

# Out-of-home advertising

Key insights at a glance

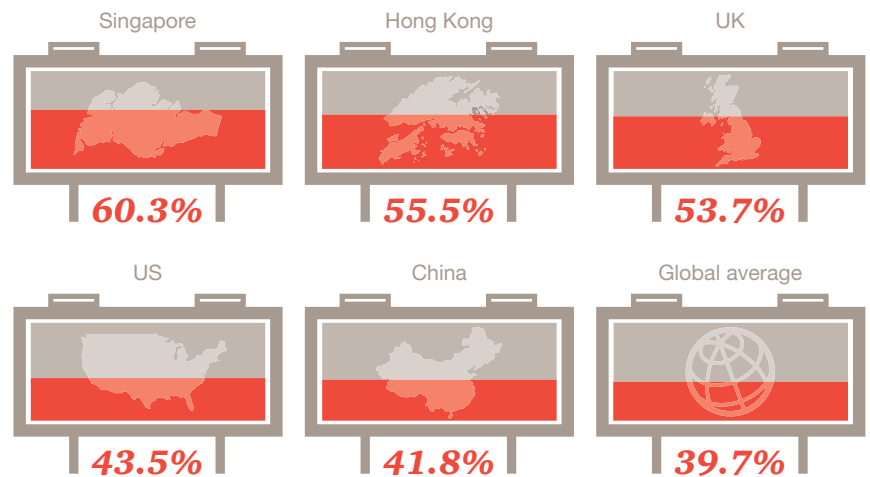


# 3

*Major cities will be the most lucrative markets for DOOH advertising.* With the cost of upgrading to digital formats high, DOOH advertising will be concentrated in large cities, with the most urbanised markets seeing the highest digital penetration. By 2019, the city state of Singapore will see DOOH advertising revenue account for 60.4% of total OOH advertising revenue, while exceptional growth in London will help the UK reach 53.7%.

**Fig. 3: DOOH will be most successful in large city markets**

DOOH penetration (%) in selected markets, 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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