WORLD OUT OF HOME ORGANIZATION

WOO GLOBAL pDOOH EXPENDITURE STUDY 2026

Advertiser Verticals & Transaction Analysis

September 2026

Full Year 2025 | Independent Aggregation

REPORT 2 OF 2

$1.339bn
Global pDOOH Adspend

7.0%
of Total DOOH

12
SSP Participants

WORLD OUT OF HOME ORGANIZATION

Data: WOO Global pDOOH Expenditure Study 2026 (v.07/08/26) | Published September 2026
Figures are indicative market estimates from aggregated SSP submissions. Individual operator data not disclosed.

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WOO Global pDOOH Expenditure Study 2026 — Report 2

Source: PwC / WOO Global pDOOH Expenditure Study 2026 (v.07/08/26). Figures are indicative market estimates prepared from aggregated SSP submissions. Not audited. Individual operator data is not disclosed.

FOREWORDS

Tom Goddard

President, World Out of Home Organization

This second report completes the picture that Report 1 began. Where the first report mapped the geography of global pDOOH spend — where money is flowing and which markets lead by volume and by penetration — this report examines the structural question: who is spending, via what mechanisms, and across which OOH environments. Together, the two reports give the industry the most complete view of global programmatic DOOH trading that has ever been assembled.

What the vertical analysis reveals is both encouraging and instructive. Retail and Finance together account for nearly a quarter of all global pDOOH spend — a strong signal that programmatic DOOH is being used for precisely the kind of proximity-based, audience-targeted campaigns that the medium is built for. The presence of Business & Industrial as the third-ranked vertical speaks to the growing use of pDOOH for B2B and trade communications, not just consumer campaigns.

The DSP analysis points to a healthy ecosystem. OOH-specialist platforms hold a 65.5% majority, reflecting the depth of investment that dedicated infrastructure has attracted. The 34.5% omni-channel share signals that pDOOH is genuinely integrating into multi-channel planning — which is essential for its long-term growth. The Consumer Electronics finding — where 72% of spend flows through omni-channel DSPs — is a particularly telling indicator of where cross-channel planning is most advanced.

WOO's thanks continue to go to all twelve participating SSPs, to PricewaterhouseCoopers for their independent expertise, and to all those across the WOO team and membership who made this programme possible. The measurement programme will grow from here.

Charles Parry-Okeden

VP & Global Lead — Audience Measurement & Data, World Out of Home Organization

The structural picture this report provides — buy types, verticals, DSP dynamics — is the kind of intelligence that shapes strategy across the entire pDOOH ecosystem. The goal has always been to put credible, decision-ready data into the hands of the people who need it. That goal is only achievable through collaboration, and this industry has demonstrated the capacity for it.

What that structural picture also reveals is how differently pDOOH has evolved compared to digital programmatic. Digital's programmatic journey began in open exchange — high volume, low friction, and ultimately, low trust. Years followed spent recovering from CPM compression, fraud and brand safety failures that open auction at scale produced. Private Marketplace deals became the aspiration; quality inventory the destination publishers fought toward.

pDOOH arrived there first. 75.7% PMP share is not a channel maturing through its open-auction phase — it is the baseline. The physical environment and the relationships that define OOH trading carried forward into the programmatic model rather than being displaced by it. That discipline is the growth story: a channel that scaled correctly, not one that scaled first and corrected later.

The 65.5% OOH-specialist DSP share tells the same story from the demand side. Digital programmatic consolidated around a small number of omni-channel platforms — efficient, but not built with the physical world in mind. pDOOH's specialist infrastructure has grown in step with its programmatic volume, retaining the format expertise and planning depth that general-purpose platforms have historically been unable to provide. For the first time, the industry has the verified data to demonstrate what that difference is worth.

Gideon Adey

Principal, GUROOH

The structural analysis in this second report gives a fascinating insight into the demand for programmatic DOOH, how that is shaped globally and the regional and national nuances. Report 1 based on buy type and overall geography shows us where the programmatic dollar is being spent whilst this report on advertiser and venue verticals, give insight into why. These analyses matter for everyone in the ecosystem, from the operator deciding where to expose their digital assets to programmatic platforms, through the DSP competing for programmatic share to the agency planner justifying pDOOH in a multi-channel budget.

There are many important findings in this report, and the regional variances tell their own stories, but we see that Retail advertisers represent the largest vertical globally whilst Outdoor media dominates venue choice. The second is likely a reflection of the dominant supply and higher CPMs commanded by roadside formats, whilst the retail category is likely using the geographical and temporal targeting abilities of our medium, when traded programmatically – delivering contextual relevance and higher values to retail advertisers.

