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For immediate release

## Media Release

# Out-of-Home revenue momentum continues in November

The Out-of-Home (OOH) industry today reported a net media revenue of \$84.4 million for the month of November, an increase of 12.5% from the same month last year, which posted a net media revenue of \$75.0 million.\*

Year-to-date media revenue has increased by 15.8%, tracking at \$709.5 million, up from \$612.7 million\* for the same time last year. Digital Out-of-Home media revenue makes up 39.9% of total media revenue, up from 27.7% for the same period last year.

### Category figures November 2016:

- |   |                |
|---|----------------|
| • Roadside Billboards (over and under 25 square metres)               | \$30.1 million |
| • Roadside Other (street furniture, bus/tram externals, small format) | \$24.9 million |
| • Transport (including airports)                                      | \$14.2 million |
| • Retail, Lifestyle and Other^  | \$15.2 million |

\*Previous years 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.

Note: Figures may not add to total due to rounding.

### ENDS

### 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.

**About the OMA**

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.