



## Media Release

1 March 2019  
For immediate release

# Out of Home full year results for 2018

The Out of Home (OOH) industry has today announced full year revenue results including category breakdowns for 2018. This marks the start of a change in how the Outdoor Media Association (OMA) reports OOH revenue, and is due to recent changes in ownership which may trigger compliance issues for the OMA's ASX-listed members.

The OOH industry saw a total increase of 10.8% on net media revenue in 2018, with growth noted across the following categories:

### Category figures quarter four 2018^^:

- |   |                 |
|---|-----------------|
| • Roadside Billboards (over and under 25 square metres)               | \$107.3 million |
| • Roadside Other (street furniture, bus/tram externals, small format) | \$79.5 million  |
| • Transport (including airports)                                      | \$50.1 million  |
| • ^Retail, Lifestyle and Other  | \$40.7 million  |

### Category figures 2018\*:

- |   |                 |
|---|-----------------|
| • Roadside Billboards (over and under 25 square metres)               | \$376.3 million |
| • Roadside Other (street furniture, bus/tram externals, small format) | \$256.9 million |
| • Transport (including airports)                                      | \$159.4 million |
| • ^Retail, Lifestyle and Other  | \$134.6 million |

### Category figures for quarter four 2017^^:

- |   |                |
|---|----------------|
| • Roadside Billboards (over and under 25 square metres)               | \$97.5 million |
| • Roadside Other (street furniture, bus/tram externals, small format) | \$70.5 million |
| • Transport (including airports)                                      | \$43.4 million |
| • ^Retail, Lifestyle and Other  | \$41.4 million |

### Category figures for 2017^^:

- |   |                 |
|---|-----------------|
| • Roadside Billboards (over and under 25 square metres)               | \$332.6 million |
| • Roadside Other (street furniture, bus/tram externals, small format) | \$237.4 million |
| • Transport (including airports)                                      | \$134.9 million |

- ^Retail, Lifestyle and Other \$132.2 million

As previously reported, net media revenue for 2018 increased to \$927.2 million, up from \$837.1 million for 2017. Quarter four 2018 saw an increase of 9.8% on net media revenue year-on-year, posting \$277.5 million, up from \$252.8 million for quarter four 2017.

Digital OOH (DOOH) revenue accounts for 52.3% of total net media revenue year-to-date, an increase over the recorded 47.3% for the same period last year.

**ENDS**

**FURTHER INFORMATION:**

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^ 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.

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

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**Editor's note on how figures are calculated:**

The Outdoor Media Association (OMA) estimates that it represents approximately 80% of the Out of Home (OOH) industry in Australia. Figures provided in this media release are net figures (exclusive of commission, production and installation). Figures represent advertiser campaigns posted in each quarter. Figures also include all direct sales which are estimated at 10% of total bookings.

**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.