



Canadian Out of Home Marketing
and Measurement Bureau

COMMB Releases First-Ever Canadian Out-of-Home Industry Revenue Reporting

PRESS RELEASE

Toronto, ON — Monday, February 23, 2026 — Today, **COMMB (Canadian Out-of-Home Marketing and Measurement Bureau)** releases its first revenue benchmarking report for Canada’s Out-of-Home (OOH) advertising industry. Separate reports have been issued for 2024 and 2025, with each report presenting aggregated revenue across three key OOH formats: Roadside, Place-Based, and Transit. Within each format, revenue is further broken out by Classic and Digital.

OOH Outpaces Broader Market Growth

The inaugural report reveals that Canadian OOH significantly outperformed broader advertising market projections in 2024–2025 — growing 30% higher than Canadian media market recasts.

Overall, the OOH market grew **5.8% year-over-year**, with digital formats continuing to drive momentum. Digital OOH grew by **11.5%**, strengthening its position as the dominant revenue engine of the sector.

Digital now represents **58% of total OOH revenue**, up from 55% the previous year — reflecting the continued modernization and data-driven evolution of the medium.

Growth by Environment

Performance varied across environments, with several sectors delivering notable gains:

- **Place-Based OOH** led growth at **+12.7%**
- **Transit** followed closely at **+11.4%**
- ***Roadside** posted steady growth at **+2.3%**

**This is a reflection in the decline in static roadside spend, as Digital Roadside grew by 8.4% despite a flat Quarter 4.*

These results underscore the diversification and resilience of the OOH ecosystem, as advertisers increasingly leverage digital, data, and contextually relevant environments to drive campaign performance.

“This marks a major milestone for the Canadian OOH industry,” said Adam Butterworth, Interim President, COMMB. “By providing visibility into how each OOH segment is contributing to the broader advertising ecosystem, we can empower agencies and advertisers with the insights they need to plan confidently and invest strategically.”



Why This Matters:

- **Transparency:** First authoritative, standardized revenue dataset for Canadian OOH.
- **Benchmarking:** Enables year-over-year comparisons and format-level analysis.
- **Planning Confidence:** Provides data to inform media planning, investment, and sales strategies.
- **Growth Enablement:** Supports measurement advancements and COMMB's broader mission to grow the OOH share of the media mix.

About COMMB:

COMMB is the national organization for the Canadian OOH industry comprised of advertisers, advertising agencies and OOH companies. COMMB is responsible for developing and verifying audience measurement methodologies, providing audience data and planning resources, marketing and communications, government relations and member services. www.commb.ca

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