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For immediate release

Media Release

More growth for Out-of-Home in third quarter 2016

The Out-of-Home (OOH) industry posted an increase of 14.2% on net media revenue year-on-year, ending the quarter with \$185.5 million in net media revenue, up from \$162.4 million* for the same time last year. These results reflect ongoing growth experienced by the industry in 2016, following on from the all-time high media revenue growth at the end of 2015, when revenue increased by 17%* over 2014.

Monthly results continue to impress, with the industry posting an increase of 14.1% in July, 20% in August and 9.3% in September, for a total of \$66.3 million in net media revenue for the quarter. This growth is reflected in all categories: roadside billboards (over and under 25 square metres); roadside other (street furniture, bus/tram externals, small format); transport (including airports) and retail/lifestyle/other. Digital revenue is sitting at 38.7% of total net media revenue year-to-date, over 25.4% for the same period last year.

“Not only is revenue growing, but OOH audiences are growing too,” said Charmaine Moldrich, CEO of the Outdoor Media Association. “In the past six years, OOH audiences have grown 20.3%, over indexing against population growth at 13%. It is this growth, coupled with OOH advertising’s ubiquity, its ability to offer cities utility, and the new brand values digital offers – immediacy and flexibility, that makes OOH an obvious choice for advertisers,” she concluded.

Category figures third quarter 2016

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| • Roadside Billboards (over and under 25 square metres) | \$69.4 million |
| • Roadside Other (street furniture, bus/tram externals, small format) | \$55.0 million |
| • Transport (including airports) | \$32.7 million |
| • Retail, Lifestyle and Other^ | \$28.4 million |

Category figures third quarter 2015

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| • Roadside Billboards (over and under 25 square metres) | \$58.3 million |
| • Roadside Other (street furniture, taxis, bus/tram externals, small format) | \$47.1 million |
| • Transport (including airports) | \$30.4million |
| • Retail, Lifestyle and Other^ | \$26.6 million |

*Previous years figures have been adjusted to reflect changes in OMA membership to allow for direct comparisons

in revenue year-on-year.

^Reported in this category are: shopping centre panels, as well as all place-based digital signs including office media – covering signs in lifts and office buildings, cafe panels, and digital screens in doctors surgeries and medical centres.

Note: Figures may not add to total due to rounding.

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FURTHER INFORMATION:

Charmaine Moldrich, CEO, Outdoor Media Association – T: 02 9357 9999 M: 0407 418 273

Editor's Note on how Outdoor Media Association figures are calculated:

The Outdoor Media Association (OMA) estimates that it represents 90% of the Out-of-Home (OOH) industry. Figures provided in this media release are net figures (exclusive of commission, production and installation). Figures represent occupancy invoiced in each calendar month. Figures also include all direct sales which are estimated at 10% of total bookings.

OMA figures are an accurate reflection of the income the OOH industry is generating through its inventory each month.

The OMA is the peak industry body which represents most of Australia's Outdoor Media Display companies and production facilities, and some Media Display asset owners.

The OMA operates nationally and prior to July 2005 traded as the Outdoor Advertising Association of Australia (OAAA). It was first incorporated in 1939.

The OMA's charter is to serve its members by promoting the OOH industry and developing constructive relations with its primary stakeholders. Its core functions are Marketing and Research (including audience measurement), Government Relations and Regulatory Affairs, Media Relations, and Member Services.

The OMA is governed by a Board of Directors which is elected by the membership.

Members of the OMA adhere to a Code of Ethics and abide by the regulatory frameworks in which they operate.