



MEDIA RELEASE

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9.3% INCREASE IN Y.T.D. REVENUE – STRONG PERFORMANCE CONTINUES FOR OUTDOOR MEDIA

Figures released today show that revenue from outdoor advertising has jumped 9.3% in the first six months of 2007 compared to the same period in 2006 – from \$174.4 million to \$190.5 million.

Helen Willoughby, CEO of the Outdoor Media Association which represents the majority of Australian outdoor advertising companies, welcomed the latest results.

“A more than nine per cent increase in revenue across all outdoor formats confirms that outdoor advertising continues to be a strong performer in the traditional media sector,” Ms Willoughby said.

“This solid result has been assisted by a general increase in advertising spend, the media fragmentation that is occurring throughout the market and some organic growth within the retail sector.”

Ms Willoughby said that a comparison between the figures for the six months of 2007 compared to the same period in 2006 showed:

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| • Street furniture, including bus /trams stops, retail, & phone booths | up 10.6% |
| • Large format, including billboards, supersites & spectaculars | up 9.5% |
| • Transit, including advertising on buses and trams, taxis & railways | up 9.2% |
| • Posters, including six & 24 sheets | up 1.7% |

The strong results were in line with the United Kingdom and United States where the outdoor industry had also performed well, reflecting the increasing global confidence of advertisers in the effectiveness of outdoor media.

Ms Willoughby said current indicators for third quarter revenue results were also looking positive.

“Outdoor is a most effective medium for raising awareness and for reinforcing brand and key messages,” Ms Willoughby said.

“It can be used for mass broadcast, or targeted to particular demographics and land uses, making it extremely versatile for advertisers in reaching target audiences. It also works extremely well as part of multi-media campaigns.”

Among high users of outdoor were fast moving consumer goods, the entertainment industry, automotive, telecommunications and the finance industry, as well as government agencies.

Ms Willoughby said next year’s introduction of the first industry-wide audience measurement system for outdoor was pivotal to the sector’s long-term growth.

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