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For immediate release

## Media Release

# Out-of-Home remains buoyant with half yearly growth.

The Out-of-Home (OOH) industry moves from strength to strength, recording 5.2% growth in the second quarter for 2013, with an increase in sales revenue to \$126.5 million, up from \$120.3 million\* for the same period in 2012.

Year to date revenue has increased by 4% tracking at \$248.7 million, up from \$239 million\* for the same time last year.

“The OOH industry continues to remain at the competitive forefront of today’s changing media landscape by understanding its audiences, embracing technology, being a responsible community player, and showcasing the medium’s unlimited creative potential,” said Charmaine Moldrich, CEO of the Outdoor Media Association (OMA).

“As part of our commitment to community, we have just commenced year two of our industry sponsorship of the Wall of Hands fundraising campaign with the Australian Literacy and Numeracy Foundation (ALNF). In 2013, OMA members have donated over \$1.6 million in OOH advertising space to the ALNF over three months.”

“In addition, our world class audience measurement website MOVE, has recently been updated to provide greater functionality, assisting advertisers and agencies to plan campaigns and maximise exposure across 385 million daily contacts across OOH.”

“People are spending a greater amount of time outdoors, shopping and commuting, solidifying OOH as the last true broadcast medium in today’s fragmented media market.”

### Category figures second quarter 2013:

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|--|----------------|
| • Roadside Billboards (over and under 25 square metres)                      | \$39.8 million |
| • Roadside Other (street furniture, taxis, bus/tram externals, small format) | \$45.1 million |
| • Transport (including airports)   | \$21.1 million |
| • Retail   | \$20.5 million |

### Category figures year to date June 2013:

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|--|----------------|
| • Roadside Billboards (over and under 25 square metres)                      | \$82.5 million |
| • Roadside Other (street furniture, taxis, bus/tram externals, small format) | \$89.4 million |
| • Transport (including airports)   | \$40.7 million |
| • Retail   | \$36.1 million |

\*Figures have been adjusted from previously reported 2012 revenue to reflect changes in OMA membership, allowing direct comparisons in revenue year-on-year. This adjustment wasn’t reported in the March quarter, with the adjustment in place the Out-of-Home industry recorded 3% growth in the first quarter.

**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 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 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.