

OUTDOOR ADVERTISING INCREASES IN SECOND QUARTER



Outdoor advertising spending grew 4.5% when compared to last year's market statistics. Even if this occurrence is in tangent with what promoters of outdoor advertising expected, experts realize that the growth in spending has not been able to impact the market share positively. Buyers and sellers of outdoor advertising will have to wait for some time to pass before significant changes will be apparent in the industry.

Read the original article here: [Out-of-Home Ad Spending Increases in Second Quarter, but Doesn't Gain Share](#)

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