

Outdoor Media Association

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Media Release

For immediate release

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Out-of-Home ends 2012 with growth of 1.8%

The Australian Out-of-Home (OOH) industry continues to experience healthy growth at a time when other traditional media are seeing a decrease in audience and market share.

The OOH industry ended 2012 posting a 1.8% increase on net revenue year-to-date of \$503.3 million, up from \$494.6¹ million in 2011.

“These positive annual revenue results again prove the staying power of our industry,” said Charmaine Moldrich, CEO of the Outdoor Media Association (OMA). “We are incredibly proud of the resilience our industry has shown through a tight economic climate.”

The OOH industry benefited from a strong first half of the year – 4% and 2% growth in Q1 and Q2 respectively – and an incredibly successful third quarter resulting in 6.5% growth. However, the industry experienced its first quarter of decline in quarter four, following a slow retail market in the lead up to Christmas. Net revenue for the last quarter, October to December 2012 was down by 4.2%, \$145.7 million compared to \$152.1 million in 2011.

“Despite a comparatively small drop in revenue in quarter four, we mustn’t forget that this follows 11 consecutive quarters of strong growth for the OOH industry – a solid performance unmatched by any other traditional media,” said Moldrich.

OOH’s ability to keep growing in a volatile media landscape demonstrates its ability to be flexible and responsive to the needs of the market. “Our assets are now more relevant than ever, as we continue to develop exciting digital and interactive interfaces,” said Moldrich.

Other achievements in 2012 include new updated figures for MOVE (*Measurement of Outdoor Visibility and Exposure*), which saw an increase of 13% in total daily contacts taking contacts to 338 million, up from 299 million in 2011.

“MOVE has been instrumental in proving that OOH reaches consumers frequently in a very cost effective way,” said Moldrich. “We continue to update and improve MOVE with the next major data update due for release in early March this year.”

The OMA also launched *OPEN*, a book that explores creativity through a variety of OOH campaigns from home and abroad as well as essays on creativity, culture and the role of OOH in our community. “We know that our medium is the ultimate creative stage for advertising and through *OPEN* we want to showcase this. We want to inspire brilliance by encouraging advertisers and creatives to be their most imaginative with our channel,” said Moldrich.

2012 also saw the consolidation of the industry with oOh!media taking over EYE Corp from Channel 10.

The OOH industry continues to deliver healthy results and we look forward to taking on the challenges that 2013 presents.

¹ Figures have been adjusted up from \$494 million reported in 2012 to \$496.4 million which represents the net revenue generated in 2012 by the industry.

All categories total for 2012:

- Roadside Billboards (over and under 25 square metres) \$181 million
- Roadside Other (street furniture, taxis, bus/tram externals, small format) \$180.3 million
- Transport (including airports) \$78 million
- Retail \$64 million

All categories for quarter four:

- Roadside Billboards (over and under 25 square metres) \$49.8 million
- Roadside Other (street furniture, taxis, bus/tram externals, small format) \$52 million
- Transport (including airports) \$23.3 million
- Retail \$20.6 million

ENDS

FURTHER INFORMATION: Charmaine Moldrich, CEO OMA: 0407 418 273

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 approximately 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.