The Consumer Electronics vertical — where 72% of global pDOOH spend flows through omni-channel platforms — implying that this vertical is planning across media and integrating pDOOH into cross-channel buys, not treating it as a stand-alone medium.

The WOO measurement programme behind both these reports is the foundation of everything that follows. With wide participation across the globe we have an insightful snapshot into the market, but as the time series lengthens the picture will sharpen. WOO has established the infrastructure. The industry now has numbers it can build on.

METHODOLOGY & SCOPE

How the WOO Global pDOOH Expenditure Study was conducted

Study Overview

The WOO Global pDOOH Expenditure Study 2026 is the first independently aggregated, supply-side dataset measuring programmatic Digital Out-of-Home (pDOOH) advertising revenue at a global, regional and country level. The study covers the full calendar year 2025 and is based on net revenue data submitted by twelve participating supply-side platforms (SSPs) directly to PricewaterhouseCoopers LLP (PwC) as independent aggregator. This report — Report 2 — presents the vertical, DSP type, buy type and venue dimensions of the same dataset.

Data Collection

1

SSP Data Submission

Participating SSPs submitted net revenue data directly and confidentially to PwC. Data was captured at country level by advertiser vertical, OOH environment type, DSP channel type (OOH-specialist vs omni-channel DSP), and buy type (PMP, Open Auction / RTB, Programmatic Guaranteed). No individual operator figures were shared with WOO or any other participant at any stage.

2

Independent Aggregation

PwC aggregated submissions across all participating SSPs to produce market-level totals. No individual SSP's revenue or vertical breakdown was disclosed at any point. PwC applied sense-checks to assess consistency, completeness and reasonableness of submissions. Published outputs are hard-coded aggregated tables (v.07/08/26); PwC did not audit or independently verify individual SSP submissions.

3

Publication

WOO publishes aggregated, anonymised results as this externally branded report. All figures are clearly caveated as indicative market estimates — not audited. Vertical-level and venue-level data is subject to the same minimum three-SSP submission threshold as geographic data. Where this threshold is not met, data is included in higher-level totals but not published at that grain.

Definitions

pDOOH	Programmatic Digital Out-of-Home advertising — DOOH inventory transacted via automated buying platforms rather than through traditional direct insertion orders.
Advertiser Vertical	The industry category of the advertiser placing the campaign, as submitted by SSPs using an agreed taxonomy aligned to IAB content categories adapted for the OOH context.
OOH-Specialist DSP	A demand-side platform designed primarily or exclusively for out-of-home media buying (e.g. Broadsign, DAX, Vistar Media, VIOOH, Hivestack by Perion).
Omni-Channel DSP	A demand-side platform supporting multiple media channels that has extended capability to include DOOH alongside digital and other channels.
PMP	Private Marketplace — invited, non-guaranteed auctions between selected buyers and sellers operating within defined parameters.
Open Auction (RTB)	Real-time bidding open to all qualified buyers via a public auction mechanism.
Programmatic Guaranteed (PG)	A transaction model in which price and inventory volume are pre-agreed between buyer and seller, but executed via programmatic infrastructure.
OOH Environment / Venue	The physical environment in which DOOH screens are located: Outdoor (roadside, billboards, urban panels), Retail (shopping centres, supermarkets, forecourts), Transit (airports, rail, underground, buses), and Other indoor venues.

Scope & Caveats

This report covers pDOOH revenue transacted via SSP platforms for the full calendar year 2025. Vertical, DSP type, buy type and venue data are sourced from the same aggregated dataset as Report 1. Where SSPs submitted partial breakdowns — for example, vertical data for some markets but not all — PwC has included only those segments in the relevant aggregates. Figures represent net SSP revenue in United States dollars (USD) at 2025 average exchange rates. Vertical share percentages are of total global pDOOH spend ($1.339bn). Individual operator data is not disclosed.

SSP PARTICIPANTS & ACKNOWLEDGEMENTS

12 supply-side platforms contributing to the inaugural study

The WOO Global pDOOH Expenditure Study would not be possible without the participation of the following twelve supply-side platforms, each of which submitted confidential revenue data to PricewaterhouseCoopers LLP for independent aggregation. WOO thanks each organisation for their trust in this process and their commitment to the greater transparency of the programmatic DOOH market.

SSP participant names above are listed for identification purposes. No individual SSP revenue or vertical breakdown is disclosed in this report. All published data is aggregated across a minimum of three participants per segment.

