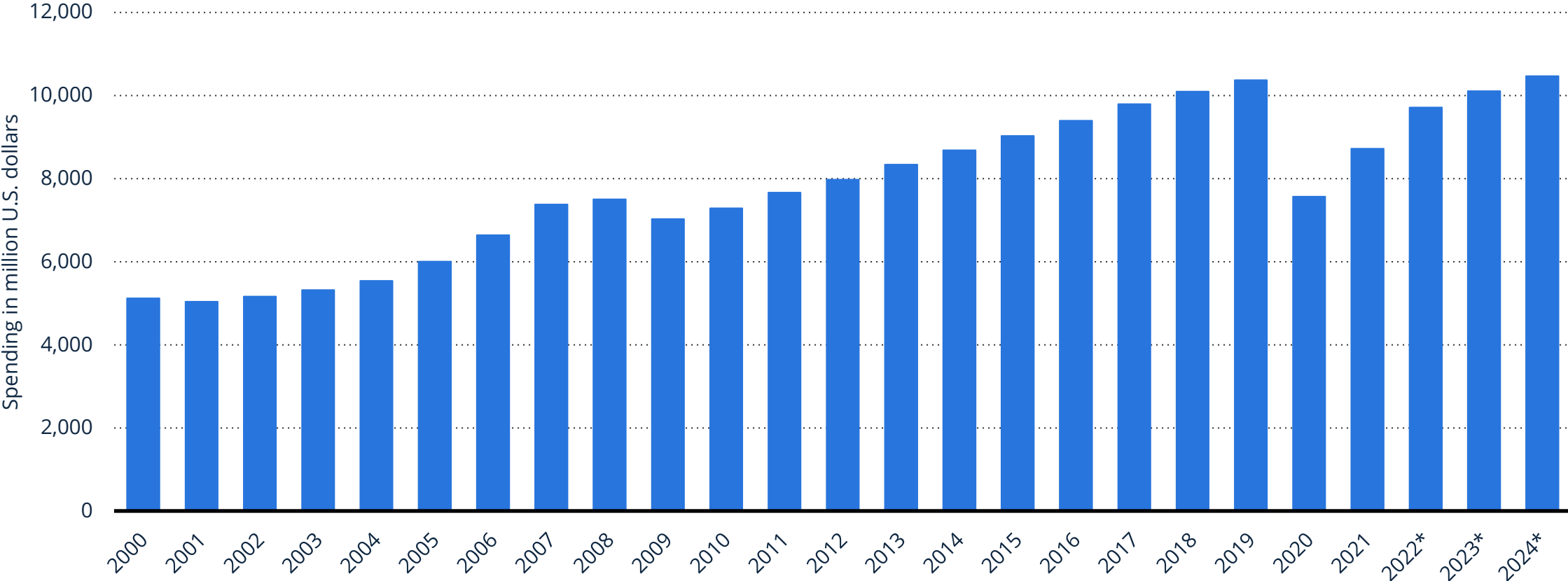


CHAPTER 02

# Regional spendings

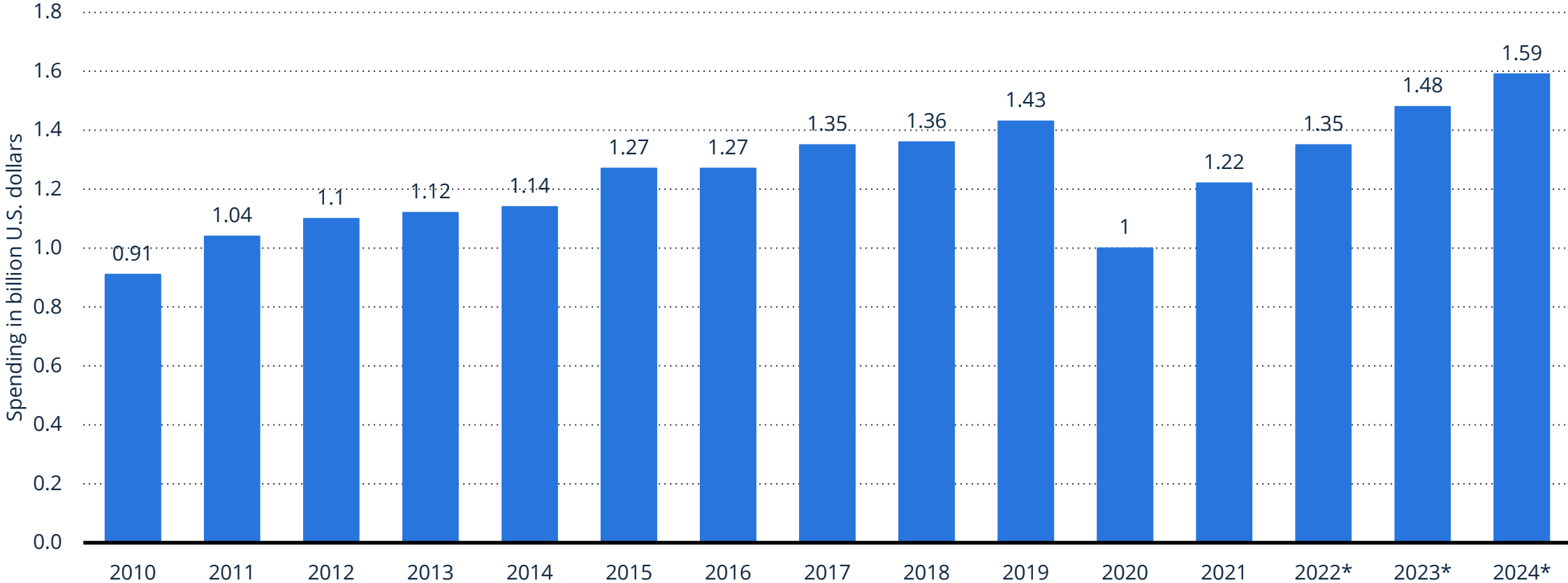
# Outdoor advertising spending in North America from 2000 to 2024 (in million U.S. dollars)

Out-of-home advertising spending in North America 2000-2024



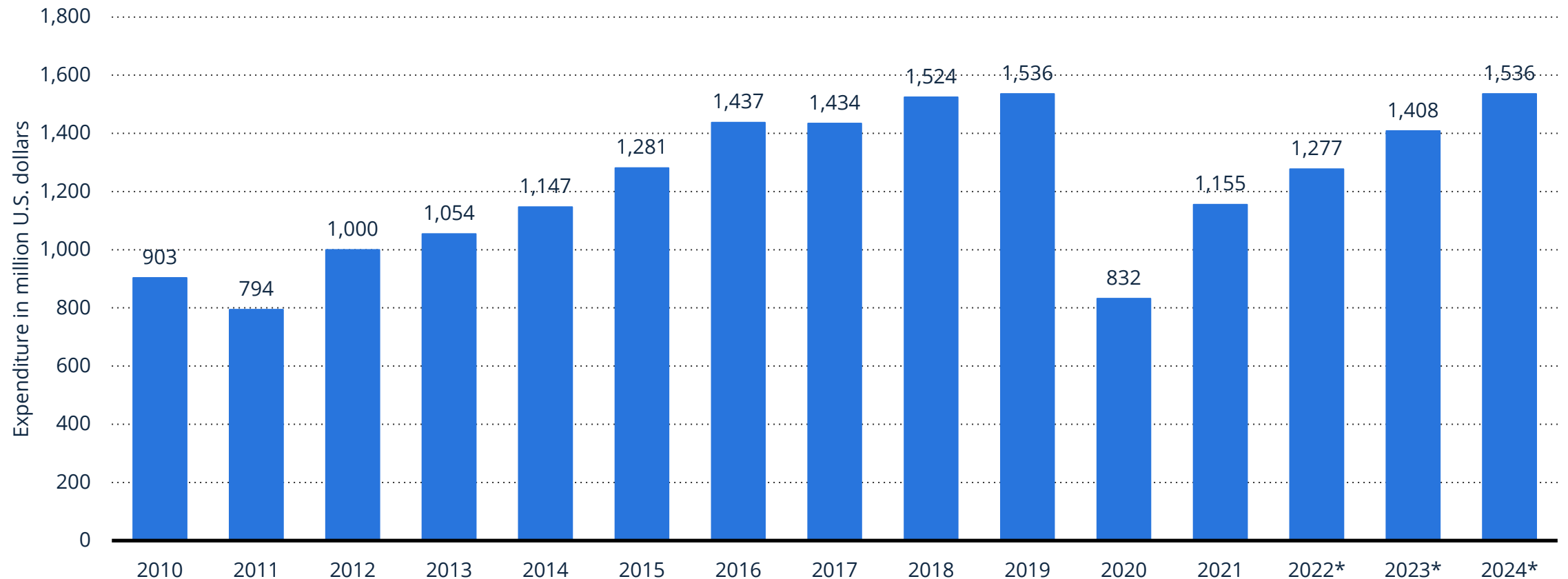
# Outdoor advertising spending in Latin America from 2010 to 2024 (in billion U.S. dollars)

Latin America: outdoor ad spend 2010-2024



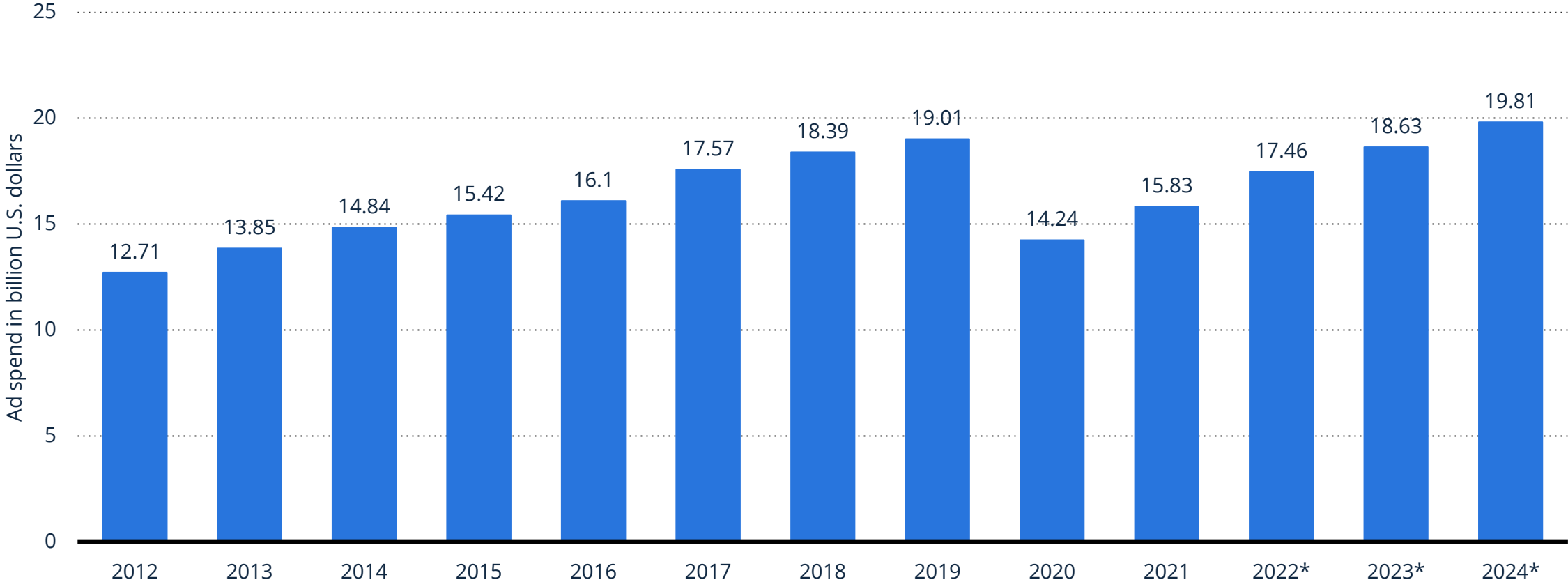
# Value of outdoor advertisement expenditure in the Middle East and North Africa from 2010 to 2024 (in million U.S. dollars)

