

Rising Affinity Between Cities, People and OOH

Among adult consumers in cities with populations of 1M+:

77%

recently engaged with an OOH ad

67%

have seen OOH ads reposted in social media

64%

are noticing OOH ads more than pre-pandemic

OOH as a Content Channel

67%

of Gen Z and Millennials have seen OOH ads reposted in social media

65%

of OOH viewers in cities of 1M+ find contextual OOH ads of greater interest



+30%

The top ten Video OOH networks reach 30% more Adults 18-34 than TV

OOH is the Key Ingredient

Among the top twenty brands in 2021:



+44%

of large local business marketing experts use OOH

Projected OOH growth rates:

+11%

overall

+27%

digital

+56%

programmatic

+50%

of recent OOH viewers made a physical purchase following ad exposure

The Tech Revolution Always Touches OOH

Among the 57% of US adult consumers who have recently engaged with an OOH ad:



46%

of Gen Z and 38% of Millennials downloaded an app



43%

visited the advertiser's website

A Reinvestment in Creativity

Among adult OOH ad viewers, 85% find them useful and find these ad types of most interest:

65%

feature their favorite brand or product

52%

feature local businesses, artists or events

42%

feature special offers and promotions