Independent Aggregation — PricewaterhouseCoopers LLP

PwC was engaged by WOO to act as independent aggregator for this study. PwC received all SSP data submissions directly and confidentially, aggregated submissions to market level, applied sense-checks for consistency and completeness, and produced the hard-coded output tables on which this report is based (version: v.07/08/26). PwC's involvement in this study does not constitute an audit, review or assurance engagement. Readers should not place undue reliance on the figures as definitive market measurements.

EXECUTIVE SUMMARY

Key findings from Report 2: Advertiser Verticals & Transaction Analysis

$165m	75.7%	65.5%	52.8%	34.5%
Retail — #1 Vertical	PMP Share of Buy Types	OOH-Specialist DSP Share	Outdoor Venue Share	Omni-Channel DSP Share

1

Retail leads all verticals — Finance and B&I; follow closely

Retail is the largest single advertiser vertical in global pDOOH, accounting for $165m (12.4% of total spend). Finance follows at $161m (12.1%) and Business & Industrial at $130m (9.7%). The top three verticals together account for 34.2% of all global pDOOH expenditure — a market led by commercial, transactional and B2B categories that value proximity and audience targeting at scale.

2

OOH-specialist DSPs lead — but omni-channel share signals integration maturity

OOH-specialist platforms account for 65.5% ($877m) of all global pDOOH spend. Omni-channel DSPs hold 34.5% ($462m) — a share that signals genuine integration of pDOOH into multi-channel planning. The Consumer Electronics vertical stands out: 72% of its pDOOH budget flows through omni-channel platforms, confirming that cross-channel planners are leading the way in programmatic OOH adoption.

3

PMP is the structural default — everywhere, across all verticals

Private Marketplace transactions account for 75.7% ($1,014m) of all global pDOOH spend. This is consistent across verticals and geographies: PMP dominates whether inventory is being accessed by a retail brand or a financial services advertiser, via a specialist or omni-channel DSP. RTB accounts for 17.4% ($232m) and Programmatic Guaranteed for 6.9% ($93m).

4

Outdoor dominates venue mix — Retail and Transit represent significant upside

Outdoor environments (roadside, billboards, urban panels) account for 52.8% ($707m) of all pDOOH spend globally — reaffirming that the medium's programmatic growth is rooted in its largest, most established environments. Retail media venues account for 17.1% and Transit for 15.6%. Both represent growing opportunity as screens and SSP connectivity mature in those environments.

5

Seven verticals drive 62% of spend — breadth of adoption is accelerating

The top seven advertiser verticals — Retail, Finance, Business & Industrial, CPG, Travel, Vehicles and Food & Beverage — together account for 62.1% of all global pDOOH spend. The remaining 37.9% is distributed across a broad range of categories, confirming that programmatic DOOH has moved well beyond its early-adopter verticals into mainstream multi-category adoption.

ADVERTISER VERTICAL RANKINGS

Top verticals by global pDOOH spend — Full Year 2025

The following analysis presents global pDOOH expenditure by advertiser vertical for the full calendar year 2025. Vertical categorisation follows an agreed SSP taxonomy aligned to IAB content categories. Share percentages are of total global pDOOH spend ($1.339bn).

Full Vertical Breakdown — Top 15 Advertiser Verticals

	Vertical	Spend (USD)	Global Share
1	Retail	$190m	14.2%
2	Finance & Insurance	$160m	12.0%
3	Business & Industrial	$132m	9.9%
4	Consumer Packaged Goods	$120m	8.9%
5	Travel & Tourism	$105m	7.8%
6	Vehicles	$89m	6.6%
7	Food & Beverage	$72m	5.4%
8	Health & Medical	$59m	4.4%
9	Consumer Electronics	$59m	4.4%
10	Events & Performances	$52m	3.9%
11	Media	$40m	3.0%
12	Telecom	$30m	2.3%
13	Clothing & Accessories	$29m	2.2%
14	Alcohol	$27m	2.0%
15	Cosmetic Services	$22m	1.7%
	Other Verticals	$152m	11.4%

Key Insight: Retail, Finance and Business & Industrial — the three largest verticals — together account for 34.2% of all global pDOOH spend. All three are characterised by high proximity sensitivity: they benefit directly from the ability to target audiences at or near the point of decision. This is the core pDOOH value proposition.