Outdoor advertisement expenditure in MENA 2010-2024



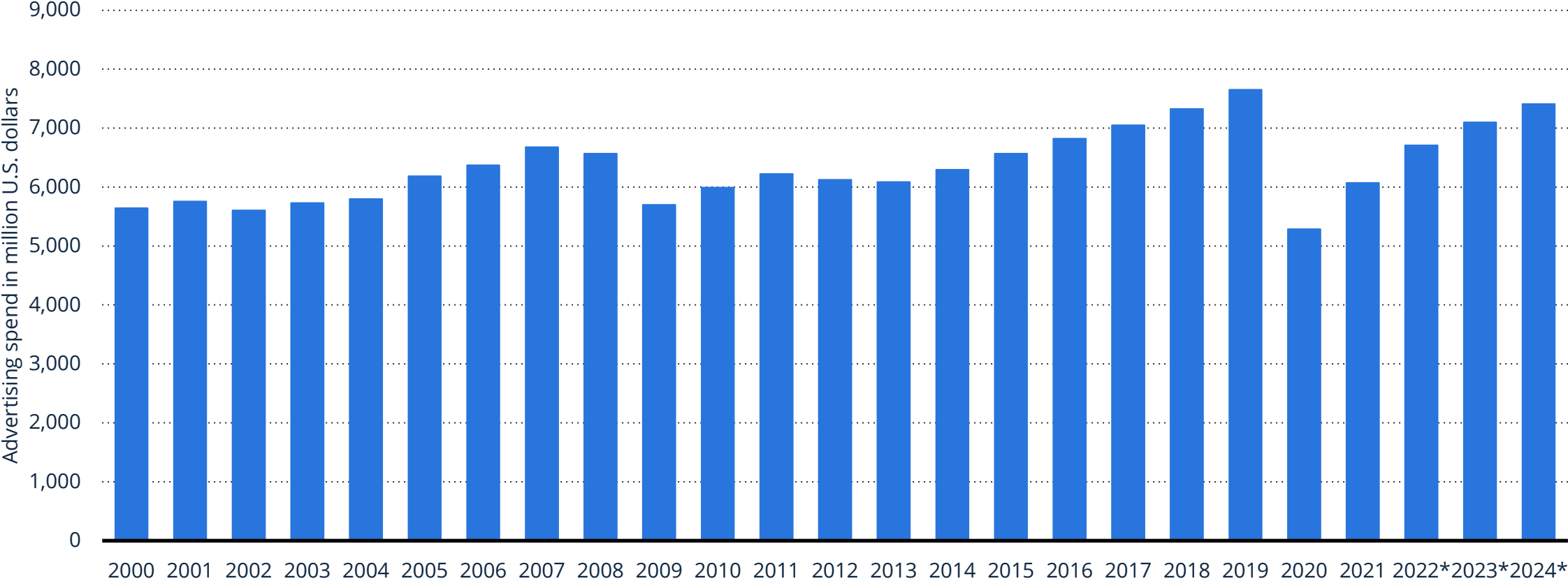
# Out-of-home (OOH) advertising expenditure in the Asia-Pacific region from 2012 to 2021 with forecasts to 2024 (in billion U.S. dollars)

Outdoor ad spending APAC 2012-2024



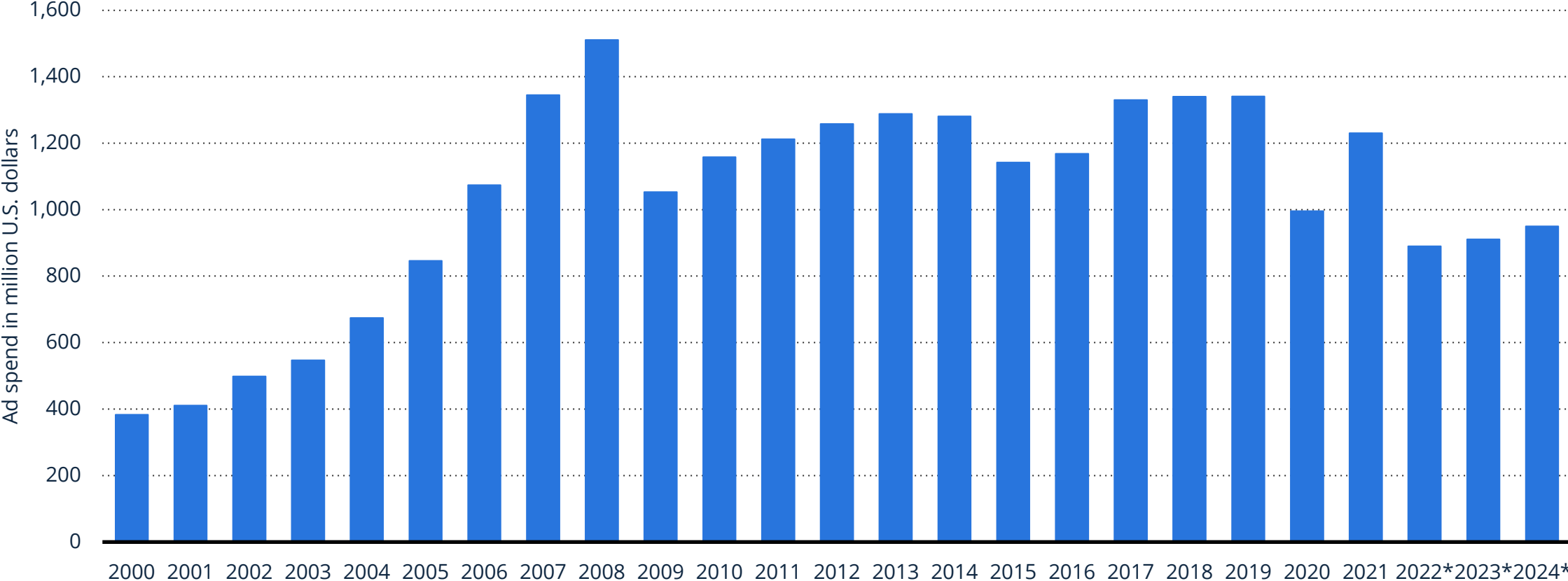
# Outdoor advertising expenditure in Western Europe from 2000 to 2024 (in million U.S. dollars)

Outdoor advertising spending in Western Europe 2000-2024



# Outdoor advertising expenditure in Central and Eastern Europe (CEE) from 2000 to 2024 (in million U.S. dollars)

Outdoor ad spending in Central and Eastern Europe 2000-2024



CHAPTER 03

# U.S. market overview

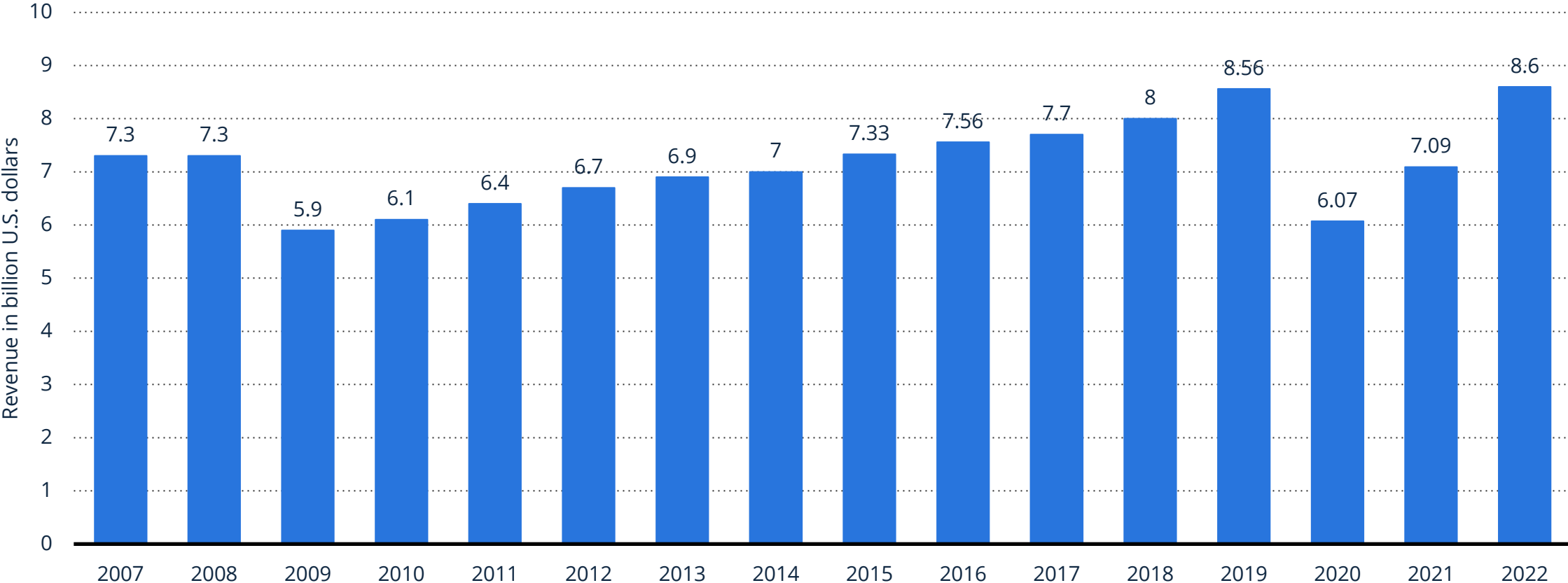
# Growth of media owners advertising revenue in the United States from 2021 to 2023, by medium

Growth of media ad revenues in the U.S. 2021-2023, by medium

Medium	2021	2022*	2023*
Search	42%	17.1%	12.6%
Social	36%	4.4%	6.4%
Video	12%	8.3%	-3.1%
Long form video (networks, BVOD)	6%	6.6%	-7.5%
National linear TV	8%	-3.3%	-5.8%
National AVOD, OTT/CTV (Disney +, etc.)	34%	22.1%	32.7%
Local TV	-5%	22.3%	-22.1%
Short form video (YouTube, Twitch, etc.)	48%	15.4%	13.2%
Audio (radio, streaming, podcasting)	24%	6.9%	0.8%
Publishing (news and magazine brands)	3%	-2.5%	-1.1%
OOH	17%	21.8%	7.7%
Cinema	19%	138.3%	34.9%
Direct mail	8%	7.8%	-6.8%

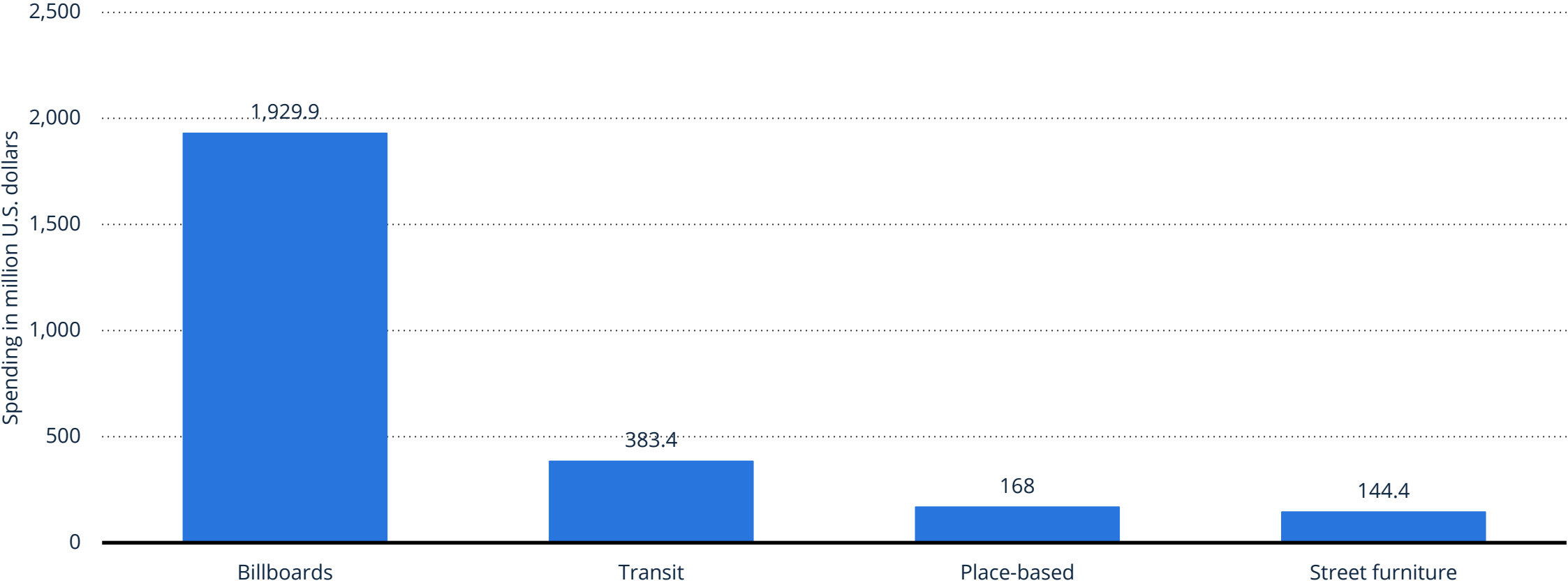
# Out-of-home (OOH) advertising revenue in the United States from 2007 to 2022 (in billion U.S. dollars)

