



## Media Release

Tuesday 3 April 2012  
For immediate release

# Nine consecutive quarters of growth for OOH

The Out-of-Home (OOH) industry has started the year well, posting its ninth consecutive quarter of growth of 4% in the first quarter of 2012, an increase in sales revenue to \$117.3 million, up from \$112.9 million for the same period in 2011.

The industry ended 2011 with overall growth of 3.5% on 2010.

Charmaine Moldrich, CEO of the Outdoor Media Association (OMA) said, “We are very pleased with the steady growth the industry is experiencing, which has seen us post increases in revenue since the first quarter of 2011.”

“We are in the enviable position of being on 24/7, delivering messages to mass audiences. This is making OOH increasingly relevant in today’s market where media channels are becoming more fragmented. We are cost effective and can prove our outstanding results to clients through MOVE (*Measurement of Outdoor Visibility and Exposure*). We also understand that people’s media consumption habits are changing and we are embracing new technologies that help drive great outcomes for advertisers.”

### All categories across the sector have performed well in the first quarter of 2012:

- Roadside Billboards (over and under 25 square metres) \$43.8 million
- Roadside Other (street furniture, taxis, bus/tram externals, small format) \$43.0 million
- Transport (including airports) \$19.3 million
- Retail \$11.1 million

**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 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.

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.