

Outdoor Media Association
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Monday, 3 August 2015
For immediate release

Media Release

July Kicks Off Quarter with Strong Results



The Out-of-Home (OOH) industry today reported net revenue of \$47.9 million for the month of July, an increase of 9.5% from the same month last year, which posted a net revenue of \$43.8 million.*

Year-to-date revenue has increased by 17.5%, tracking at \$350.8 million, up from \$298.6 million* for the same time last year. Digital Out-of-Home (DOOH) year-to-date makes up 24.0% of total revenue, up from 15.5% of total revenue for the same period last year. The OOH industry finished 2014 on a record high of \$602 million, a 10% increase from 2013.

Category figures July 2015:

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| • Roadside Billboards (over and under 25 square metres) | \$17.1 million |
| • Roadside Other (street furniture, taxis, bus/tram externals, small format) | \$14.7 million |
| • Transport (including airports) | \$9.0 million |
| • Retail, Lifestyle and Other^ | \$7.1 million |

* The figures have been adjusted for 2014 revenue to reflect changes within categories, allowing direct comparisons in revenue year-on-year.

^This rapidly growing category reports shopping centre panels as well as all place-based digital inventory including office media – covering inventory in lifts and office buildings, café panels and the inventory of the OMA's newest member Tonic Health Media which includes digital screens in doctors surgeries and medical centres.

ENDS

FURTHER INFORMATION:

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Editor's Note on how OMA 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.

Figures may be adjusted between reporting periods to reflect current membership and ensure accuracy in comparing year on year changes. 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.