Out-of-home (OOH) advertising revenue in the U.S. 2007-2022



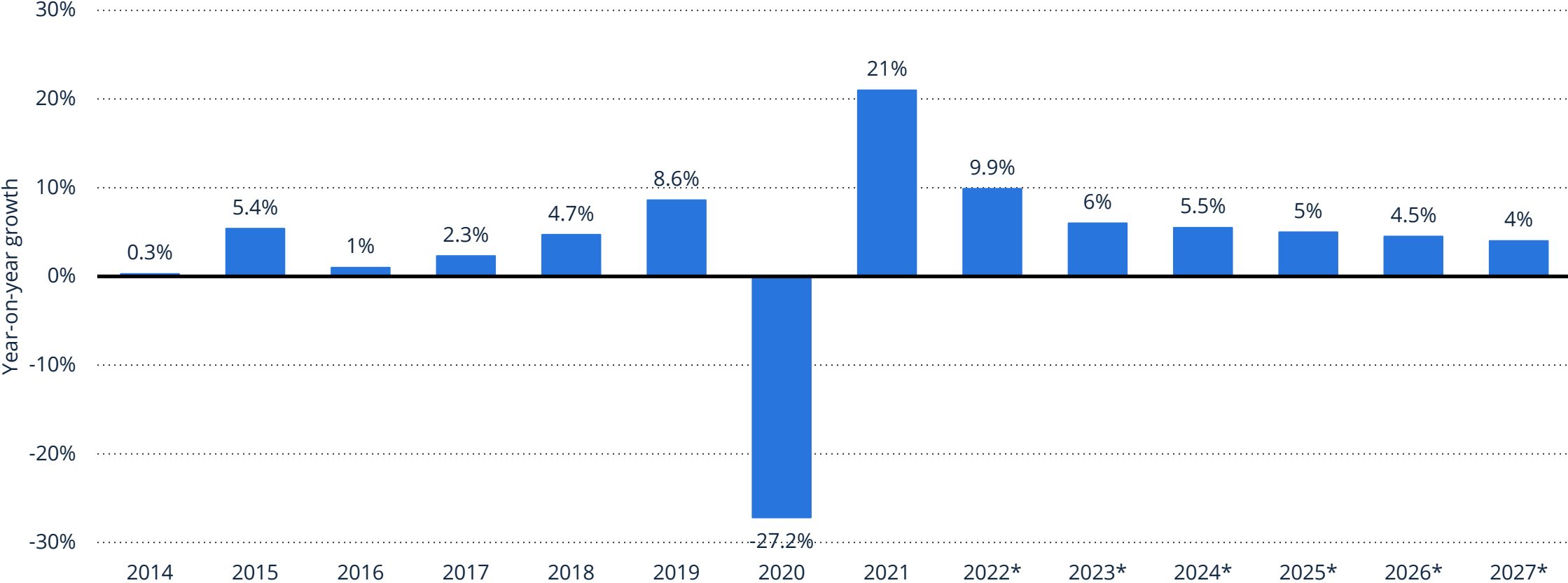
# Out-of-home (OOH) advertising spending in the United States in 2nd quarter 2022, by format (in million U.S. dollars)

Out-of-home (OOH) advertising spending in the U.S. Q2 2022, by format



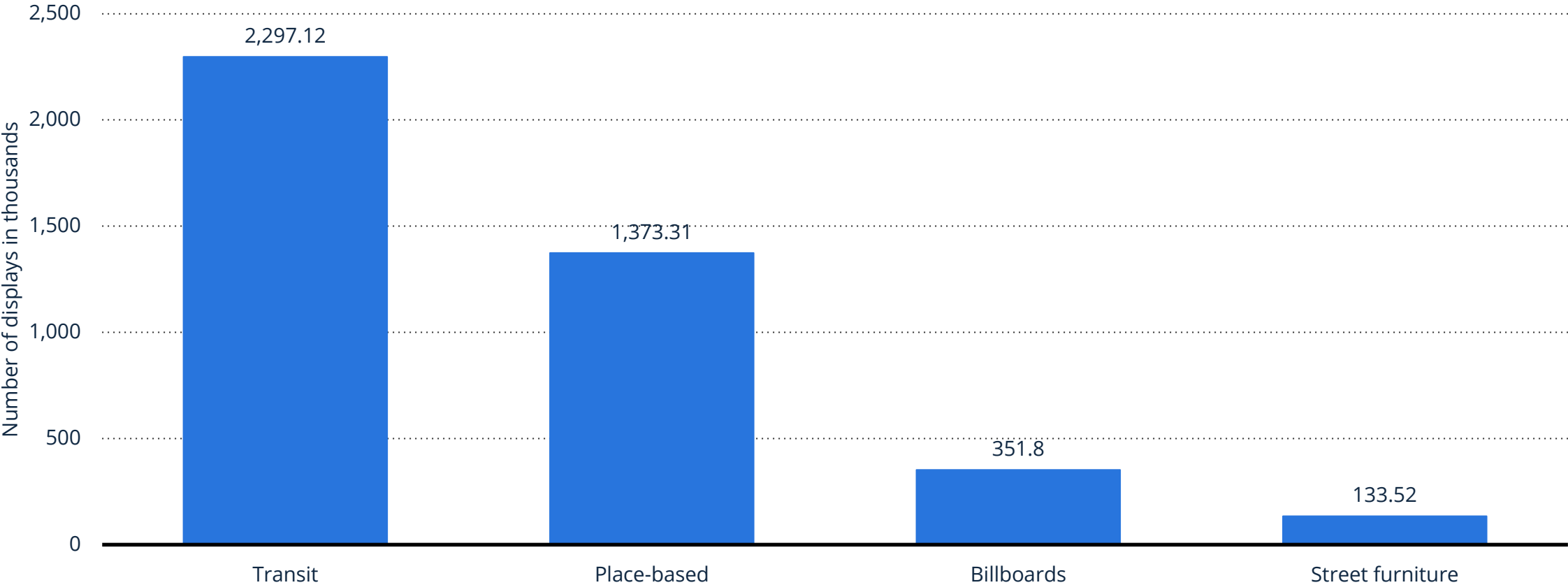
# Change in out-of-home (OOH) advertising revenue in the United States from 2014 to 2027

Change in outdoor advertising revenue in the U.S. 2014-2027



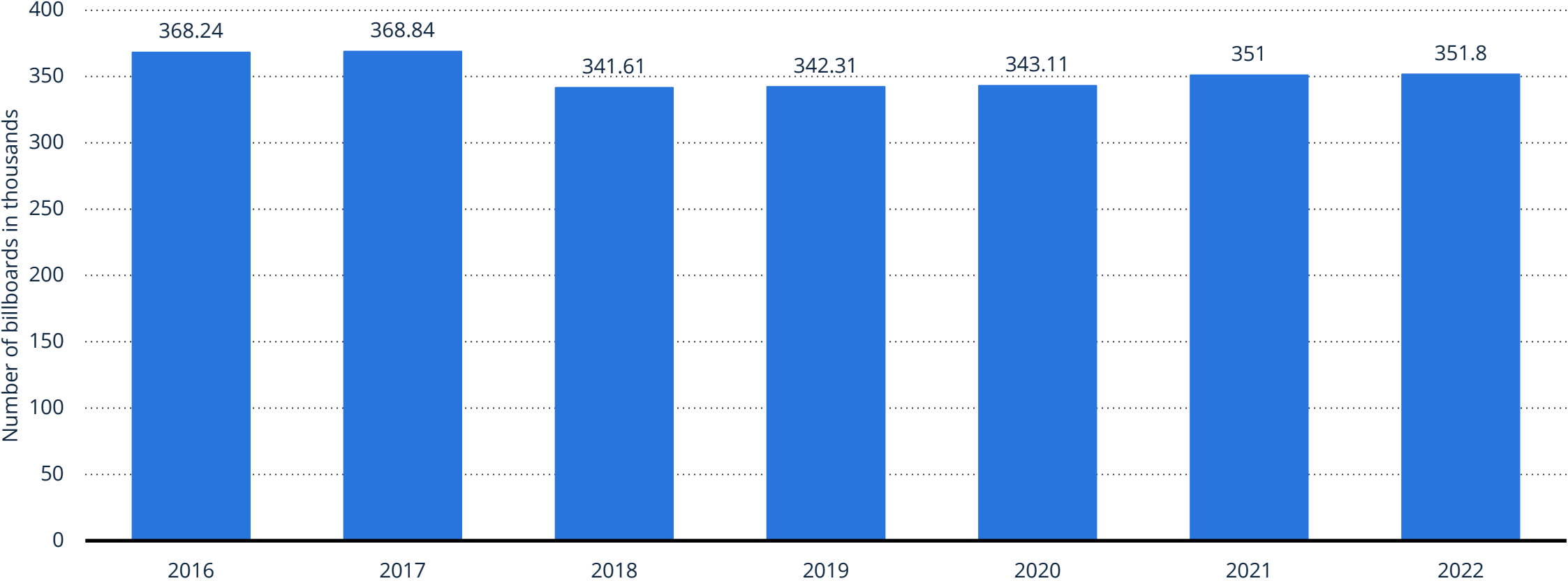
# Number of out-of-home (OOH) displays in the United States in 2022, by type (in 1,000s)

Number of outdoor displays in the U.S. 2022, by type



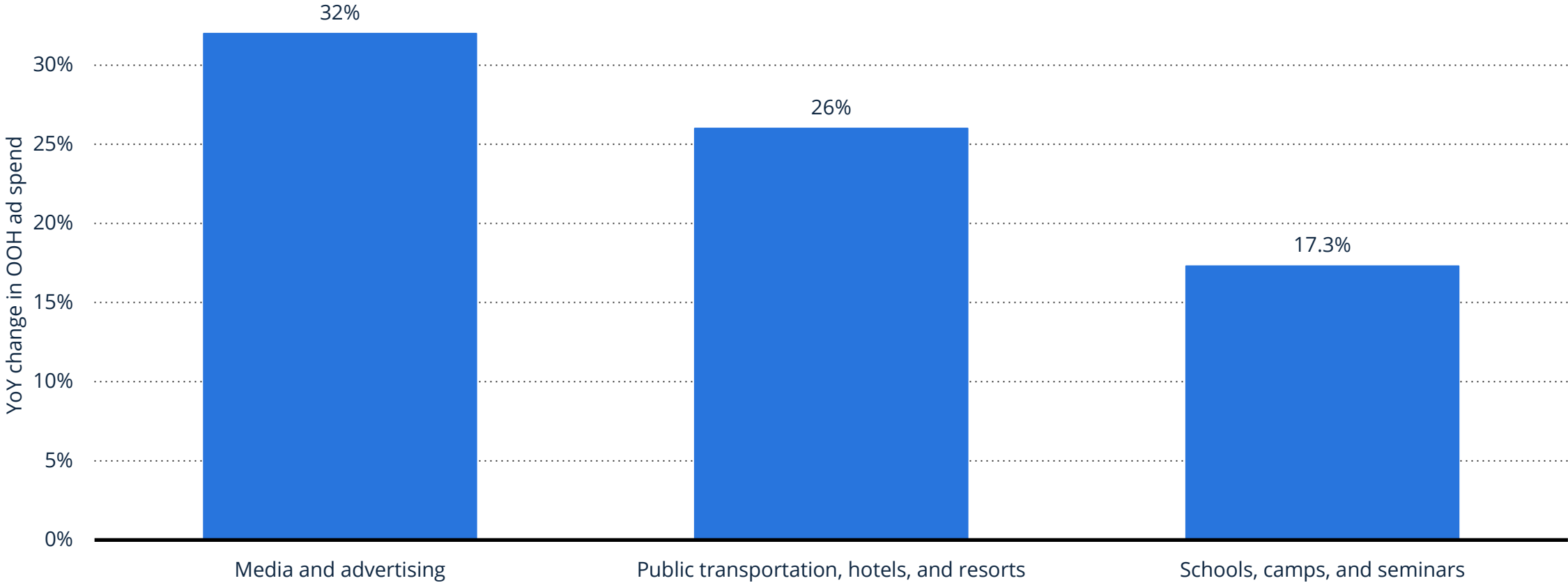
# Number of billboards in the United States from 2016 to 2022 (in 1,000s)

Number of billboards in the U.S. 2016-2022



# Fastest-growing out-of-home (OOH) advertising spending categories in the United States in 3rd quarter 2022

Fastest-growing out-of-home (OOH) advertising spending categories in the U.S. Q3 2022

