

Value of OOH & DOOH

Versatile attention-grabbing formats break through the visual clutter and can't be scrolled past

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OOH surrounds consumers where they spend **70%** of their waking hours, outside their homes

SOURCE: OAAA



When exposed to outdoor digital billboards, **38%** of U.S. people look at them sometimes, **31%** of people look at them most of the time **19%** of people look at them all the time

SOURCE: STATISTA



39% of U.S. consumers stated that they had last noticed an ad in a public bus in the previous week

SOURCE: STATISTA

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After seeing an OOH ad for a movie, **20%** of people chose to watch the movie in the theater

SOURCE: STATISTA

5

OOH's effectiveness can be gauged by its popularity. **In 2019, OOH ad spend in the U.S. was \$10.4 billion.**

SOURCE: STATISTA



6

Street-level digital advertising typically catches the attention of **52%** of U.S. consumers

SOURCE: STATISTA

57% of people notice mobile digital transit billboards such as those on cars or trucks

SOURCE: STATISTA

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8

Weekly per capita exposure to digital OOH media in the U.S. is projected to grow to 1.23 hours by 2023

SOURCE: STATISTA