



Friday, 5 October 2018
For immediate release

Media Release

Spring has sprung for Out of Home in quarter 3

The Out of Home (OOH) industry today announced an increase of 10.7% on net media revenue year-on-year in the third quarter of 2018, posting \$221.2 million, up from \$199.9 million for the third quarter in 2017.

Digital revenue has tipped to just over half of total media revenue, and now accounts for 50.5% of total net media revenue year-to-date, an increase over the recorded 46.0% at the same time last year.

“Our continued growth is the result of OOH’s ability to work at the top of the brand funnel, building brand equity, fame, and reaching massive audiences. These benefits, in unison with our digital signs – which offer flexibility to deliver tactical and dynamic messages – provide a powerful solution for advertisers,” said Charmaine Moldrich, CEO, OMA.

Category figures quarter three 2018:

- | | |
|---|----------------|
| • Roadside Billboards (over and under 25 square metres) | \$89.2 million |
| • Roadside Other (street furniture, bus/tram externals, small format) | \$60.3 million |
| • Transport (including airports) | \$39.5 million |
| • ^Retail, Lifestyle and Other | \$32.2 million |

Category figures for quarter three 2017:

- | | |
|---|----------------|
| • Roadside Billboards (over and under 25 square metres) | \$79.6 million |
| • Roadside Other (street furniture, bus/tram externals, small format) | \$59.1 million |
| • Transport (including airports) | \$30.6 million |
| • ^Retail, Lifestyle and Other | \$30.6 million |

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 most 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 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.