



Tuesday 2 October 2012

Media Release

For immediate release

Outstanding results for Out-of-Home continue

Strong growth of 6.5% in the third quarter resulted in the Out-of-Home (OOH) industry posting its eleventh consecutive quarter of growth; an increase in sales revenue to \$120.3 million, up from \$113.1 million in 2011.

“Yet another impressive result this quarter in OOH which adds momentum to the industry’s growth trajectory,” said Richard Herring, Chairman of the Outdoor Media Association (OMA) and CEO of APN Outdoor.

The OOH industry grows from strength to strength with the industry recording overall growth of 4% year-to-date; an increase in sales revenue to \$355.8 million, up from \$342.0 million in 2011.

“Our ability to keep growing in a volatile media landscape is testament to our strength and relevance in today’s society,” said Herring.

“With the advertising dollar under pressure to be more efficient, our clients know that OOH is the smart investment; OOH delivers the audiences and the results they need.”

“These results don’t happen by chance. We remain at the competitive forefront by thoroughly understanding our audiences and adapting to change,” said Herring. “We continue to invest in leading edge research and technology that meets the expectations of savvy advertisers. And the outcomes are obvious,” said Herring.

Results for the third quarter demonstrate the staying power of OOH and this positive trend indicates a very optimistic outlook in OOH for the remainder of 2012.

Category figures September 2012, year to date:

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| • Roadside Billboards (over and under 25 square metres) | \$131.1 million |
| • Roadside Other (street furniture, taxis, bus/tram externals, small format) | \$128.6 million |
| • Transport (including airports) | \$54.7 million |
| • Retail | \$41.3 million |

Category figures third quarter 2012:

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| • Roadside Billboards (over and under 25 square metres) | \$44.5 million |
| • Roadside Other (street furniture, taxis, bus/tram externals, small format) | \$42.9 million |
| • Transport (including airports) | \$18.9 million |
| • Retail | \$14.0 million |

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.

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.