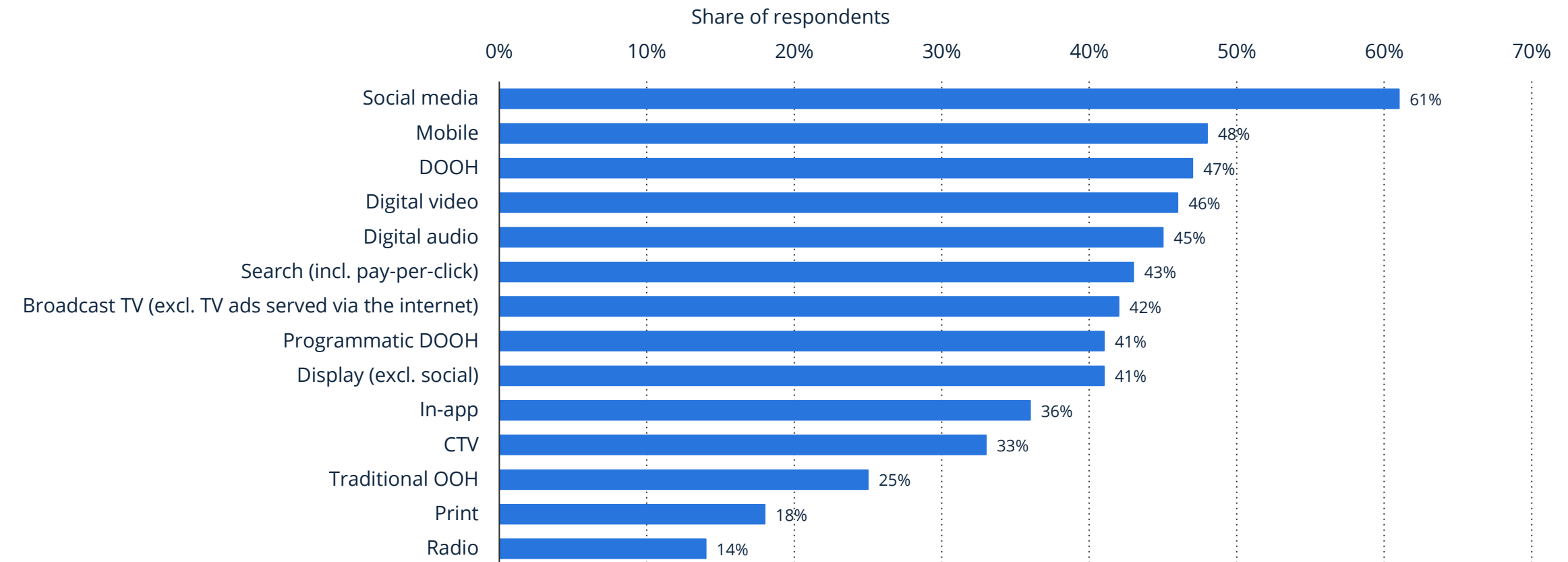


CHAPTER 04

# U.S. digital market overview

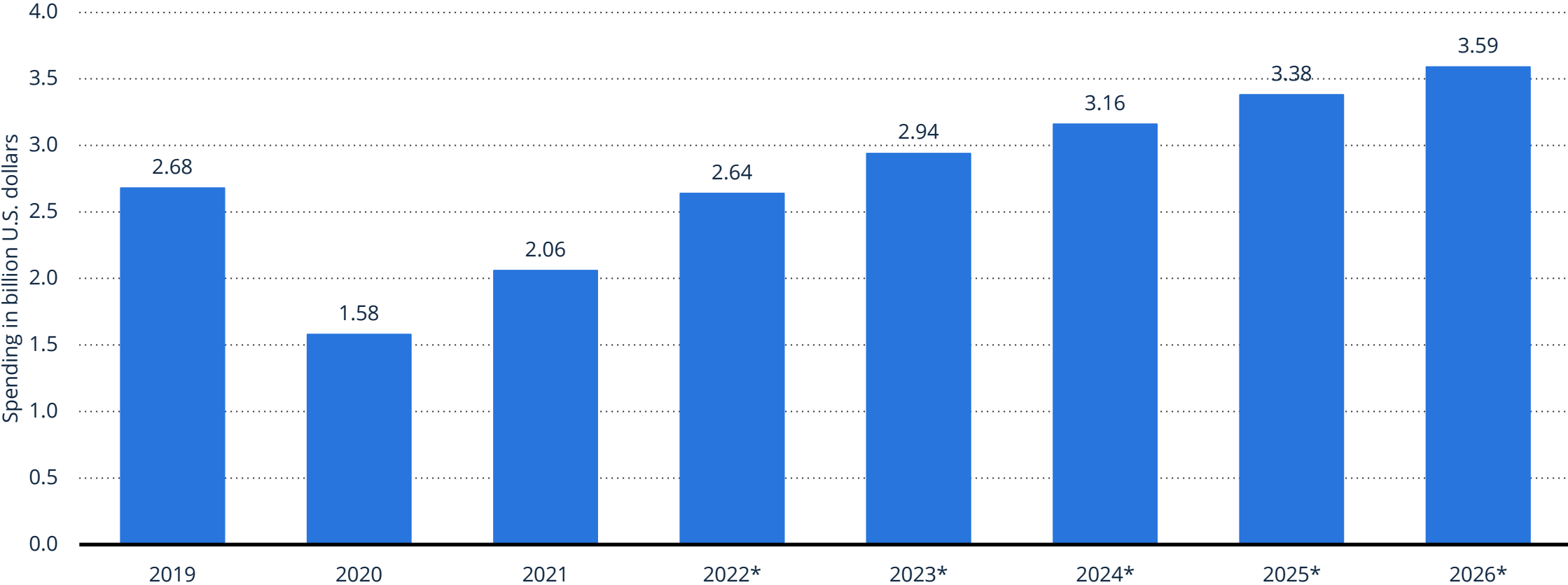
# Media developing the most innovative opportunities for advertisers according to agency and ad executives in the United States as of June 2022

Media developing the most innovative opportunities for advertisers in the U.S. 2022



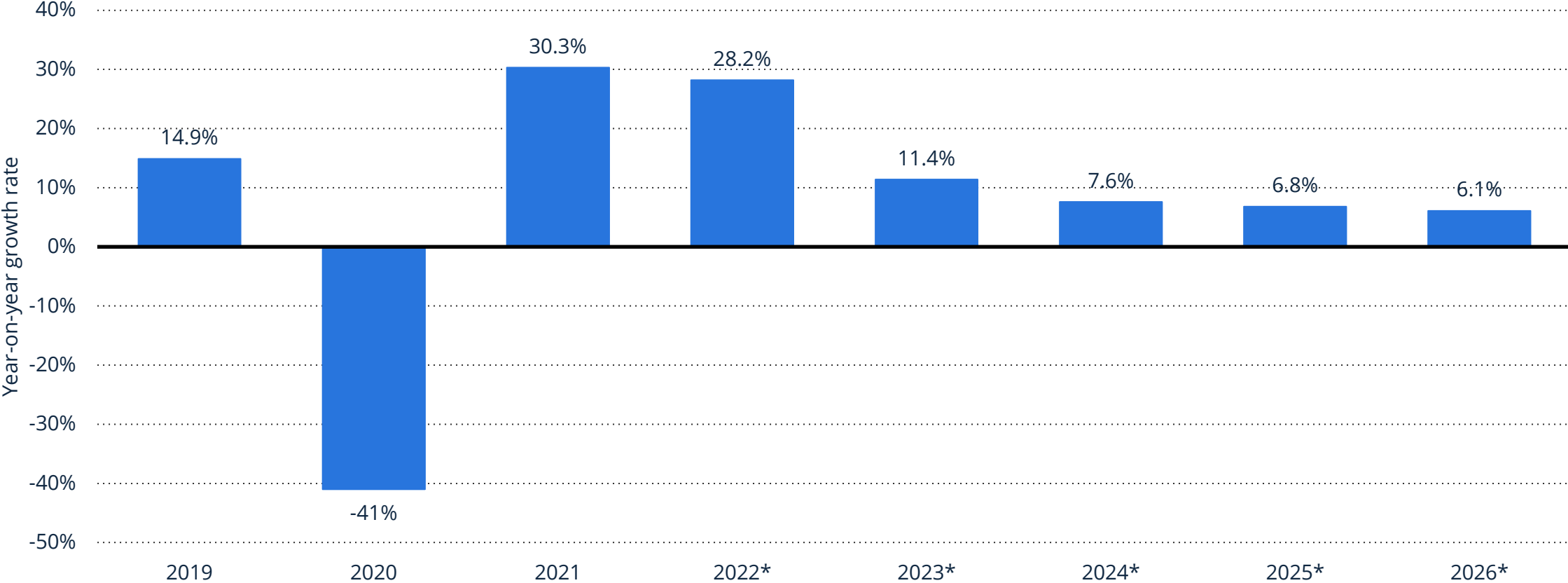
# Digital out-of-home (DOOH) advertising spending in the United States from 2019 to 2026 (in billion U.S. dollars)

Digital out-of-home (DOOH) ad spend in the U.S. 2019-2026



# Change in digital out-of-home (DOOH) advertising spending in the United States from 2019 to 2026

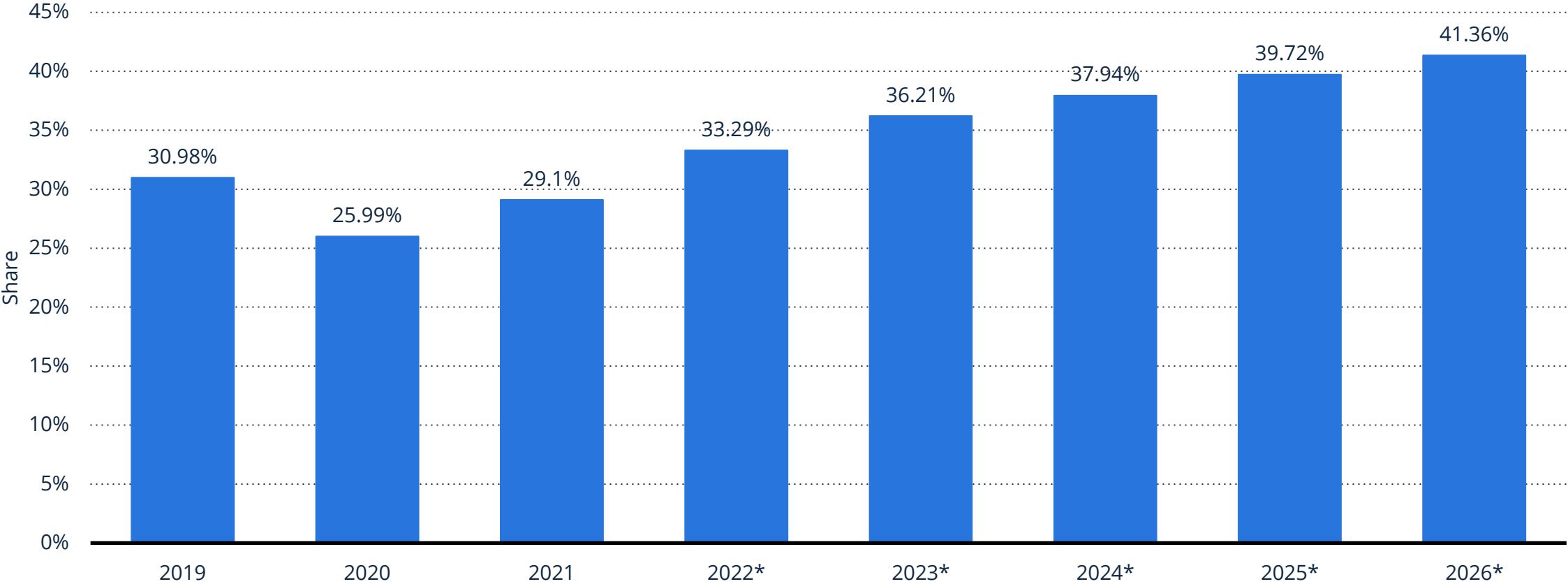
Change in digital out-of-home (DOOH) advertising spending in the U.S. 2019-2026



**Description:** The source forecast that, in 2023, digital out-of-home (DOOH) advertising spending in the United States will grow by approximately 11.4 percent. The year-over-year (YoY) growth rate was projected to decline continuously in the following years, standing a little above six percent by 2026. The U.S. DOOH ad spend will reach an estimated 2.94 billion U.S. dollars in 2023. [Read more](#)  
**Note(s):** United States; 2019 to 2021; including dynamically and digitally displayed (digital billboards, digital street furniture, digital transit, and digital place-based displays); \*Forecast. [Read more](#)  
**Source(s):** eMarketer; Insider Intelligence

