

Outdoor Media Association

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Media Release

Outdoor dominates the 2015 Media i Awards

The Outdoor Media Association (OMA) is basking in the glory of its members' successes at the 2015 Media i awards.

Held at The Ivy, Sydney on 11 November, OMA members took two out of the five State Sales Team of the Year awards, as well as the coveted National Sales Team of the Year.

Congratulations to all of the nominees and a special congratulations to the winners;

- National Sales Team of the Year – APN Outdoor
- NSW Sales Person of the Year – Outdoor/Cinema – Debbie Webb, APN Outdoor
- VIC Sales Team of the Year – APN Outdoor
- VIC Sales Person of the Year – Outdoor/Cinema – Brad Montgomery, JCDecaux
- QLD Sales Person of the Year – Outdoor Cinema – Louise Nicholls, JCDecaux
- SA Sales Person of the Year – Outdoor/Cinema – Thea Petros, APN Outdoor
- WA Sales Person of the Year – Outdoor/Cinema – Phil Dada, APN Outdoor
- WA Sales Team of the Year – APN Outdoor

And it's no surprise Out-of-Home (OOH) winners are grinners, as the [May 2015 Media i Survey](#) shows that of all the channels surveyed (Outdoor/Cinema, Newspapers, Digital/Online, Magazines, TV and Radio), OOH employees are the happiest, with 35% of the 275 OOH respondents rating themselves a 9/10 on the happiness scale! All those happy vibes mean they also feel the most rewarded for their work (83%) and are least likely to be actively looking for another job (only 17%).

The wins come after a stellar [October](#) for the Outdoor industry, with revenues up for the tenth consecutive month in 2015, reporting \$69.9 million for the month, up 19.4% for the same time last month. Year-to-date revenue has increased by 17.1%, tracking at \$532.8million, up from \$454.8million* for the same time last year. Digital Out-of-Home (DOOH) year-to-date makes up 25.3% of total revenue, up from 16.5% of total revenue for the same period last year.

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

ENDS

FURTHER INFORMATION:

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Editor's Notes:

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.