



Media Release

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The OMA releases 2017 Annual Report

The Outdoor Media Association (OMA) has today released its 2017 Annual Report, which notes a healthy and growing industry currently accounting for 5.9% share of media and sitting in the top three growing media categories for 2017.

Total media revenue was \$837 million, a 6% increase year-on-year, with digital accounting for 47.3%, and the industry continued to give back, citing over 220 beneficiaries of donated media space and advertising services, valued at \$36 million.

The organisation welcomed four new members in 2017: Ayuda, Big Screen Video, Hanlon Industries, and Samsung; and in early 2018 added APEX Outdoor, GSP Print Pty Ltd, and TechFront.

“The OMA now has a total of 40 members, representing approximately 80% of the Out of Home (OOH) industry, to which we provide valuable member services and representation,” said Charmaine Moldrich, CEO of the OMA.

“We are proud of the depth of our membership, representing display companies as well as companies who provide a variety of OOH services. The OMA’s work across the core functions of policy and regulation, government relations, media relations, marketing, audience measurement, and member services, has proven pivotal for industry growth,” Moldrich continued.

Also announced at the OMA’s Annual General Meeting earlier in May, a rotation of the OMA Board of Directors sees the following changes: Brad Bishopp, owner of Bishopp Outdoor Advertising retires his position after eleven years to allow for incoming Chairman of MOOH, Christopher Bregenhoj; COO of APN Outdoor, Andrew Hines is replaced by CEO, James Warburton; and Global CEO of QMS Media, Barclay Nettlefold is replaced by CEO, John O’Neill.

“Our Board and our membership continue to drive innovation and invest in technology that will grow our industry well into the future. With OOH advertising reaching 12.6 million people each day, seeing up to 30 OOH faces, the industry plays an integral role in thriving economy,” Moldrich concluded.

Click [here](#) to view the OMA 2017 Annual Report online.

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FURTHER INFORMATION:

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About the OMA:

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.