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For immediate release

Media Release

MORE Out of Home growth in quarter one

The Out of Home (OOH) industry has posted an increase of 5.7% on net media revenue year-on-year in the first quarter of 2017, posting \$186.7 million, up from \$176.7 million* for the first quarter in 2016. This ongoing growth follows the all-time high revenue growth at the end of 2016 of 15.8%.

“OOH’s continuing growth in the first quarter of 2017 confirms it is the “TRADIGITAL” channel that is taking on the future, and investing in technology is one of the drivers of this success,” said Charmaine Moldrich, CEO, OMA.

Monthly results reflect this growth, increasing 12.4% in January, and 2.7% in February. In March, net media revenue increased 3.6% year-on-year to \$73.2 million. Digital revenue is sitting at 44.4% of total net media revenue year-to-date, which is an increase over the recorded 36.0% for the same period last year.

“OOH can connect advertisers with their audiences anywhere, anytime, whether via a traditional Outdoor poster or a digital screen. Unlike other media channels, OOH can’t be blocked, it can be measured, and it reaches real people when they are out and about in an active state of mind,” continued Moldrich.

Category figures quarter one 2017**:

- | | |
|---|----------------|
| • Roadside Billboards (over and under 25 square metres) | \$77.3 million |
| • Roadside Other (street furniture, bus/tram externals, small format) | \$51.0 million |
| • Transport (including airports) | \$29.5 million |
| • ^Retail, Lifestyle and Other | \$28.9 million |

Category figures for quarter one 2016**:

- | | |
|---|----------------|
| • Roadside Billboards (over and under 25 square metres) | \$67.1 million |
| • Roadside Other (street furniture, bus/tram externals, small format) | \$53.7 million |
| • Transport (including airports) | \$30.5 million |
| • ^Retail, Lifestyle and Other | \$25.3 million |

* The previous year’s 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.

** Figures may not add to total due to rounding.

ENDS**FURTHER INFORMATION:**

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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.