VERTICAL DEEP DIVES

Profiles of the top seven advertiser verticals

Retail — $165m | 12.4%

Retail is the largest pDOOH vertical globally — a position that reflects the medium's core strengths. Programmatic DOOH offers retail advertisers proximity to store locations, contextual relevance against shopping environments, and the ability to dynamically adapt creative to local inventory, pricing and footfall conditions. The vertical spans supermarkets and grocery chains, fashion and apparel, electronics retailers and general merchandise. The USA ($72m), Germany ($28m) and the UK ($19m) are the three largest retail pDOOH markets by spend.

> Retail pDOOH skews toward PMP (79.3%) and OOH-specialist DSPs (68.2%). Retail media environments — screens within shopping centres and supermarkets — account for a significant share of retail-category spend, though Outdoor remains dominant by volume.

Finance — $161m | 12.1%

Finance is the second-largest pDOOH vertical and one of the most established programmatic DOOH categories globally. Banking and insurance brands have long used OOH for brand building at scale; pDOOH adds targeting capability — proximity to branches and ATMs, audience composition by location, and real-time campaign adjustment. Financial services pDOOH is particularly strong in North America (USA $68m, Canada $18m) and Western Europe (Germany $26m, UK $15m, France $11m).

> Finance shows the highest Programmatic Guaranteed share of any major vertical at 9.4% — reflecting the tendency of large financial advertisers to pre-commit to premium inventory. PMP accounts for 73.8%.

Business & Industrial — $130m | 9.7%

B2B and industrial advertisers are the third-largest vertical in global pDOOH — a finding that challenges the perception of pDOOH as primarily a consumer medium. Logistics, professional services, technology infrastructure, manufacturing and trade-sector brands are using programmatic OOH to reach decision-makers in transit, in urban office environments and at industry venues. Transit environments carry a higher-than-average share of B&I; spend.

> Business & Industrial shows the highest Transit venue share of any major vertical at 28.4% — consistent with campaigns targeting business travellers and commuters. OOH-specialist DSPs account for 61.2% of B&I; spend.

CPG — $117m | 8.7%

Consumer packaged goods is the fourth-largest vertical globally and one of the most geographically distributed. FMCG brands — food, beverage, household and personal care — use pDOOH for mass-reach awareness and for contextual relevance near retail distribution points. CPG is a major driver of retail media environment spend. The USA ($49m), Germany ($18m) and Australia ($12m) are the leading CPG pDOOH markets.

> CPG shows a higher Open Auction share (21.3%) than most verticals, reflecting the presence of omni-channel DSPs running cross-channel campaigns that include DOOH as one line in a broader buy.

Travel — $104m | 7.7%

Travel is the fifth-largest vertical and one of the fastest-growing. Airlines, hotel groups, online travel agencies and destination marketing organisations are active programmatic buyers, using real-time data — seat availability, pricing, competitor campaigns — to adapt pDOOH creative dynamically. Transit environments carry a premium for travel advertising: airport screens, rail stations and urban transit panels all provide high-reach proximity to travel-decision moments.

> Travel shows the highest Transit venue share of any top-five vertical at 31.7%. PMP accounts for 76.1% of travel pDOOH spend.

Vehicles — $87m | 6.5%

Automotive OEMs, dealer networks and emerging EV charging brands account for $87m of global pDOOH spend. The vehicle category uses pDOOH for both brand campaigns (new model launches, EV transition messaging) and performance campaigns (dealer proximity, test-drive offers). Dynamic creative tied to local dealer inventory is an established use case in North America and Western Europe.

> Vehicles skews heavily toward PMP (81.2%) and OOH-specialist DSPs (72.4%). Outdoor environments dominate at 67.8% — consistent with roadside adjacency to the driving context.

Food & Beverage — $68m | 5.1%

Food & Beverage — spanning QSR, cafes, soft drinks and alcoholic beverages — is the seventh-largest vertical. QSR brands are among the most sophisticated pDOOH buyers globally, using real-time triggers including weather, time-of-day, proximity to competitor locations and local menu availability. Dynamic creative is more prevalent in F&B; than in any other major vertical.

> F&B; has the highest dynamic creative adoption rate in the dataset. RTB (Open Auction) accounts for 22.1% of F&B; pDOOH spend — the highest of any top-seven vertical — reflecting the role of open-exchange buying in real-time triggered campaigns.

DSP TYPE ANALYSIS

OOH-Specialist vs Omni-Channel DSPs — Full Year 2025

The following analysis presents global pDOOH spend by DSP type — OOH-specialist platforms versus omni-channel platforms. This distinction is one of the most structurally significant in the dataset: it reveals how pDOOH is being integrated into the broader digital advertising ecosystem and where the growth vectors lie.

