

Out-of-home advertising

Key insights at a glance

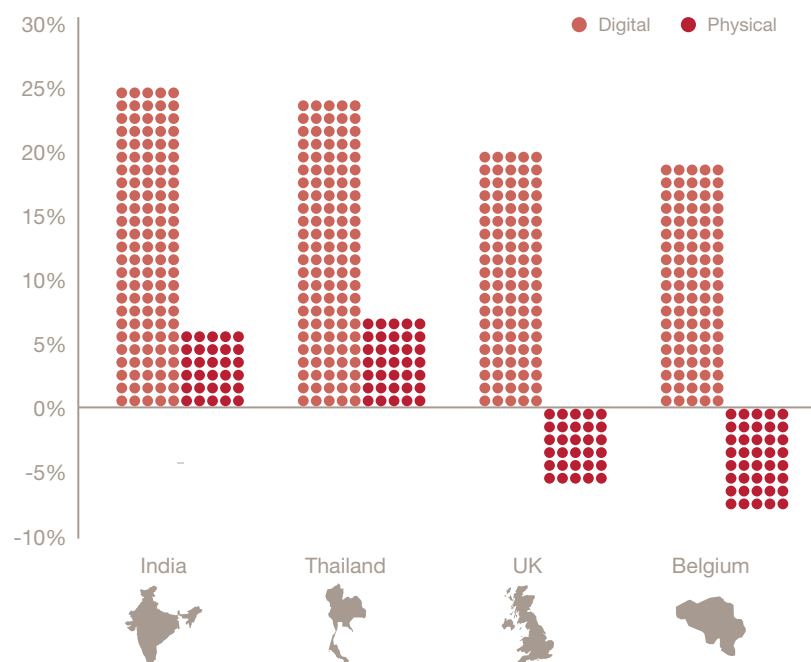


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Digital OOH (DOOH) revenue will replace physical OOH revenue in countries with mature OOH markets. DOOH advertising revenue totalled US\$9.71bn globally in 2014. This will grow strongly to reach US\$18.04bn in 2019. However, in mature markets like Belgium and the UK, this growth will largely come at the expense of physical formats: physical OOH advertising revenue will decline by CAGRs of -8.2% in Belgium and -6.3% in the UK.

Fig. 2: Digital growth displaces physical revenue in mature markets

Physical vs digital growth (% CAGR) in selected markets, 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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