



DRAFT MEDIA RELEASE

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Strong half yearly result for outdoor

Now in its sixth consecutive year of growth, the outdoor media industry has continued its upward revenue trend in producing half yearly results 11 per cent higher than for the same period last year.

The sector recorded \$217.4 million in net media revenue over the first six months of 2008 compared to \$195.8 million in the first half of 2007.

Quarterly figures showed year-on-year growth of 9 per cent, rising from \$100.6 million to \$109.5 million.

Outdoor Media Association CEO Helen Willoughby said the results were particularly pleasing given the signs of a slowing economy.

"The cost-benefit of using outdoor to reach mass audiences has enabled the industry to punch above its weight," Ms Willoughby said.

"While new technologies and the investment being made in audience measurement have assisted, the strong results for large format and posters are an indication that the traditional outdoor medium is still popular among advertisers."

All sectors recorded good increases throughout the half year, with posters experiencing the greatest growth at 19%.

Half yearly revenue rises across the industry formats were as follows:

- **Street furniture**, including bus /trams stops, retail, & phone booths **up 7%, from \$77.3 million to \$83.0 million.**
- **Large format**, including billboards, super sites & spectaculars **up 15%, from \$64.8 million to \$74.6 million.**
- **Transit**, including advertising on buses and trams, taxis & railways **up 9%, from \$40.3 million to \$44.0 million.**
- **Posters**, including 6 & 24 sheets, **up 19%, from \$13.3 million to \$15.8 million.**

Further information: Helen Willoughby, CEO 02-8356 9000; mobile 0439 023 389



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.