



Thursday, 5 July 2018, 9am
For immediate release

Media Release

Out of Home kicks goals in Quarter 2

The Out of Home (OOH) industry today announced a double digit increase of 14.2% on net media revenue year-on-year in the second quarter of 2018, posting \$225.7 million, up from \$197.5 million for the second quarter in 2017.

Digital revenue is almost half of total media revenue, and now accounts for 49.8% of total net media revenue year-to-date, an increase over the recorded 45.4% at the same time last year.

“Out of Home is now firmly embedded in its role to be the ‘always on’ place that people go to, to stay connected. Our digital network is providing the flexible, time-sensitive solution advertisers require, and traditional inventory will always deliver consistent place-based, broadcast messages,” said Charmaine Moldrich, CEO, OMA. “Even as the ground shifts underneath us, the industry will continue to thrive and it is an exciting time to be part of this growth.”

Category figures quarter two 2018:

- | | |
|---|----------------|
| • Roadside Billboards (over and under 25 square metres) | \$97.1 million |
| • Roadside Other (street furniture, bus/tram externals, small format) | \$60.4 million |
| • Transport (including airports) | \$36.5 million |
| • ^Retail, Lifestyle and Other | \$31.8 million |

Category figures for quarter two 2017:

- | | |
|---|----------------|
| • Roadside Billboards (over and under 25 square metres) | \$78.1 million |
| • Roadside Other (street furniture, bus/tram externals, small format) | \$56.8 million |
| • Transport (including airports) | \$31.3 million |
| • ^Retail, Lifestyle and Other | \$31.3 million |

Reinstated category figures quarter one 2018*:

- | | |
|---|----------------|
| • Roadside Billboards (over and under 25 square metres) | \$82.7 million |
| • Roadside Other (street furniture, bus/tram externals, small format) | \$56.7 million |
| • Transport (including airports) | \$33.3 million |
| • ^Retail, Lifestyle and Other | \$30.3 million |

* Category figures for quarter one 2018 have been adjusted to account for reflective changes in revenue by category.

ENDS

FURTHER INFORMATION:

Charmaine Moldrich, CEO, Outdoor Media Association – T: 02 9357 9999 M: 0407 418 273

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.