

Outdoor Media Association

Suite 504, 80 William Street, East Sydney NSW 2011
T 02 9357 9900 F 02 8356 9500 E info@oma.org.au
ABN 59 004 233 489 www.oma.org.au



Media Release

Thursday 4 April 2013
For immediate release

First quarter weathers market vagaries

The Out-of-Home (OOH) industry has started the year well, recording 3.8% growth, from an increase in sales revenue to \$122.1 million, up from \$117.6 million for the same period in 2012.

The industry ended 2012 with overall growth of close to 2% and for the first time cracked \$500 million in revenue.

“Growth in the first quarter is a reflection of the industry’s ability to weather the vagaries of the market. OOH continues to maintain its position as a channel that is in a space of its own, growing while other mainstream media channels are being challenged.” said Charmaine Moldrich, CEO of the Outdoor Media Association (OMA).

“The OOH industry continues to remain competitive in today’s changing media landscape, because we work together to thoroughly understand our audiences.”

MOVE, the audience measurement system for the industry launched its 2013 data in March this year which shows an increase of 9% in total the daily contacts measured by the system, 385 million up from 355 million in 2012.

“Our members are embracing technology, which is giving advertisers more opportunities and local and global trends are demonstrating that more people are spending a greater amount of time outdoors, making us increasingly relevant in today’s fragmented media market.”

Category figures March 2013, year-on-year*:

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| • Roadside Billboards (over and under 25 square metres) | \$44.9 million |
| • Roadside Other (street furniture, taxis, bus/tram externals, small format) | \$42.1 million |
| • Transport (including airports) | \$19.4 million |
| • Retail | \$15.6 million |

*Figures may not add to total due to rounding.

As the OOH industry embraces new technologies and converts static signs to digital, the OMA will be reporting its digital revenue as a percentage of overall revenue annually. OMA members estimate that digital revenue made up 7.5% of its overall revenue of \$503 million in 2012.

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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.