

Outdoor Media Association

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Media Release

2013 sees Out-of-Home revenues soar

The Australian Out-of-Home (OOH) industry experienced its best year of growth on record in 2013 posting a 7.1% overall increase on net revenue year-to-date, taking the industry's net revenue to \$543.8 million, up from \$507.7* million in 2012.

“We have seen fifteen out of sixteen quarters of growth since we recovered from the GFC in 2010. It is always uplifting to start a new year with such buoyant results, we are very optimistic about the market in 2014 because we know OOH is the most versatile broadcast channel in an increasingly fragmented market,” said Charmaine Moldrich, CEO of the Outdoor Media Association. “As advertisers strive to remain front and centre for consumers, OOH is able to provide solutions, innovating across various formats and utilising technology for the best outcomes.”

After breaking through the \$500 million revenue mark in 2012, the OOH industry has gone from strength to strength in 2013, boasting revenue increases in each quarter. Q1 saw the industry grow by 3%, Q2 recorded 5.2% growth, Q3 saw growth reach 8.6% and Q4 saw the strongest growth with 10.8%, \$162.8 million net revenue in comparison to \$146.9 million for the same quarter in 2012.

Digital Out-of-Home (DOOH), the industry's new frontier providing opportunities for innovation and growth represents 11.3% of revenue, reflecting a 50% increase from 2012 (7.5%).

“It is an exciting time to be working in Out-of-Home, we are growing at a time when other traditional channels are finding it increasingly challenging to connect advertisers with their customers. In OOH, the convergence of mobile and digital technology is giving us more opportunities to engage with consumers. We are providing exciting solutions for advertisers, from delivering recipes and vouchers via SMS from our signs to special builds that create sensory experiences. We are really proud of the innovation that has occurred in 2013,” said Moldrich

OOH audiences are also growing. In 2013, the industry's audience measurement system MOVE (Measurement of Outdoor Visibility and Exposure) reported an increase of 9% in total daily contacts measured, totalling 385 million up from 355 million in 2012. People are travelling further each day and spending an average of 14 hours travelling and shopping each week. In light of this, Australians are likely to see an average of 25 advertising faces each day.

“The OOH industry continues to deliver healthy results and evolve at the pace that audiences are demanding – we look forward to embracing more challenges and expansion in 2014,” said Moldrich.

Category totals for 2013**:

- Roadside Billboards (over and under 25 square metres) \$178.5 million
- Roadside Other (street furniture, taxis, bus/tram externals, small format) \$196.2 million
- Transport (including airports) \$85.4 million
- Retail \$83.6 million

Category figures for Quarter Four 2013:**

- Roadside Billboards (over and under 25 square metres) \$52.2 million
- Roadside Other (street furniture, taxis, bus/tram externals, small format) \$58.6 million
- Transport (including airports) \$25 million
- Retail \$27 million

*Figures have been adjusted from previously reported 2012/2013 revenue to reflect changes in OMA membership, allowing direct comparisons in revenue year-on-year.

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

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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.