Global DSP Type Split

OOH-Specialist DSPs	**65.5%**	**$877m**	Platforms designed primarily for OOH. Includes Broadsign, DAX, Vistar Media, VIOOH, Hivestack by Perion and others. Dominant in markets with deep programmatic OOH infrastructure: USA, Germany, UK, Australia.
Omni-Channel DSPs	**34.5%**	**$462m**	Platforms transacting across multiple media channels, with DOOH as one capability. Higher share in emerging pDOOH markets and in verticals that plan across media: Consumer Electronics (72%), Entertainment, Government.

Vertical vs DSP Type — Channel Preference Matrix

The following matrix shows the estimated OOH-specialist vs omni-channel DSP split for each of the top seven advertiser verticals. Where omni-channel share is elevated, it indicates that cross-channel planners are integrating pDOOH into multi-channel buys rather than treating it as a standalone medium.

Vertical	OOH-Specialist	Omni-Channel	Context
Vehicles	**72.4%**	27.6%	High OOH-specialist — auto brands invest deeply in DOOH infrastructure
Retail	**68.2%**	31.8%	Specialist DSPs lead; retail media environments well-served
Finance	**66.1%**	33.9%	Established OOH-specialist relationships; some cross-channel
Travel	**64.8%**	35.2%	Mixed — airport/transit inventory often via specialist DSPs
Business & Industrial	**61.2%**	38.8%	B2B cross-channel buying pulling omni-channel share higher
CPG	58.7%	**41.3%**	Cross-channel FMCG campaigns driving omni-channel adoption
Food & Beverage	57.4%	**42.6%**	Dynamic/triggered campaigns often via omni-channel platforms
Consumer Electronics	28.0%	**72.0%**	Bellwether: cross-channel planners dominate — highest omni share

Key Insight: Consumer Electronics is the bellwether vertical for omni-channel DSP adoption: 72% of its global pDOOH spend flows through omni-channel platforms. This mirrors the category's broader media planning approach — CE brands consistently lead in programmatic cross-channel integration, and pDOOH is following the same trajectory.

BUY TYPE ANALYSIS

PMP, Open Auction (RTB) and Programmatic Guaranteed — Full Year 2025

The buy type analysis examines how global pDOOH inventory is transacted across three mechanisms: Private Marketplace (PMP), Open Auction / Real-Time Bidding (RTB), and Programmatic Guaranteed (PG). The distribution reveals the structural maturity of the market and points to where growth in different transaction models may be expected.

Global Buy Type Split

Private Marketplace (PMP)	**75.7%**	**$1,014m**	The structural default in every region and vertical. Invited, non-guaranteed auctions between selected buyers and sellers. Dominant because it provides the control, transparency and brand-safety guardrails that OOH buyers require. EMEA shows the highest PMP concentration globally at 86.7%.
Open Auction (RTB)	**17.4%**	**$232m**	Real-time bidding open to all qualified buyers. Growing as omni-channel DSPs access OOH via open exchange and as emerging markets develop programmatic infrastructure. Higher in verticals with cross-channel planning: Food & Beverage (22.1%), CPG (21.3%), Consumer Electronics.
Programmatic Guaranteed (PG)	**6.9%**	**$93m**	Pre-agreed price and reserved inventory executed via programmatic infrastructure. Preferred by large-format premium buyers. Finance shows the highest PG share of any top vertical (9.4%). Germany and Brazil are the primary PG markets globally.

Buy Type by Region

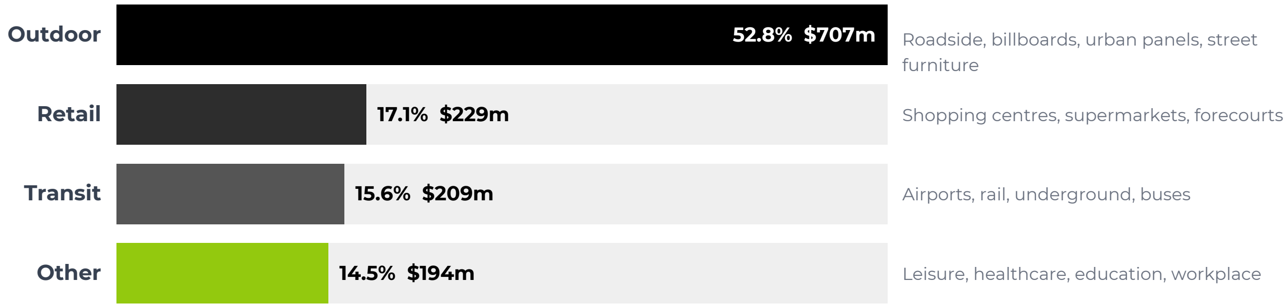
Region	PMP	RTB / Open	Prog. Guaranteed	Context
Americas	73.2%	19.8%	7.0%	Higher RTB share reflects omni-channel DSP activity
EMEA	86.7%	8.1%	5.2%	Highest PMP concentration globally; specialist DSP-led
APAC	71.4%	23.6%	5.0%	Higher RTB in emerging markets; ANZ leads PMP adoption
Global	75.7%	17.4%	6.9%	PMP is the structural default in every region

