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For immediate release

## Media Release

# Another Quarter of growth for Out of Home

The Out of Home (OOH) industry has posted an increase of 7.2% on net media revenue year-on-year in the third quarter of 2017, posting \$199.9 million, up from \$186.4 million\* for the third quarter in 2016.

Digital revenue is sitting at 46.0% of total net media revenue year-to-date, which is an increase over the recorded 38.8% for the same period last year.

“This continued growth, since post the GFC in 2009, is a reflection of OOH’s ability to be a viable advertising channel despite the major disruption other traditional and new media channels are facing. OOH has a credible and proven metric, its audiences continue to grow and the industry’s investment in digital signs are a few of the reasons that sees our revenue growth go from strength to strength,” said Charmaine Moldrich, CEO, OMA.

“And our clients are embracing the many new opportunities to engage with audiences, we are seeing more and more innovative and creative campaigns that are getting a reaction. Advertisers are using the strength of OOH as a media multiplier and leveraging on the platform’s ability to deliver creative opportunities everywhere,” continued Moldrich.

### Category figures quarter three 2017\*\*:

- |   |                |
|---|----------------|
| • Roadside Billboards (over and under 25 square metres)               | \$79.6 million |
| • Roadside Other (street furniture, bus/tram externals, small format) | \$59.1 million |
| • Transport (including airports)                                      | \$30.6 million |
| • ^Retail, Lifestyle and Other  | \$30.6 million |

### Category figures YTD 2017\*\*:

- |   |                 |
|---|-----------------|
| • Roadside Billboards (over and under 25 square metres)               | \$235.0 million |
| • Roadside Other (street furniture, bus/tram externals, small format) | \$166.9 million |
| • Transport (including airports)                                      | \$91.5 million  |
| • ^Retail, Lifestyle and Other  | \$90.8 million  |

### Category figures for quarter three 2016\*\*:

- |   |                |
|---|----------------|
| • Roadside Billboards (over and under 25 square metres)               | \$70.4 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 for YTD 2016\*\*:**

- Roadside Billboards (over and under 25 square metres) \$207.2 million
- Roadside Other (street furniture, bus/tram externals, small format) \$162.0 million
- Transport (including airports) \$95.2 million
- ^Retail, Lifestyle and Other \$83.4 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:**

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 most of the Out of Home (OOH) industry in Australia. 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.