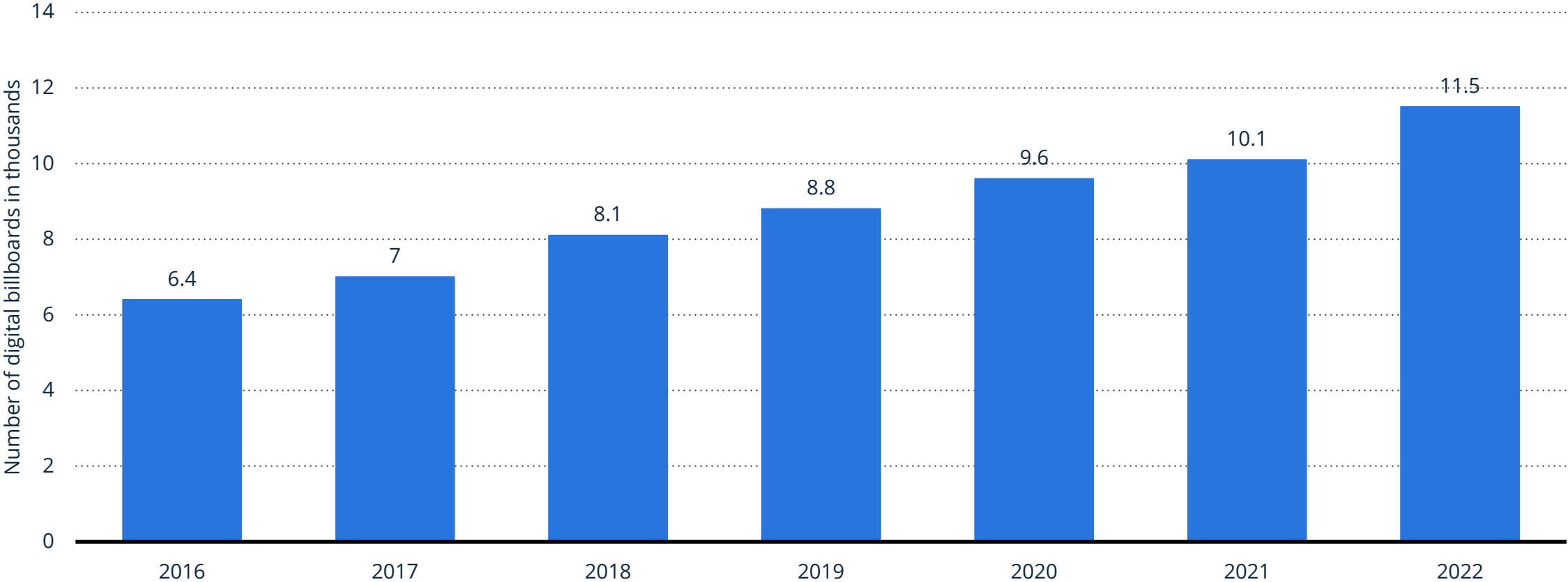
# Digital out-of-home (DOOH) advertising spending as a percentage of total out-of-home (OOH) ad spend in the United States from 2019 to 2026

DOOH ad spending's share in total OOH ad spend in the U.S. 2019-2026



# Number of digital billboards in the United States from 2016 to 2022 (in 1,000s)

Number of digital billboards in the U.S. 2016-2022

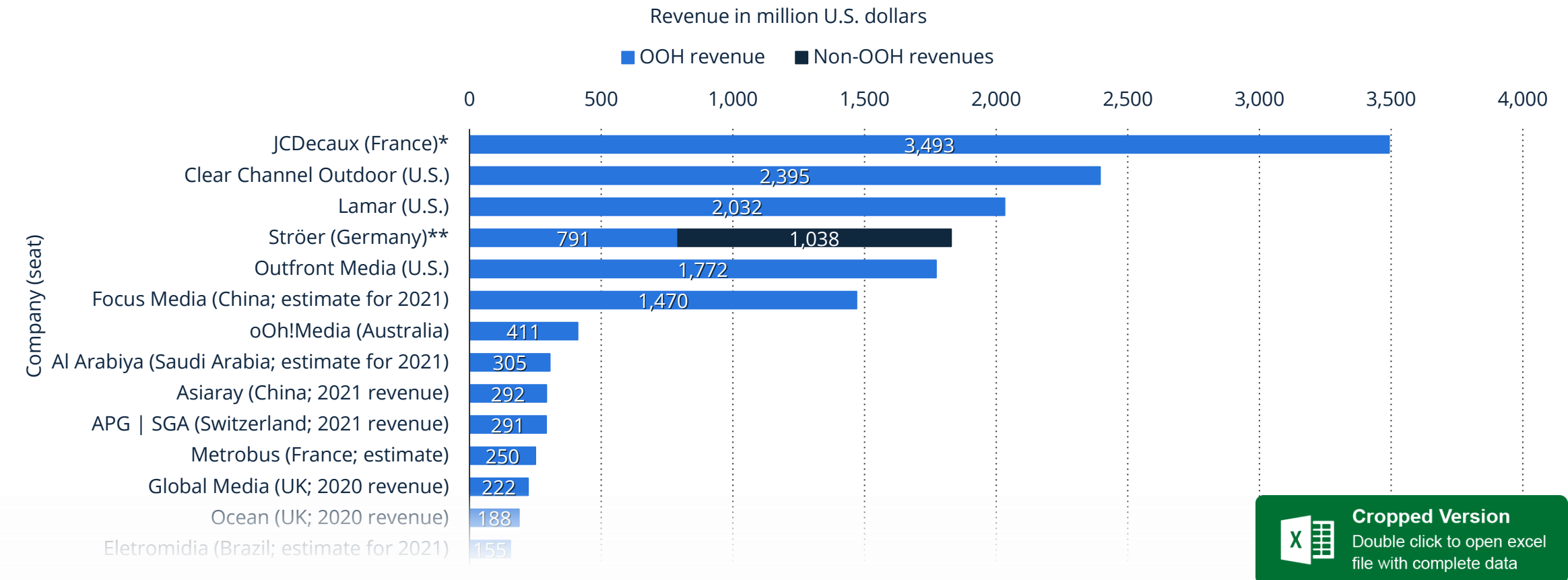


CHAPTER 05

# Companies

# Largest outdoor advertising companies worldwide in 2022, by revenue (in million U.S. dollars)

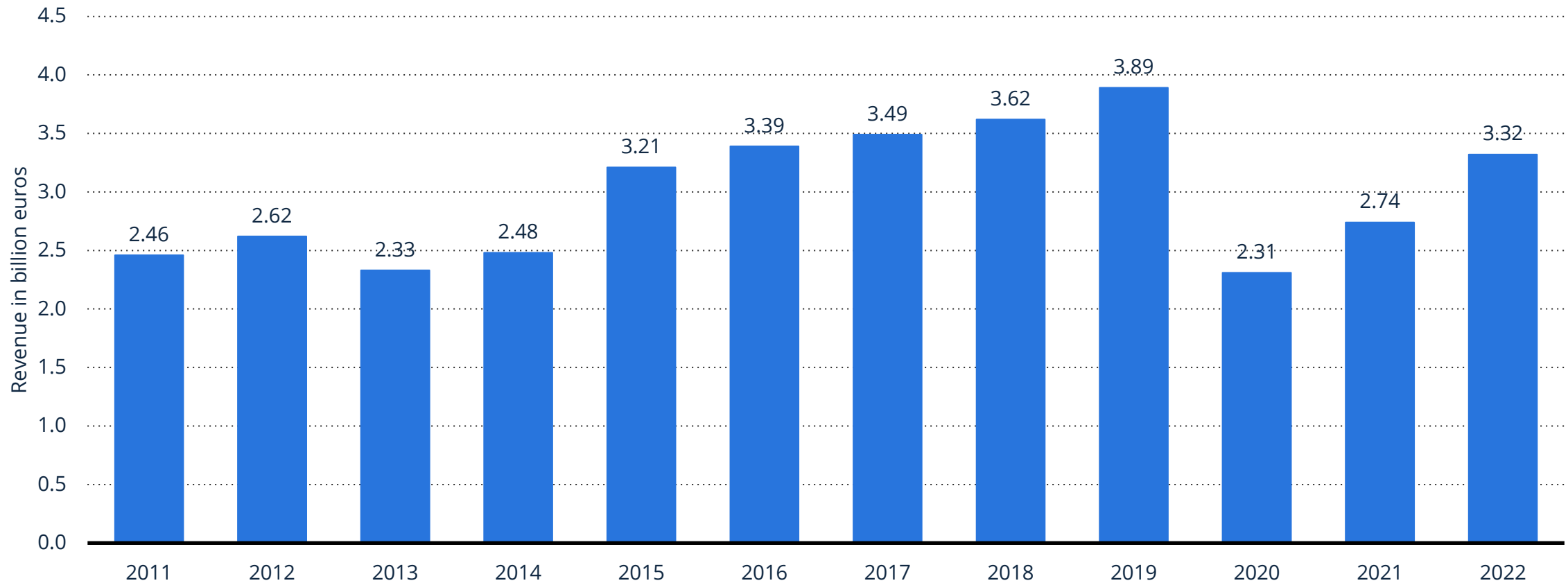
Leading out-of-home (OOH) advertising companies worldwide in 2022, by revenue



**Cropped Version**  
Double click to open excel file with complete data

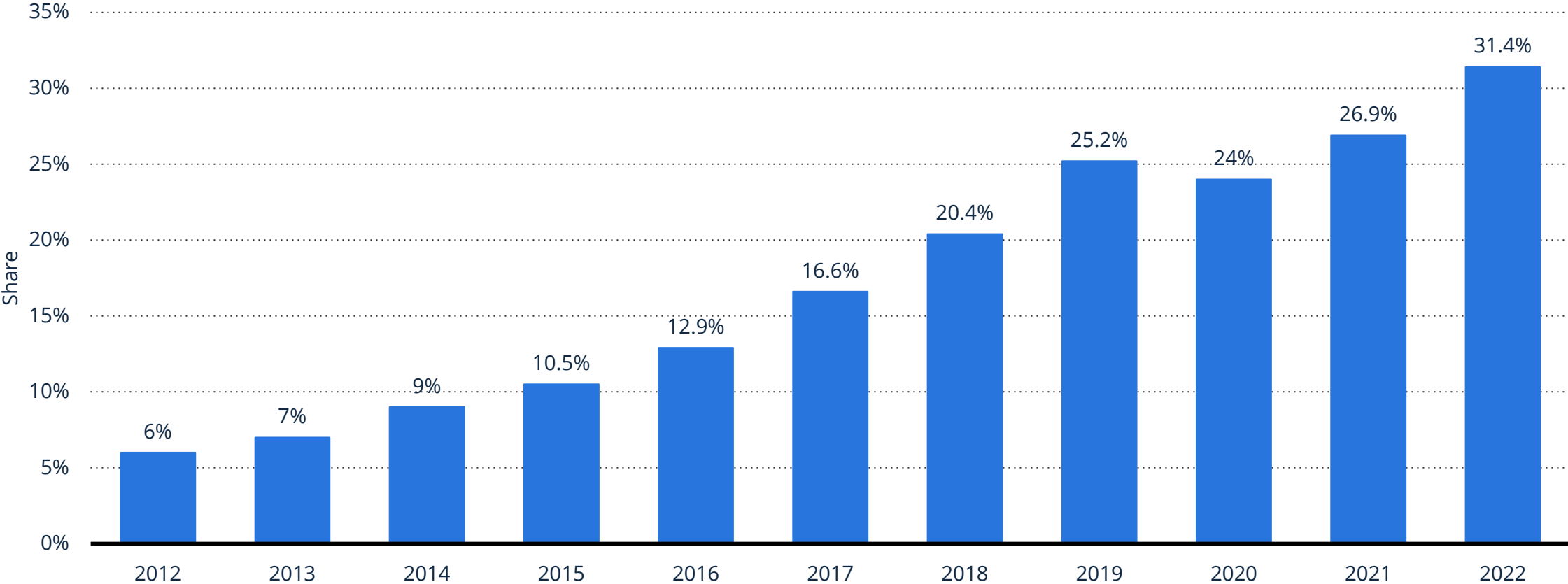
# JCDecaux SE's revenue from 2011 to 2022 (in billion euros)

