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For immediate release

Media Release

Out-of-Home growth surge continues in second quarter 2015

The Out-of-Home (OOH) industry again posted double-digit quarterly growth recording an increase of 16.3% on net revenue year on year with \$154.9 million, up from \$133.2 million* for the second quarter 2015. This follows on from unprecedented growth in the first quarter when revenue increased by 21.6%* year on year.

Monthly results have been positive with the industry posting year on year increases of 19.6% for April, 12.5% for May and 17.3% for June. Increases are across all formats: billboards, street furniture, retail and transit; and, digital revenue is sitting at 22.8% of total net revenue year to date.

“Once again, the first half of 2015 highlights the strength of OOH. Our audiences continue to grow and our ability to broadcast and narrowcast to the nine out of ten Australians who leave home each day is strengthened by technology,” said Charmaine Moldrich CEO of the Outdoor Media Association (OMA). “It’s not only our digital expansion that is fuelling growth, we are seeing growth in our traditional signs as we see mobile and OOH work so seamlessly together,” continued Moldrich.

“And to build on this revolutionary growth, we recently announced the launch of a new outdoor advertising Automated Transaction Platform, rolling out in 2016, with the objective of making OOH easier to buy. The world-first one-stop hub will facilitate OOH media buys across all inventory Australia-wide. This is a significant next step in the evolution of the industry and we believe it will grow revenues across all formats,” said Moldrich.

Category figures second quarter 2015

- Roadside Billboards (over and under 25 square metres) \$52.8 million
- Roadside Other (street furniture, taxis, bus/tram externals, small format) \$48.1 million
- Transport (including airports) \$29.3 million
- Retail \$24.8 million

Category figures second quarter 2014*

- Roadside Billboards (over and under 25 square metres) \$46.2 million
- Roadside Other (street furniture, taxis, bus/tram externals, small format) \$45.9 million
- Transport (including airports) \$24.2 million
- Retail \$16.9 million

* Figures have been adjusted for 2014 revenue to reflect changes in OMA membership, allowing direct comparisons in revenue year-on-year.

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FURTHER INFORMATION: Charmaine Moldrich, CEO, Outdoor Media Association – T: 02 9357 9900

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 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.