

A DASH TWO REPORT

THE STATE OF OUT-OF-HOME IN MUSIC 2026

When every release is a click away, the physical street has become music marketing's scarcest — and most credible — channel.

Gino Sesto Founder · 2× OBIE winner · 20,000+ campaigns

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 **DASH TWO**

WHEN EVERYTHING IS A CLICK AWAY, THE STREET IS THE EVENT

Music has never been easier to release and harder to be noticed for. A record drops at midnight, joins fifty million other tracks, and competes for the same infinite feed. In that world, scarcity is the whole game — and the one place a music brand still can't be scrolled past is the physical street.

That is why, even as budgets pour into streaming, social, and creator marketing, the most sophisticated labels and artists keep coming back to out-of-home. A wall of hand-pasted posters, a takeover on Sunset, a billboard timed to release week — these aren't nostalgia. They are the modern proof that a moment is real, big enough to leave the phone and land in the world.

HOW MUSIC ACTUALLY USES THE STREET NOW

Out-of-home for music isn't one tactic; it's a set of plays that map to how records and tours are actually launched in 2026.

The release-week street blitz

The center of gravity is release week. Labels compress Wild Posting®, billboards, and transit into the days around a drop, turning a digital release into a citywide event people photograph and post. The street placement becomes social content — earned reach on top of paid.

Tours are routed in posters

Tour marketing has quietly become one of OOH's biggest music use-cases. Dates get announced market-by-market, and street-level advertising follows the routing — posters and boards in each city in the weeks before on-sale, driving ticket demand exactly where the show is.

Fandoms turned OOH into participation

Fan-funded billboards for birthdays, comebacks, and album anniversaries have turned out-of-home into a language fandoms speak. What began with K-pop is now everywhere: audiences don't just see the ad, they organize it, visit it, and photograph it — participation money can't manufacture.

Physical is the new proof-of-real

As feeds fill with AI-generated everything, a physical, in-the-world placement reads as proof that something actually happened. The same instinct driving the vinyl resurgence — wanting a release to exist as an object — is what makes a poster wall or a billboard feel like evidence rather than an impression.

Programmatic screens meet hand-pasted paper

The channel now spans two extremes at once. Programmatic digital out-of-home lets a campaign target dayparts, venues, and audiences and sync to streaming or ticketing data; hand-pasted paper delivers the raw, credible texture screens can't. The strongest 2026 music campaigns use both — and wire the whole thing into digital retargeting so the people who saw the street get reached again online.

MUSIC ON THE STREET, 2026

What these plays actually look like — recent music campaigns DASH TWO has put on the street, across formats and markets, from classic spectaculars to programmatic digital takeovers and hand-installed bulletins.



The Beach Boys, “Feel Flows” — spectacular billboard, Times Square, New York.

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Sabrina Carpenter, “Sweet Tooth” — digital takeover at dusk, New York.

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Olivia Rodrigo, “First Woman on the Moon” — cutout-extension billboard, Los Angeles.

► **DASH TWO CAMPAIGN**



Falling in Reverse, “Ronald” — “For Your Grammy Consideration,” Los Angeles.

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Epitaph Records — hand-installed bulletin.

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WHAT THE DATA SAYS

The numbers behind the shift are unusually aligned: out-of-home is at an all-time high exactly as music re-embraces the physical.

\$9.46B

U.S. out-of-home ad revenue in 2025 — an all-time record, and 19 straight quarters of growth.¹

36.3%

Share of OOH revenue that is now digital (DOOH), up 10.5% year over year.¹

+4.3%

U.S. vinyl album sales growth in 2024 — the format’s continued resurgence.²

63%

Of first-week physical album sales now come direct-to-consumer — fans buying the object.²

Read together, three signals tell the same story:

SIGNAL	WHAT IT SHOWS	SOURCE
OOH at a record \$9.46B	Advertisers are spending more on the physical world, not less, even in a digital-first market.	OAAA, 2025
DOOH now 36.3% of OOH	Out-of-home is measurable and targetable — it plugs into the same data stack as streaming and social.	OAAA, 2025
Vinyl +4.3%, D2C 63% of first-week	Audiences increasingly pay for music as a physical object — the same “proof-of-real” instinct OOH taps.	Luminate, 2024

Global on-demand audio streaming still grew roughly 15% in 2024² — demand isn't the problem. Attention is. And attention is precisely what a physical placement, in a real place, at the right moment, is built to win.

IF YOU'RE LAUNCHING IN 2026

A practical read for artists, managers, and labels planning a release or a tour:

- **Treat the street as the event, not the reminder.** Time OOH to the moment — release week, on-sale, an anniversary — so the placement itself becomes content.
- **Route posters like you route the tour.** Follow the markets, city by city, in the weeks before on-sale.
- **Design for the photo.** The best music OOH is built to be shot and reshared; earned reach is the point, not a bonus.
- **Wire it into digital.** Geo-target and retarget the people who saw the board so the street and the feed reinforce each other — one campaign, not two.
- **Use both textures.** Programmatic screens for precision and scale; hand-pasted Wild Posting® for credibility.

PULL QUOTES, READY TO CITE

"When every release is a click away, the physical street is the one place a music moment can't be scrolled past."

"Out-of-home hit a record \$9.46 billion in 2025 — advertisers are spending more on the physical world, not less."

"The same instinct behind the vinyl resurgence — wanting a release to exist as an object — is what makes a poster wall feel like proof, not an impression."

CITE THIS REPORT

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1. OAAA (Out of Home Advertising Association of America), "Out of Home Advertising Revenue Reaches Record \$9.46 Billion," 2025.

2. Luminate, "2024 Year-End Music Report," 2024 (U.S. vinyl sales, direct-to-consumer share, global streaming growth).

PLANNING A RELEASE OR A TOUR?

DASH TWO builds out-of-home and Wild Posting® campaigns for music and entertainment brands — wired into digital so the street and the feed work as one.

TALK TO DASH TWO

Press & media: press@dashtwo.com · dashtwo.com/state-of-oo-h-music-2026 · 214 S. Locust St, Suite 200, Inglewood, CA 90301