JCDecaux's revenue 2011-2022



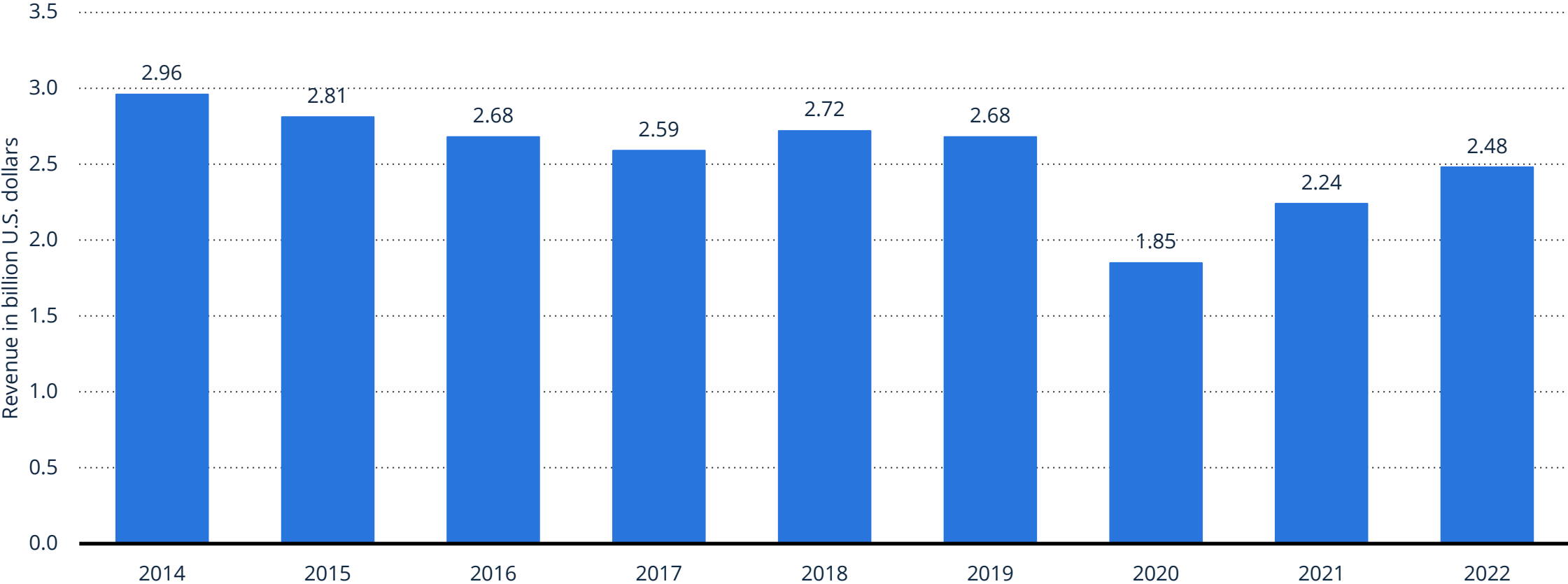
# Digital out-of-home (DOOH) revenue as a percentage of JCDecaux SE's revenue from 2012 to 2022

Digital out-of-home (DOOH) revenue as a share of JCDecaux SE's revenue 2012-2022



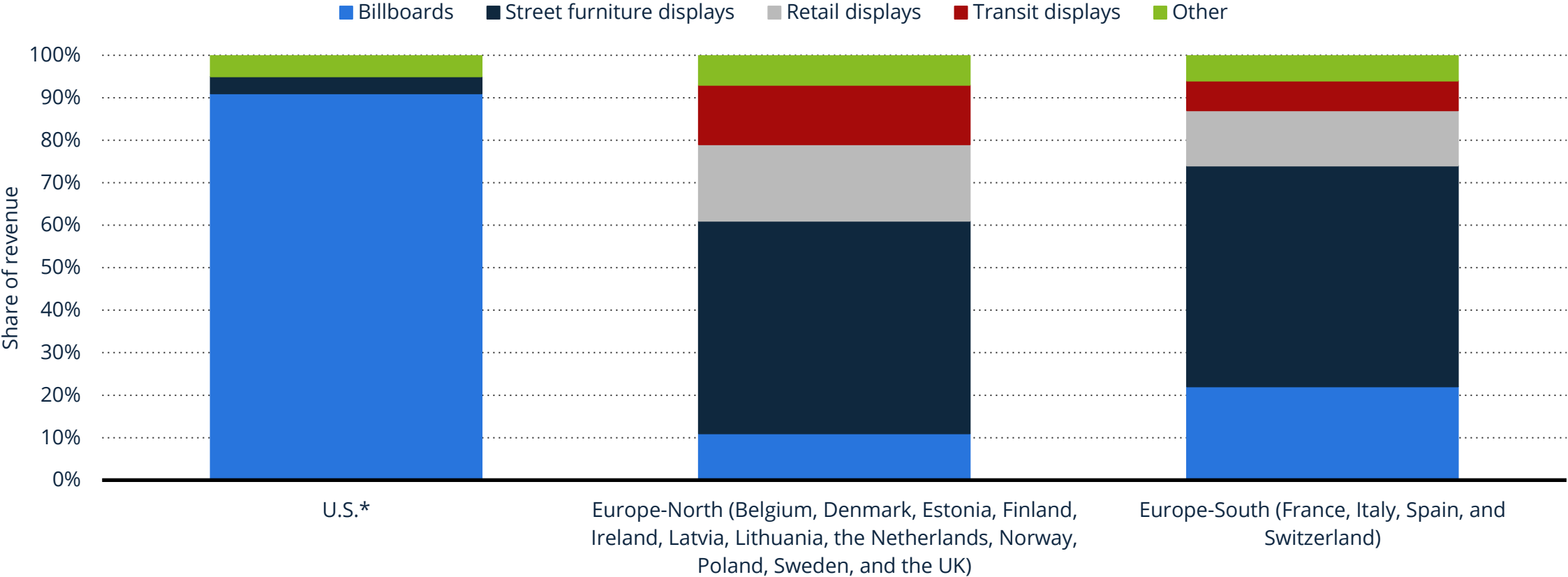
# Clear Channel Outdoor Holdings, Inc.'s revenue from 2014 to 2022 (in billion U.S. dollars)

Clear Channel Outdoor Holdings, Inc.'s revenue 2014-2022



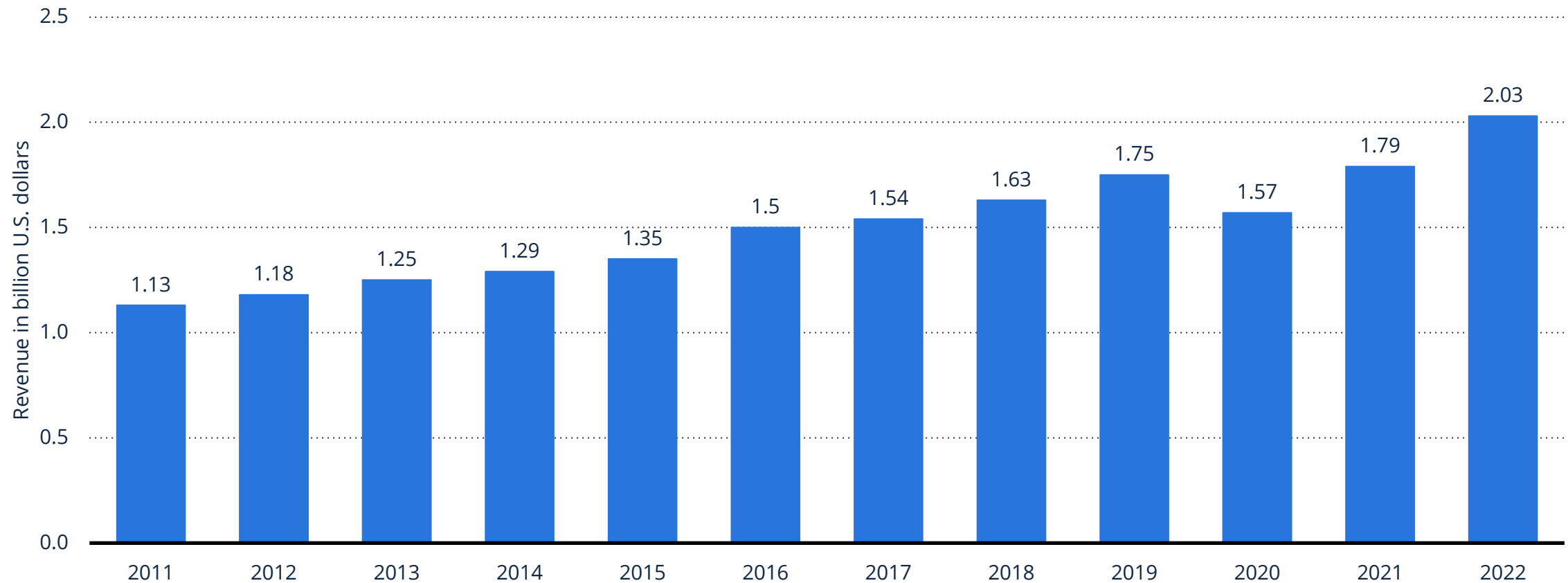
# Share of revenue generated by selected regional segments of Clear Channel Outdoor Holdings, Inc. in 2022, by source

Revenue share of Clear Channel Outdoor's selected regional segments 2022, by source



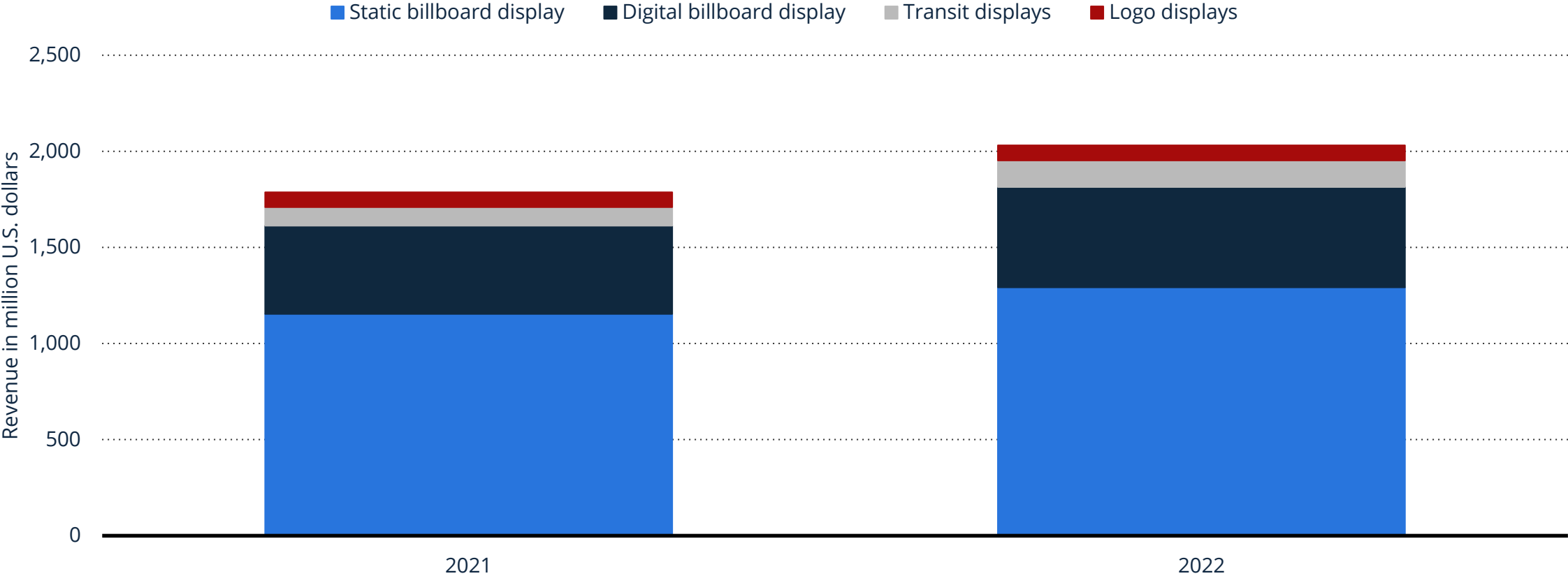
# Lamar Advertising Company's net revenue in the United States and Canada from 2011 to 2022 (in billion U.S. dollars)

Lamar Advertising Company's net revenue in the U.S. and Canada 2011-2022



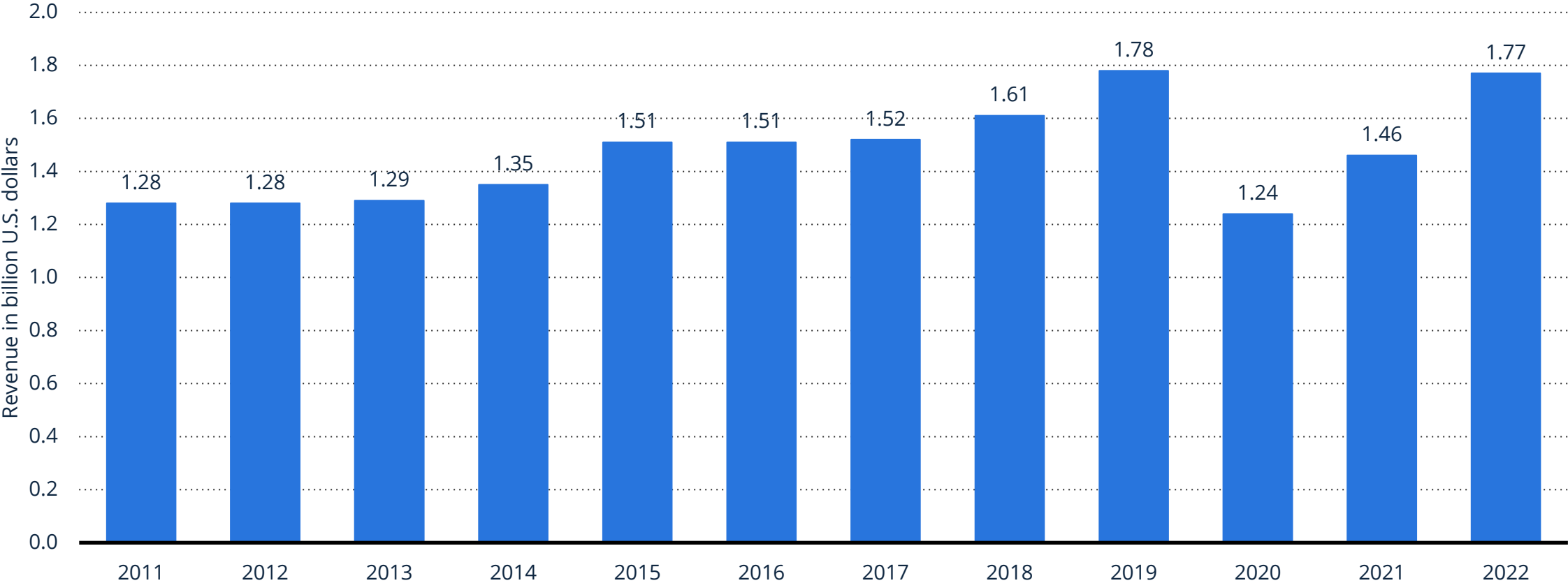
# Lamar Advertising Company's revenue in the United States and Canada in 2021 and 2022, by display ad type (in million U.S dollars)

