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media release

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FOR IMMEDIATE RELEASE

OUT-OF-HOME KEEPS GROWING

The Out-of-Home industry continues on its growth trajectory posting a healthy 20% increase on net revenue year-to-date at the end of the third quarter of 2010 compared to the same period in 2009.

Net revenue for the quarter, July to September, increased 30% to \$111.4 million compared to \$85.8 million in 2009.

Charmaine Moldrich the CEO of the Outdoor Media Association said the industry was looking forward to continued growth in the final quarter.

Ms Moldrich said: "It is heartening to see such growth following on from the launch of new research, *Outsmart*, conducted by BrandScience which proves that OOH is a medium that delivers a high Return-on-Investment (ROI) to advertisers."

The independent research released by the OMA last month confirmed that the medium returned a high ROI when employed as a standalone or as part of a total campaign mix.

Following the launch earlier this year of MOVE, the industry's audience measurement system providing accountability to advertisers, these new studies provide solid data as to how Out-of-Home performs in the market.

Research highlights show that Out-of-Home:

- Out-of-Home delivers ROI and memory as a stand-alone medium and a media multiplier
- The higher the budget spend on Out-of-Home the larger the return on investment

All categories across the sector have performed well in the third quarter compared to 2009:

- Roadside Billboards (over and under 25 square metres) \$38.7 million
- Roadside Other \$39.7 million
(street furniture, taxis, bus/tram externals, small format)
- Transport (including airports) \$16.4 million
- Retail \$16.6 million

**Further information: Charmaine Moldrich, CEO
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Editor's Note:

The Outdoor Media Association 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 association 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 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 the regulatory frameworks in which they operate.