



Wednesday 1 October 2014
For immediate release

Media Release

Winter proves prosperous for Outdoor

The Out-of-Home (OOH) industry accelerated in third quarter 2014, posting a 12.2% increase in net revenue to \$149.7 million, up from \$133.4 million* for the same period in 2013.

Year-to-date revenue has increased by 7.8%, tracking at \$413.6 million, up from \$383.5 million* for the same time last year.

“The industry has had 17 out of 18 quarters of growth since the GFC, and continues from strength to strength. We have seen some high-impact OOH-only campaigns in quarter three that have achieved the visibility you can only get these days from Outdoor. It’s also great to see more advertisers combining Outdoor with traditional winter mediums like TV and Online. It is obviously working for the brands and this is supported by the Brandscience research we commissioned which told us that Out-of-Home acts as a media multiplier when combined with TV and Online to increase ROI,” said Charmaine Moldrich, CEO of the Outdoor Media Association (OMA).

The OOH industry has seen unprecedented digital expansion in 2014 with the launch of over 150 new digital screens across Australia. Revenue from digital accounted for 15.8% of total revenue in the third quarter, up from 13.9% in the second quarter 2014.

“Outdoor is the only traditional advertising medium still seeing growth, and we attribute this to our versatility and innovative use of technology,” Ms Moldrich continued. “Opportunities for consumer engagement will only increase through the convergence of mobile and digital technology.”

Category figures third quarter 2014:

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| • Roadside Billboards (over and under 25 square metres) | \$49.2 million |
| • Roadside Other (street furniture, taxis, bus/tram externals, small format) | \$48.2 million |
| • Transport (including airports) | \$25.4 million |
| • Retail | \$26.9 million |

Category figures year to date September 2014:

- | | |
|--|-----------------|
| • Roadside Billboards (over and under 25 square metres) | \$138.1 million |
| • Roadside Other (street furniture, taxis, bus/tram externals, small format) | \$139.4 million |
| • Transport (including airports) | \$69.1 million |
| • Retail | \$67.0 million |

*Figures have been adjusted from previously reported 2013 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 9999 M: 0407 418 273

Editor's Note on how OMA figures are calculated:

The Outdoor Media Association (OMA) estimates that it represents 95% 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.

Figures may be adjusted between reporting periods to reflect current membership and ensure accuracy in comparing year on year changes.

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.