Lamar Advertising's revenue in the U.S. and Canada 2021-2022, by display ad type



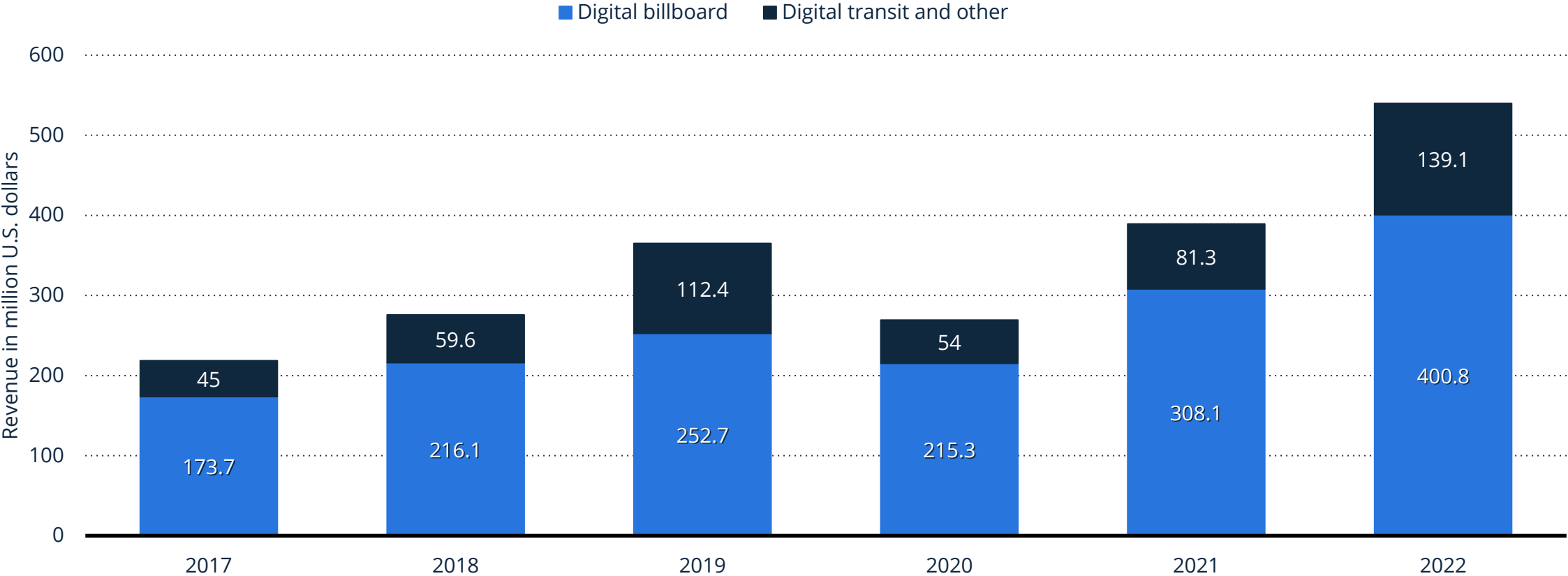
# Outfront Media Inc.'s revenue from 2011 to 2022 (in billion U.S. dollars)

Outfront Media's revenue 2011-2022



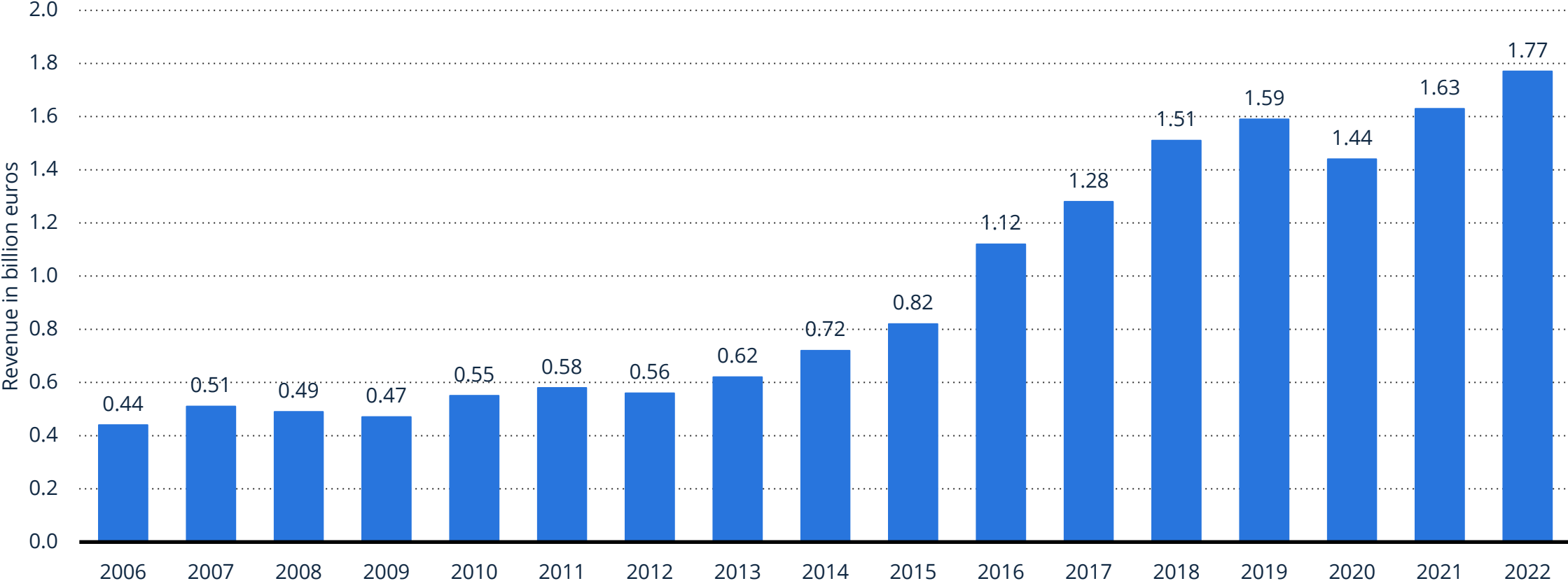
# Outfront Media Inc.'s digital revenue in the United States and Canada from 2017 to 2022, by type of display (in million U.S. dollars)

Outfront Media Inc.'s DOOH revenue in the U.S. and Canada 2017-2022, type of display



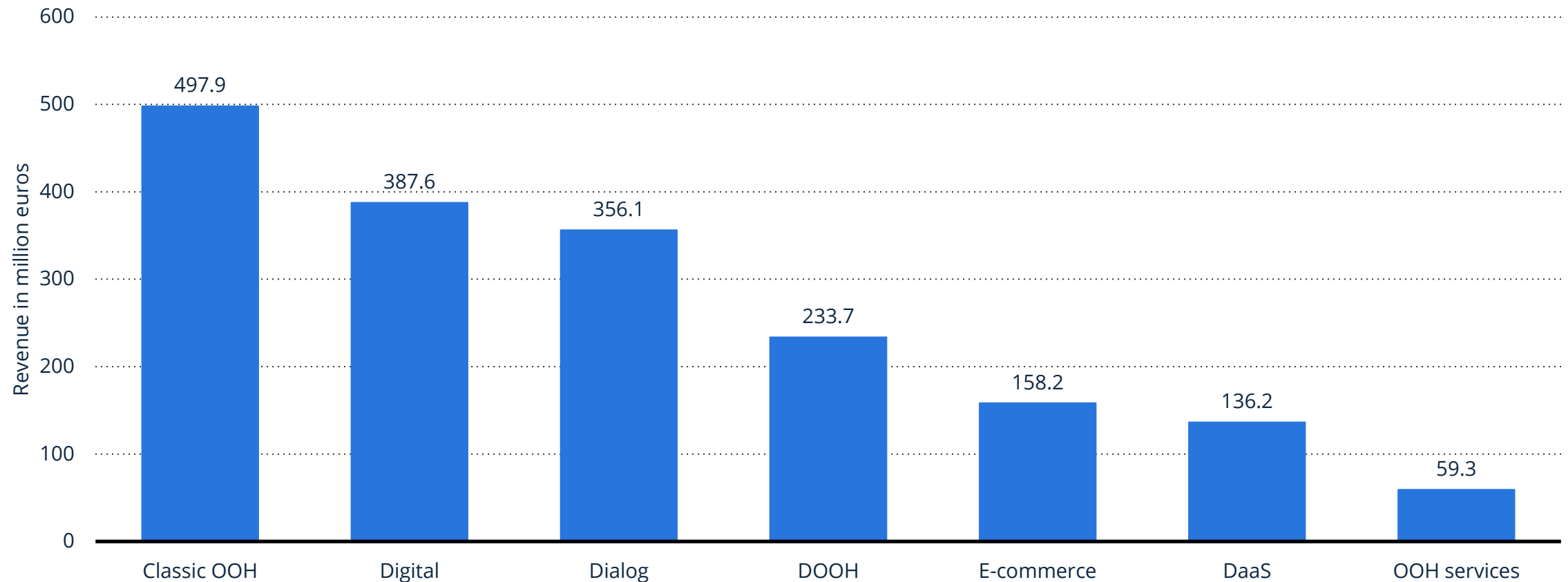
# Ströer SE & Co. KGaA's revenue from 2006 to 2022 (in billion euros)