OOH ENVIRONMENT & VENUE ANALYSIS

Where global pDOOH spend is deployed — Full Year 2025

The venue analysis presents global pDOOH spend by OOH environment type — the physical setting in which DOOH screens are located and in which campaigns are delivered. Venue data reflects the distribution of programmatic spend across the OOH landscape and signals where infrastructure and demand are most mature.

Global pDOOH Spend by Venue



Venue Profile

Venue	Spend	Share	Profile
Outdoor	$707m	52.8%	The largest venue category globally. Includes roadside digital billboards, large-format panels, urban furniture and street-level screens. Outdoor's programmatic share is growing as operators invest in SSP connectivity for their digital estate.
Retail	$229m	17.1%	Shopping centre and supermarket screens, petrol station forecourts and high-street retail digital. The second-largest venue category. Retail media environments have attracted significant SSP investment and are a primary driver of pDOOH growth in APAC and EMEA.
Transit	$209m	15.6%	Airport, rail station, underground and bus network screens. Transit's programmatic share is highest in the UK, USA and Germany. Airport inventory commands premium CPMs and is a preferred environment for Finance, Travel and B2B advertisers.
Other	$194m	14.5%	Leisure venues, healthcare environments, education campuses, workplace and lifestyle. The most fragmented category. Growing as operators in new venue types connect to SSP infrastructure.

Full Venue Type Taxonomy

The following taxonomy lists all specific venue types captured within the study, grouped by parent category. The four parent categories reflect the aggregated classification used by participating SSPs; individual venue types provide reference detail for campaign planning and inventory comparison. Percentage shares within each parent category are indicative estimates based on relative screen volume, CPM levels and SSP submission patterns.

Venue Type	% of Category	Description / Context
OUTDOOR		52.8% of global pDOOH spend · $707m
Roadside Billboard / Large Format	**44.8%**	48-sheet, 96-sheet and equivalent large-format roadside digital panels — the most prevalent outdoor format and the primary driver of outdoor pDOOH volume
6-Sheet / Urban Panel	**22.3%**	Street-level poster-format digital screens in pedestrian zones, retail high streets and urban environments; broad coverage and high frequency of exposure
Street Furniture / Bus Shelter	**15.4%**	Backlit digital panels integrated into urban street furniture including bus stops, kiosks and information points; strong proximity to retail and transit nodes
Supersite / Spectacular	**11.6%**	Landmark digital structures, premium tower screens and oversized urban spectaculars in high-traffic locations; typically commands the highest outdoor CPMs
Bridge / Gantry / Motorway	**3.9%**	Overhead digital signage on road gantries, motorway bridges and interchange structures; high dwell time for commuter and long-distance road audiences
Wildposting / Wallscape	**2.0%**	Building-face digital murals and large-scale urban wallscape installations; often used for brand and entertainment campaigns in urban cores

Venue Type	% of Category	Description / Context
RETAIL		17.1% of global pDOOH spend · $229m
Shopping Mall / Shopping Centre	**37.8%**	Internal mall corridors, atriums, food courts and anchor tenant adjacencies; captures high-dwell shoppers at or near point of purchase
Supermarket / Grocery Store	**25.3%**	In-store and entrance screens in supermarket and grocery environments; a primary CPG and FMCG advertising venue with strong purchase-intent audiences
Petrol Station / Forecourt	**10.2%**	Pump-top and canopy screens at fuel retail and convenience sites; captures captive audiences with a consistent 3–5 minute dwell time at the pump
Hypermarket / Warehouse Retail	**8.3%**	Large-format grocery and general merchandise stores; typically higher basket-size audiences with longer dwell times than convenience formats
High Street / Retail Park	**8.1%**	External-facing screens on high street frontages and open retail parks; combines pedestrian audience reach with proximity to retail decision points
Convenience Store / C-Store	**5.4%**	Point-of-purchase screens in convenience and neighbourhood stores; high-frequency, impulse-oriented environment for FMCG and beverage brands
DIY / Home Improvement	**2.8%**	In-store screens at hardware, home improvement and garden centre retailers; predominantly Vehicles, Finance and B&I; category advertisers
Department Store	**1.6%**	Multi-floor screen networks in department and anchor retail stores; fashion, luxury, health and beauty brands are primary buyers
Pharmacy / Drugstore	**0.5%**	In-store screens within pharmacy and health & beauty retail environments; health, wellness, personal care and insurance advertisers dominate spend

