

## Message from the Senior Vice Chairman

Outdoor advertising is far more than visible signage; it is an extensive operational ecosystem driving economic activity across Pakistan.

From imported materials to local fabrication, from installation teams to media planners, the industry sustains thousands of families and strengthens allied sectors. It contributes significantly to government revenue and supports urban commercial growth.

Globally, we observe remarkable advancements:

- The United States leads the world with nearly \$8 billion annual OOH spending and rapid programmatic digital integration.
- China has become the fastest-growing digital OOH market, known for high-tech LED networks and immersive 3D experiences.
- United Kingdom is recognized for creative, data-driven and viral OOH campaigns.
- Australia generates over 57% of its OOH revenue from digital channels.

Pakistan has the talent, scale, and entrepreneurial spirit to move in the same direction.

Our priority is to:

- Strengthen unity within the industry,
- Develop standardized policies,
- Promote safe installations,
- Encourage digital transformation,
- Organize continuous professional forums and conferences.

With structured planning and collaboration, we can unlock immense untapped potential.