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For immediate release

Media Release

The new year heralds more growth for OOH

The Out of Home (OOH) industry has posted an increase of 8.7% on net media revenue year-on-year in the first quarter of 2018, posting \$203.1 million, up from \$186.9 million for the first quarter in 2017.

Digital revenue is sitting at 49.7% of total net media revenue year-to-date, an increase over the recorded 44.4% for the same period last year.

“OOH is moving forward into an exciting period of progress and expansion; led by digital and the increasing availability of powerful data sets. This is compelling for advertisers and why we continue to see our revenue grow,” said Charmaine Moldrich, CEO, OMA.

This week the industry also announced that it will be investing up to \$10 million to rejuvenate MOVE to accurately measure audiences and prove the power and efficacy of its OOH digital network. This follows the hundreds of millions of dollars OMA members have invested in building a modern dynamic channel, with scale to reach Australians on mass.

The industry ended 2017 with an increase of 6.03% on net media revenue, posting \$837.1 million, up from \$789.5 million for the previous year.

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) | \$55.0 million |
| • Transport (including airports) | \$35.1 million |
| • ^Retail, Lifestyle and Other | \$30.3 million |

Category figures for quarter one 2017**:

- | | |
|---|----------------|
| • Roadside Billboards (over and under 25 square metres) | \$77.3 million |
| • Roadside Other (street furniture, bus/tram externals, small format) | \$51.1 million |
| • Transport (including airports) | \$29.5 million |
| • ^Retail, Lifestyle and Other | \$28.9 million |

^ Reported in this category are: shopping centre panels, as well as all place-based digital signs including office media – covering signs in lifts and office buildings, cafe panels, and digital screens in doctors’ surgeries and medical centres.

** Figures may not add to total due to rounding.

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.