Venue Type	% of Category	Description / Context
TRANSIT		15.6% of global pDOOH spend · $209m
International Airport	**34.9%**	Departures, arrivals, gate lounges and concourse screens at major international airports; highest CPMs of any transit format; preferred by Finance, Travel and B2B brands
Train / Railway Station	**21.5%**	Concourse, platform and ticket hall screens at mainline and intercity rail stations; strong commuter and business-travel audiences in key city-pairs
Underground / Metro / Subway	**21.1%**	Platform, concourse and tunnel screens in metro and rapid-transit networks; high frequency and repeat exposure for urban commuter audiences
Domestic / Regional Airport	**11.8%**	Terminal and airside screens at domestic and secondary airports; growing pDOOH connectivity as regional operators invest in SSP infrastructure
Bus / Coach Station	**6.4%**	Departure lounge and bay-side screens at intercity bus and coach terminals; captures price-sensitive travel audiences on longer journeys
Taxi / Rideshare	**2.2%**	In-vehicle and rooftop screens in taxi, rideshare and private hire vehicles; one-to-one audience environment with GPS-enabled contextual targeting capability
Ferry Terminal / Port	**2.1%**	Waiting area and boarding screens at ferry and maritime passenger terminals; strong in coastal and island markets including UK, Scandinavia and APAC

Venue Type	% of Category	Description / Context
OTHER — LEISURE, HEALTHCARE, EDUCATION & WORKPLACE		14.5% of global pDOOH spend · $194m
Office Building / Corporate Lobby	**16.9%**	Lobby, lift and common-area screens in office towers and corporate campuses; B2B, Finance, Technology and professional services advertisers concentrate spend here — the highest-spend sub-type within the Other category
Hotel / Accommodation	**13.4%**	Lobby, lift, corridor and in-room screens in hotels and serviced accommodation; Finance, Travel and B2B advertisers target business-hotel guests
Cinema / Movie Theatre	**13.1%**	Foyer, concourse and pre-show screens in cinema complexes; entertainment, FMCG and youth-targeted brands are core buyers
Health Club / Gym / Fitness	**10.8%**	Reception, changing room and gym-floor screens in fitness environments; health, wellness, nutrition and apparel brands predominate
Restaurant / QSR	**10.2%**	Dine-in and drive-through screens in restaurant and quick-service environments; Food & Beverage brands account for the largest share of spend in this venue type
Hospital / Healthcare Facility	**8.9%**	Waiting room and corridor screens in hospitals, clinics and healthcare centres; pharmacy, insurance and health services advertisers; regulated in some markets
Sports Arena / Stadium	**7.4%**	Concourse and wayfinding screens in sports venues and arenas; high-dwell, passion-aligned environment for sponsorship-linked campaigns
Bar / Pub / Nightclub	**5.7%**	On-premise screens in licensed hospitality environments; alcohol, entertainment and sports-related advertisers are primary buyers
University / College Campus	**4.8%**	Student union, library, dining and campus screens at higher education institutions; finance, technology, automotive and recruitment brands target student audiences
Conference / Convention Centre	**3.8%**	Meeting room, pre-function and exhibition hall screens at conference venues; B2B and Business & Industrial brands align with sector-specific event audiences
GP Surgery / Medical Practice	**3.2%**	Waiting room screens in GP surgeries, dental practices and outpatient clinics; high-dwell, captive audience; health and wellness category primary buyers
Leisure Centre / Community Venue	**1.8%**	Screens in leisure centres, community halls, libraries and civic spaces; the most fragmented sub-type; growing as local operators connect to SSPs

Venue vs Top Verticals

The following table presents estimated venue distribution for the top five advertiser verticals. Venue affinity varies significantly by category: Travel and B&I; skew toward Transit; Retail and CPG skew toward Retail environments; Vehicles concentrate in Outdoor.

