

Surge in Out of Home Ad Spend and Programmatic DOOH Growth

April 2024

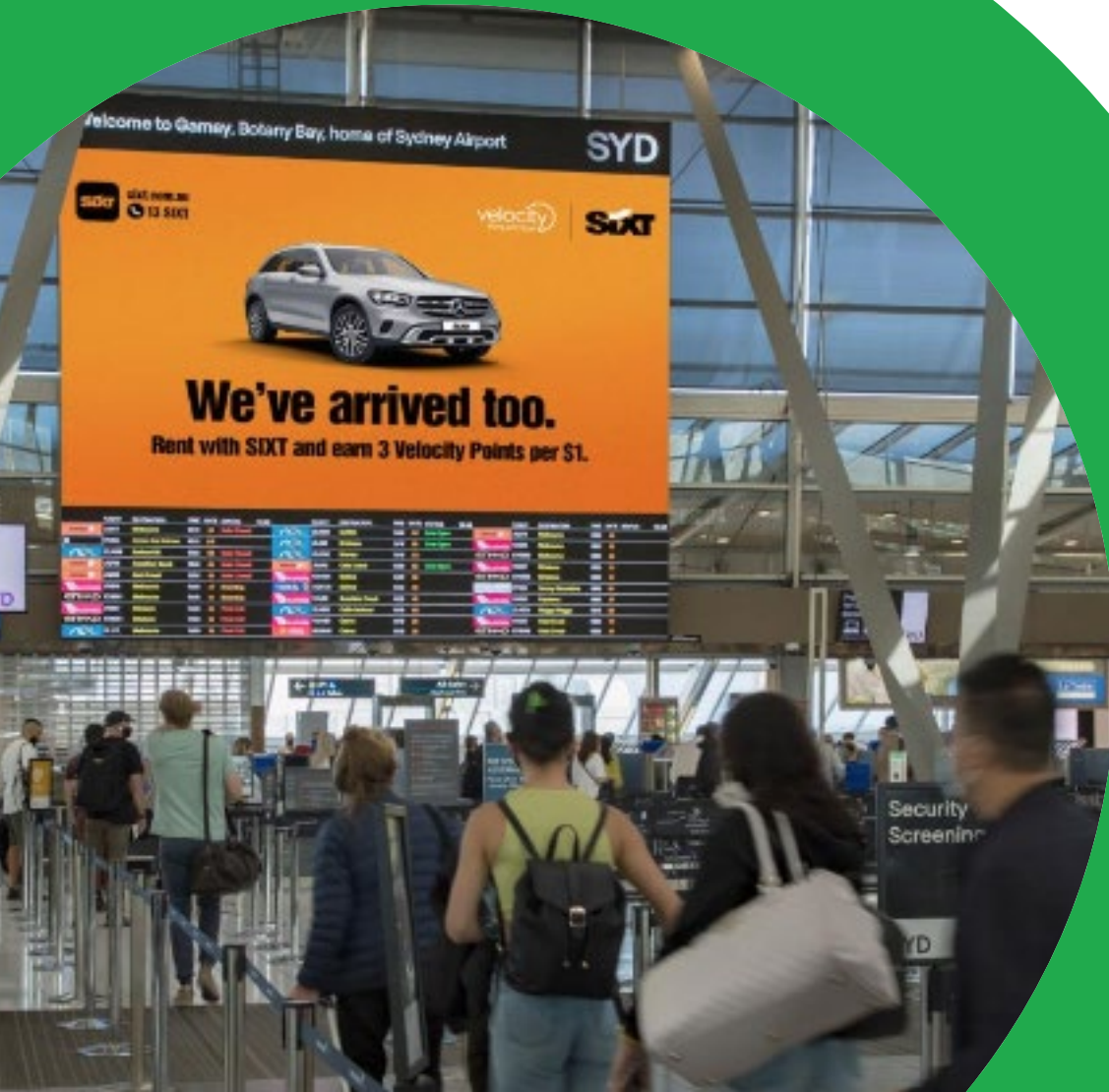


SUMMARY

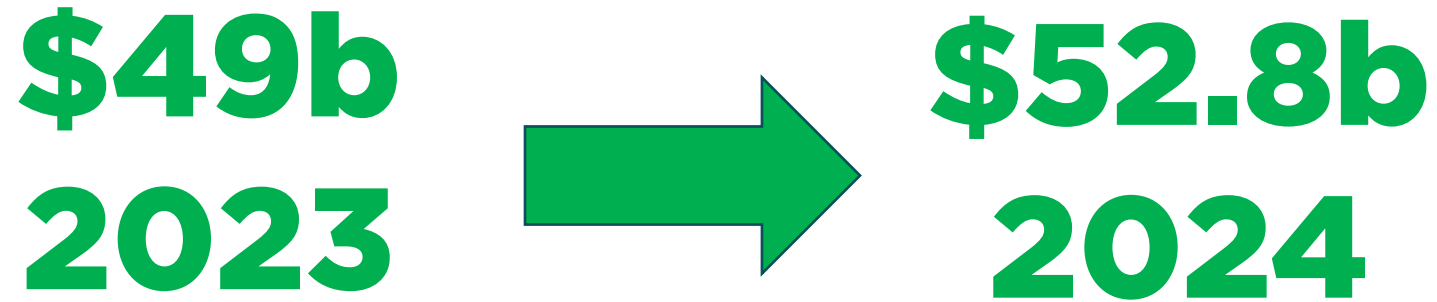
A WARC study, predicts OOH ad spend to grow from \$49bn in 2023, surging by 7.3% to \$52.8bn in 2024.

WARC also concludes that Programmatic Digital Out of Home (prDOOH) is booming globally, with a projected 31% increase in ad spend over the next 18 months, spearheaded by Australia.

Marketers are drawn to its potential for enhanced ROI, brand impact, and innovative prospects.



Global Trend for OOH



WARC Media projects a significant growth in global Out of Home (OOH) ad spend, reaching \$49 billion in 2023 and is expected to rise by 7.3% in 2024 to \$52.8 billion, amidst a broader forecast of the global ad market surpassing \$1 trillion in 2024.

Predicted Growth in Advertisers Adopting PrDOOH Services

40%

32% of global advertisers have included prDOOH in their media plan in the past 18 months. The number is set to increase to 40% over the next 18 months.



While 32% of advertisers globally have bought prDOOH, Australia leads the way with

43%

Of advertisers having bought prDOOH according to WARC.

Now is the time to seize growth opportunities with the optimistic projections of WARC and grab your audience's attention with the immediacy and contextual relevance of Programmatic Digital Out of Home (prDOOH).



What do Aussie Advertisers think about prDOOH?



81%

Of Australian advertisers surveyed believe that prDOOH offers innovative opportunities.

"PrDOOH provides the opportunity to deliver more hyper-localised or personalised messaging at scale and take advantage of data to inform creative messaging"

James Lambert, Head of Sightline, Part of Groupm Nexus

 **MOVE**

Measurement of Outdoor Visibility and Exposure

More research and insights may be found at
[Anatomy of Out of Home](#)