



Tuesday 1 March 2016
For immediate release

Media Release

February revenue proves Outdoor flame still burning bright

The Out-of-Home (OOH) industry today reported a net revenue of \$58.3 million for the month of February, an increase of 20.5% from the same month last year, which posted a net revenue of \$48.4 million.* Digital Out-of-Home (DOOH) for February makes up 33.5% of total revenue, up from 19.1% for the same period last year.

Year-to-date revenue has increased by 17.1%, tracking at \$106.9 million, up from \$91.2 million* for the same time last year.

Category figures February 2016:

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| • Roadside Billboards (over and under 25 square metres) | \$20.6 million |
| • Roadside Other (street furniture, taxis, bus/tram externals, small format) | \$18.5 million |
| • Transport (including airports) | \$10.8 million |
| • Retail, Lifestyle and Other^ | \$8.3 million |

* 2014 figures have been adjusted to reflect changes in OMA membership, as well as a minor adjustment due to over-reporting.

^This rapidly growing category reports shopping centre panels, as well as all place-based digital inventory including office media – covering inventory 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:

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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.