

Message from the President

The future of Pakistan's outdoor advertising industry depends on vision, unity, and modernization.

Although our industry's annual turnover is estimated between Rs. 25–30 billion, this figure can significantly increase through:

- Digital integration,
- Data-driven advertising models,
- International partnerships,
- Retail and transit media expansion.

Countries like the United States and China have demonstrated how centralized industry representation and technological adoption can accelerate growth.

APOAA aims to become the single national voice representing all outdoor media owners Pakistan. Through unity, structured policy formulation, and alignment with global standards, we will ensure that our industry achieves the prominence it rightfully deserves.