Vertical	Outdoor	Retail	Transit	Other
Retail	47.2%	26.8%	18.3%	7.7%
Finance	54.1%	14.2%	22.6%	9.1%
Business & Industrial	45.3%	11.4%	28.4%	14.9%
CPG	51.6%	29.4%	11.8%	7.2%
Travel	38.4%	8.9%	31.7%	21.0%
Vehicles	67.8%	14.6%	12.2%	5.4%
Food & Beverage	55.2%	24.1%	13.6%	7.1%

Key Insight: Outdoor environments — roadside and urban — account for 52.8% of all global pDOOH spend, confirming that the medium's programmatic growth is rooted in its largest, most established inventory. Retail media (17.1%) and Transit (15.6%) each represent substantial and growing opportunity as screen counts and SSP connectivity mature in those environments.

KEY THEMES & CONCLUSIONS

What the vertical, DSP, buy type and venue data tells us

1. Programmatic DOOH has a commercial heartland — and it is broadening

Retail, Finance and Business & Industrial together account for a third of all global pDOOH spend. These are categories defined by proximity sensitivity, audience targeting and data-driven campaign optimisation — the core value proposition of programmatic DOOH. Their dominance validates the medium's strategic positioning. But the long tail is significant: 37.9% of spend sits outside the top seven verticals, and the breadth of that category mix signals genuine mainstream adoption rather than early-adopter concentration.

2. Omni-channel integration is real — Consumer Electronics shows where it leads

The 34.5% omni-channel DSP share is not noise — it is structural. The Consumer Electronics finding (72% omni-channel) is the clearest evidence that categories which plan across digital media channels are integrating pDOOH as a standard line item, not a specialist add-on. As cross-channel planning capabilities mature and DOOH measurement improves, this share is likely to grow across more verticals.

3. PMP is the structural default — and will remain so

75.7% of all global pDOOH spend transacts via Private Marketplace. This is not a market in transition toward open auction — it is a market that has arrived at its preferred mechanism. PMP provides the control, transparency and brand safety that OOH buyers require. RTB is additive, not substitutive: it is adding addressable demand at the margin, particularly in emerging markets and cross-channel verticals.

4. Outdoor remains the dominant venue — Retail and Transit represent growth

Outdoor's 52.8% share confirms that the programmatic channel is rooted in the medium's largest and most established inventory. This is a structural advantage: programmatic OOH has scaled on the back of the most visible, highest-reach environments in the medium. Retail (17.1%) and Transit (15.6%) are growing as operator investment in SSP connectivity accelerates. The venue diversification trend will continue as indoor DOOH estates become more programmatically accessible.

5. The two reports together present a complete picture

Report 1 established where pDOOH spend is concentrated geographically and at what penetration rates. This report has established who is spending and through what mechanisms. The combined picture is clear: global pDOOH is a $1.339 billion market, structurally settled in its trading patterns, genuinely global in its reach, and in the early stages of the broadening that will define its next phase of growth. The measurement programme continues — and the next edition will be richer for it.

IMPORTANT DISCLAIMER

Scope, limitations and intended use of this report

Scope of data

This report is based on net revenue data submitted by twelve supply-side platforms (SSPs) to PricewaterhouseCoopers LLP (PwC) for the full calendar year 2025. It covers programmatic Digital Out-of-Home (pDOOH) advertising revenue only. It does not include: direct insertion orders; revenue from programmatic guaranteed transactions executed outside SSP platforms; revenue from markets where no participating SSP has active operations; or data from SSPs that did not participate in this study.

Nature of figures

All figures published in this report are indicative market estimates. They are based on SSP submissions that have been aggregated by PwC and sense-checked for consistency and reasonableness. They are not audited figures. PwC did not independently verify, audit or assure the accuracy of individual SSP submissions. Figures represent SSP net revenue and may have been scaled where market coverage is assessed as incomplete. All amounts are expressed in United States dollars (USD) at 2025 average exchange rates.

Minimum submission threshold

Country-level, vertical-level and venue-level data is subject to a minimum of three SSP submission threshold. Where this threshold is not met, data is included in higher-level aggregates but is not published at that level of granularity. Where the threshold is met, published figures remain anonymised and cannot be used to infer any individual SSP's revenue.

PwC's role

PwC's engagement was limited to the independent aggregation and sense-checking of data submitted by participating SSPs. PwC produced hard-coded output tables for WOO publication (version: v.07/08/26). This engagement does not constitute an audit, review or assurance engagement under any professional standard. Readers should not place undue reliance on the figures as definitive or audited market measurements.

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