



MEDIA RELEASE

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Fourth quarter gives bounce back

Fourth quarter performance for the outdoor media industry in 2009 was the strongest of the year with net media revenue reaching \$125.9 million compared to \$124.6 million for the same period in 2008.

The bounce back helped reduce the fall in full year results from 2008. Overall, the outdoor media sector fell 11.8 per cent in 2009 compared to the previous year – from \$453 million to \$399 million.

Performance across the categories for the full year was as follows:

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| • Roadside Billboards (25 square metres and over) | \$137.3 million |
| • Roadside Other
(street furniture, bus/tram externals, small format) | \$149.5 million |
| • Transport (including airports) | \$56.7 million |
| • Retail | \$56.4 million. |

OMA Chairman Steve McCarthy said the industry had been buoyed by the stronger fourth quarter performance.

“In addition to the end-of-year uplift, most operators are reporting strong sales for the first quarter of 2010, showing signs that the sector is starting to recover from the tough economic conditions of last year,” Mr McCarthy said.

Mr McCarthy said the launch of the industry’s new audience measurement system, MOVE (*Measurement of Outdoor Visibility and Exposure*), this month would further strengthen outdoor’s presence in the market.

“MOVE is an investment of more than \$10 million by the Out-of-Home sector to provide transparency and accountability to advertisers,” Mr McCarthy said.

“It has been purpose built so media buyers can more easily plan and buy outdoor media, including the ability to build campaigns around multiple formats and markets. This is a first for the Australian industry.”

Further information: Steve McCarthy, Chairman Mob: 0411 028 066



Editor's Note:

The Outdoor Media Association 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 association 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 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 the regulatory frameworks in which they operate.