Ströer SE & Co. KGaA's revenue 2006-2022



# Ströer SE & Co. KGaA's revenue in 2022, by product group (in million euros)

Ströer SE & Co. KGaA's revenue 2022, by product group

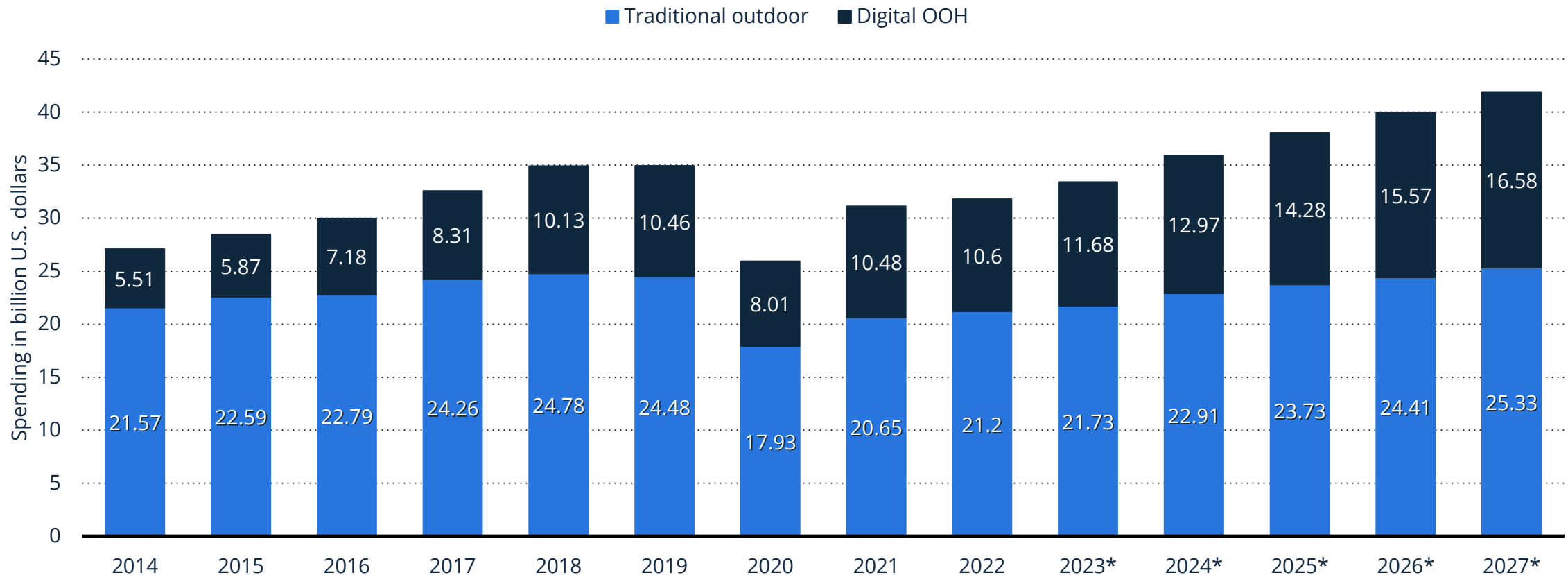


CHAPTER 06

# Global outlook

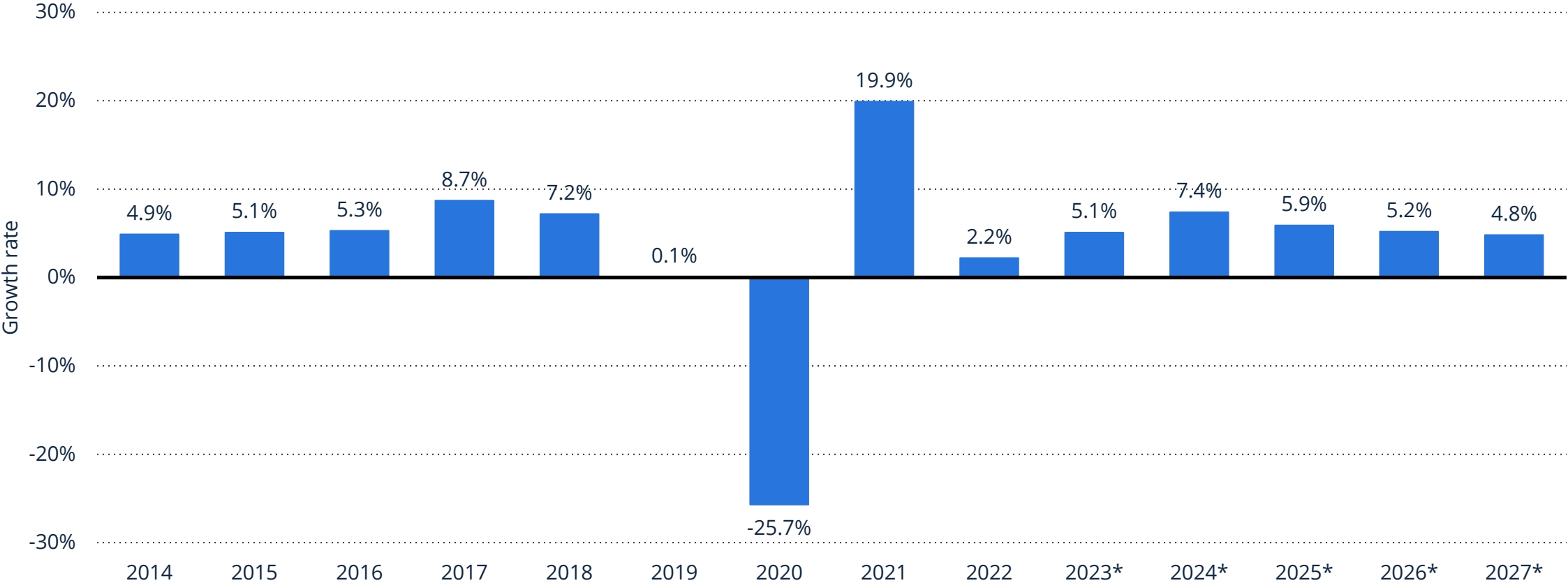
# Traditional out-of-home (OOH) and digital out-of-home (DOOH) revenue worldwide from 2014 to 2027 (in billion U.S. dollars)

Global OOH and DOOH advertising spending 2014-2027



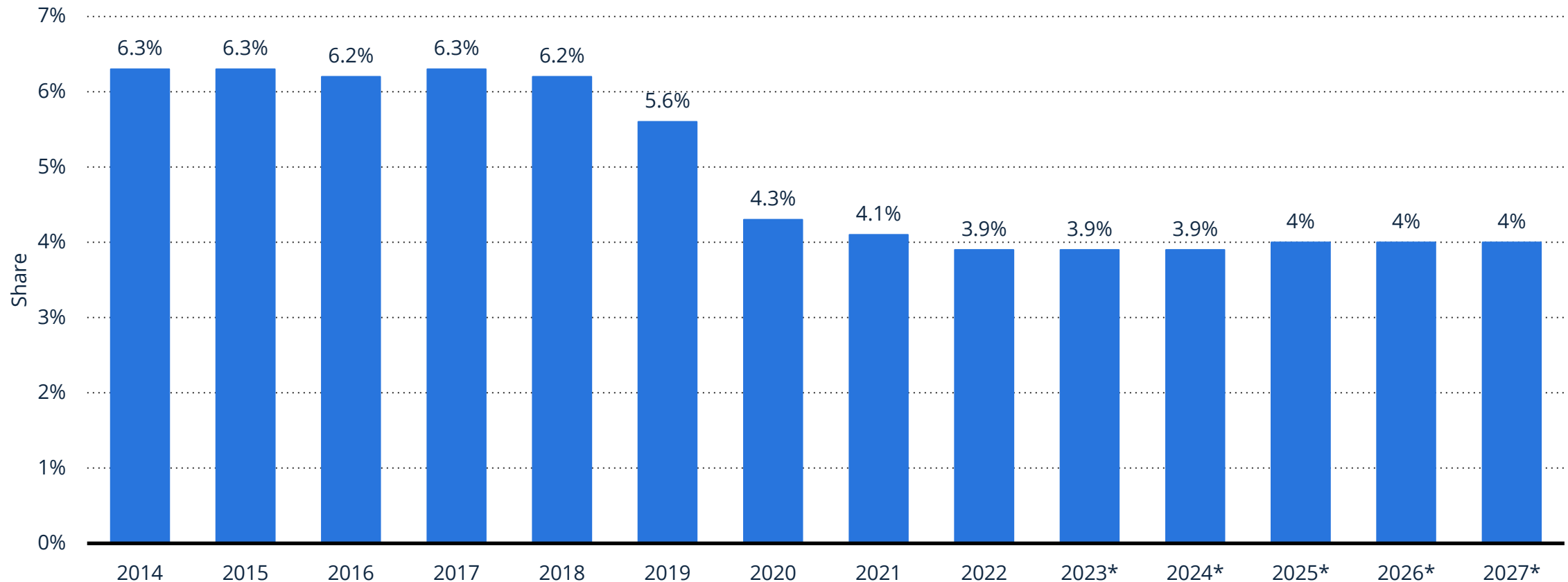
# Change in outdoor advertising revenue worldwide from 2014 to 2027

Change in OOH advertising spending worldwide 2014-2027



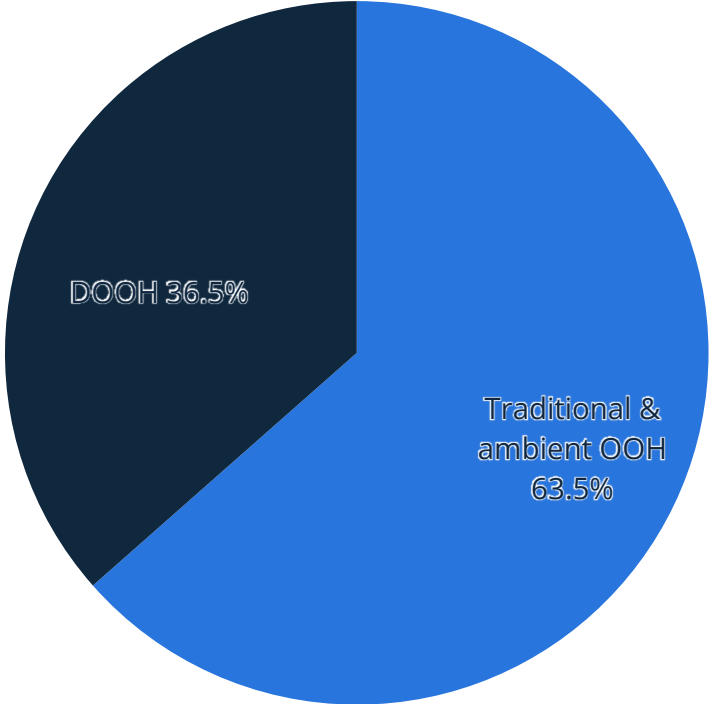
# Outdoor advertising revenue as a percentage of total advertising revenue worldwide from 2014 to 2027

Out-of-home (OOH) ad revenue's share in total advertising revenue worldwide 2014-2027



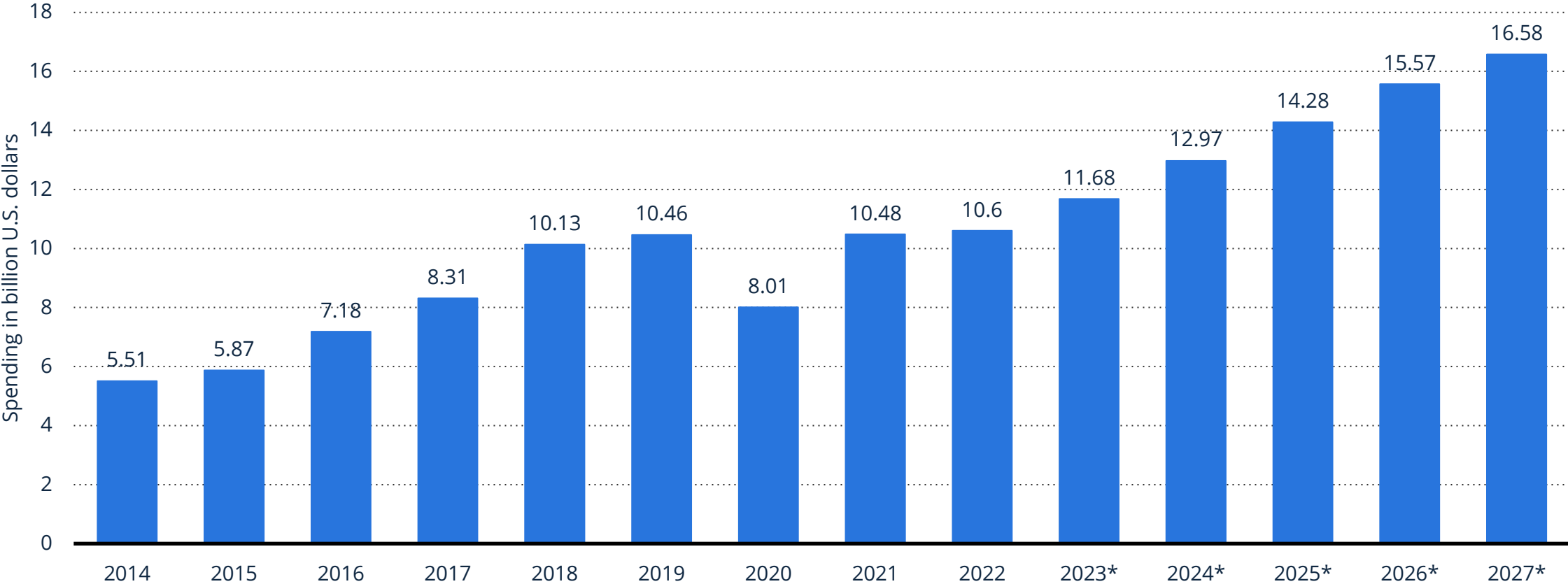
# Forecast distribution of out-of-home (OOH) media revenue worldwide in 2026, by channel

Forecast distribution of out-of-home (OOH) media revenue worldwide 2026, by channel



# Digital out-of-home (DOOH) advertising revenue worldwide from 2014 to 2027 (in billion U.S. dollars)

Digital out-of-home (DOOH) advertising revenue worldwide 2014-2027



# Sources

Alfi  
Bloomberg  
Clear Channel Outdoor  
eMarketer  
GroupM  
Insider Intelligence  
JCDecaux  
Kantar  
Lamar Advertising  
Loop  
Loop (@loopforbusiness)  
Magna  
MTM  
OAAA  
Outfront Media  
PQ Media  
Pureprofile  
Statista  
Ströer  
Various sources  
VIOOH  
Zenith