



OOH MARKET UPDATE\_

# OOH Market Update: Q3 2026

The latest locations, formats and developments shaping the UK out-of-home market.

# A strong start to 2026.

UK OOH REVENUE, Q1 2026

# £341.2m

Up 15% year on year

## +17.6%

Digital OOH revenue

## +10.1%

Classic OOH revenue

## 67%

Digital share of Q1 revenue

Source: Outsmart / PwC, Q1 2026.

//

Despite ongoing macroeconomic challenges, this is an incredibly strong result, demonstrating the confidence brands have in Out of Home.

Justin Cochrane

Chair of Outsmart

# Momentum, and more ways to use it.

Out-of-home is growing across both digital and classic formats, and media owners are reinvesting that momentum into new premium locations, smarter research and more sustainable infrastructure.

For brands, this means a wider, richer choice of environments in which to build reach and real-world visibility, from landmark digital screens to retail, cinema and mobile formats. It also means planning matters more than ever: the value is in choosing the right combination of locations and formats for the objective, not simply buying what is newest.

## Digital

67% of Q1 revenue and rising

## Classic

still growing, +10.1% YoY

## Choice

landmark, retail, cinema, mobile

# New landmark and premium locations.



## Ocean Outdoor: The Curve, Leicester Square

Appointed by Soho Estates as DOOH media partner; set to launch The Curve, a new landmark screen.

[Source: Ocean Outdoor →](#)



## JCDecaux: The Euston Tower

In partnership with TfL, a new London landmark added to the JCDecaux portfolio.

[Source: JCDecaux →](#)



## BackLite: Chiswick Towers

Chiswick Towers joins BackLite's Landmark Series of premium digital locations.

[Source: BackLite Media →](#)



## Infinity Outdoor: Oxford Street banner

A new large-format London banner launches on Oxford Street.

[Source: Infinity Outdoor](#)

Sources link to original media-owner announcements where available. Infinity Outdoor's Oxford Street banner is shown as a credited item; a public article link was not confirmed at the time of writing.

# New national networks and formats.



## Global: Billboards by Global

Positioned as the UK's number one billboard network; digital 48-sheet portfolio expanding to 600+ sites and 4,500+ panels nationwide.

Source: Global →



## Bauer Media Outdoor: Adshel Live Prime

A new high-impact proposition within the Adshel Live street-furniture portfolio, built for easier planning.

Source: Bauer Media Outdoor →



## Mobile Media: The Curve DigEVan

An industry-first 100% electric mobile digital unit, deployable anywhere in the UK.

Source: Mobile Media →

# Retail, leisure and cinema developments.



## OPEN Media acquires BOXPARK

Exclusive OOH partner across all six BOXPARK leisure destinations nationwide.

Source: [OPEN Media](#) →



## KBH: CANVAS

An immersive large-format DOOH network in Cineworld cinemas nationwide.

Source: [KBH](#) →



## Co-op Media Network

Powering up its front-of-store digital screen rollout across the retail estate.

Source: [Co-op Media Network](#) →



## Limited Space: Queensgate & The Liberty

Two new large-format Orbit LED screens join its national digital mall portfolio.

Source: [Limited Space](#) →

Also this quarter: blowUP media launched new Giant Posters in Kensington and along Brighton seafront (blowUP media). Public article links were not confirmed at the time of writing.

# Smarter, more contextual planning.



### Global: Multi-Sensory Multiplier

Research illustrating how combined audio and OOH campaigns amplify reach.

Source: Global →



### Ubiquitous: Taxis Live

A study in dynamic context across London's taxi network.

Source: Ubiquitous →



### Alight Media: Sparking Conversations

Research exploring the power of DOOH in social places.

Source: Alight Media →



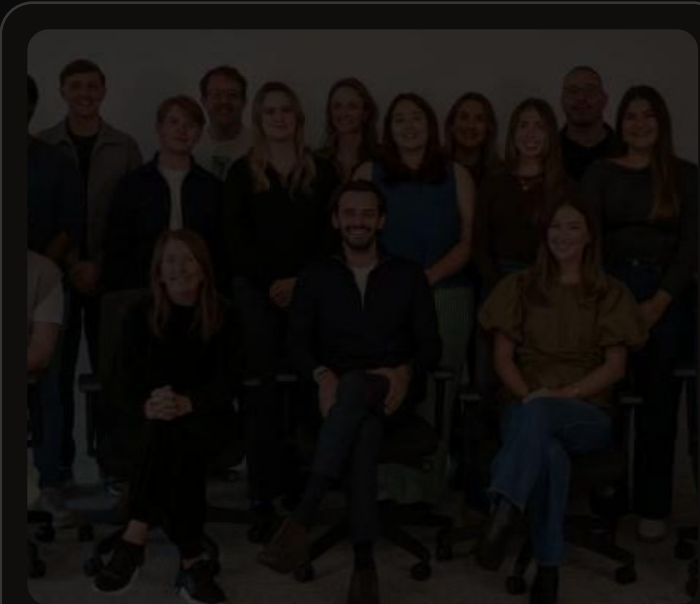
### i-media & VIOOH: motorway programmatic

Opens the motorway network to programmatic buys through VIOOH's platform.

Source: LBBOnline →

Also this quarter: Ocean Outdoor appointed British Land DOOH partner across key London assets (Ocean Outdoor); Limited Space partnered with HELLO! Magazine for editorial content across UK shopping centres (Limited Space).

# Sustainability and community.



## Ocean Outdoor: low-carbon DOOH

A sustainability strategy update on DOOH's role in the transition to a low-carbon future.

Source: [Ocean Outdoor](#) →



## Bauer: sustainable bus shelters

Work begins on new sustainable bus shelters across West Northamptonshire.

Source: [Bauer Media Outdoor](#) →



## JCDecaux: 380+ defibrillators

OOH advertising has funded more than 380 defibrillators across 35 UK cities.

Source: [JCDecaux](#) →



## OPEN Media: 2025 Progress Report

Publishes its 2025 Progress Report, including a 49% increase in its B Corp score.

Source: [OPEN Media](#) →

Also this quarter: Global and MGOMD's Belonging in Britain 2026 research on modern communities (Global); blowUP media's team charity walkathon in aid of The Royal Marsden Cancer Charity (blowUP media). Specific fundraising figures were not independently verified.

# One team, from planning to delivery.

The growing range of formats is good news for advertisers. Choosing the right environments, locations and media mix, however, matters more than simply buying what is newest.

ma plans and delivers OOH, DOOH and mural campaigns in the UK and internationally, all managed through one central point of contact.

We do not charge separate planning, buying or agency service fees. Media, production and installation costs remain payable.

## Planning & site selection

The right locations and formats for the objective.

## Negotiation & buying

Access to key media owners in the UK and overseas.

## Production & installation

End-to-end delivery, managed for you.

## Local to international

Local, national and international activity.



CONTACT\_

# Planning an OOH campaign?

Whether you have a brief, are considering activity later in the year, or simply want to understand what could be achievable, we would be glad to help.

Andrew Dayes

Media Partnerships Manager, ma

[andrew@wearema.co.uk](mailto:andrew@wearema.co.uk) · UK +44 (0)20 3886 2111

---

## SOURCES & CREDITS

This update has been compiled by ma from publicly available announcements and research published by UK OOH media owners and industry bodies. Revenue data: Outsmart / PwC, Q1 2026. All trademarks, photography and research remain the property of their respective owners. Information was correct at the time of publication and is subject to change.