

PQ Media say Digital now accounts for 30% of Out-Of-Home Spend

According to research group PQ Media, the US digital out-of-home media industry is on pace to grow 11.2% (to \$2.43B) in 2008 - and, to continue growing at a compound rate of 12.9% until 2012.

The company says that spending worldwide grew 12.8% to \$6.11 billion in 2008 (slowing from 22.6% growth last year) - and, is forecast to expand 14.5% compound to 2012. Digital now accounts for almost 30% of all out-of-home spending, with digital billboards being the fastest-growing segment.

The USA currently accounts for 40% of the spend, but this is likely to decline as new markets like Russia, India, China, Brazil and Australia develop, according to PQ Media's Global Digital Out-of-Home Media Forecast 2008-2012.

The most active digital OOH brand categories in 2007 were CPG & electronics, followed by media & entertainment, food & drink, and retail. Overall, 66% of digital OOH ad spend was national versus local, with video advert networks featuring more national advertising and digital billboards generating more local, according to the report.

However it's not all rosy out there. The research also predicts a shakeout of operators - as the stronger companies consolidate the market.