

Out-of-home advertising

Key insights at a glance

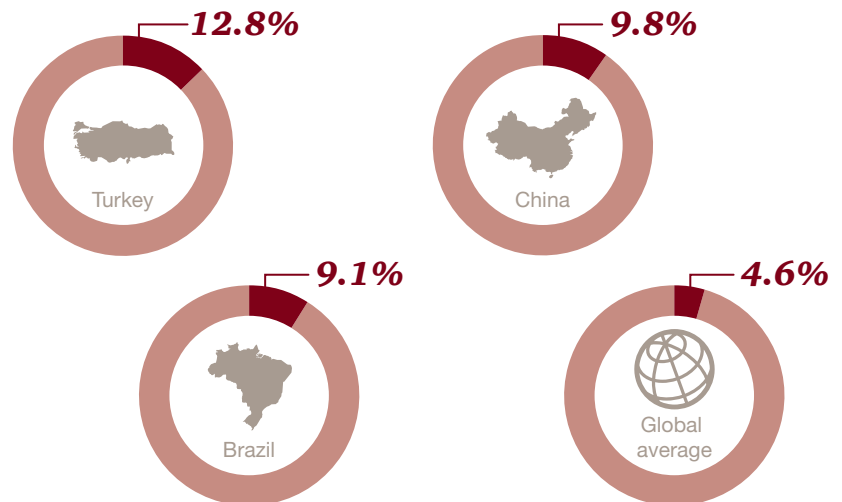


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Infrastructure investment will drive global out-of-home (OOH) advertising growth. Global total OOH advertising revenue stood at US\$36.32bn in 2014 and is set to grow at a 4.6% CAGR to reach US\$45.37bn in 2019. The key growth driver will be infrastructure investment creating increased and improved OOH advertising space. The strongest growth will be seen in countries with high levels of infrastructural development, including Turkey, China and Brazil, which have forecast CAGRs of 12.8%, 9.8% and 9.1%, respectively.

Fig. 1: Infrastructure investment drives OOH revenue growth

OOH growth (% CAGR), Turkey, China, Brazil and global average, 2014–2019



Source: Global entertainment and media outlook 2015–2019, PwC, Ovum

Outlook insights: an analysis of the Global entertainment and media outlook 2015–2019

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