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Media Release

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For immediate release

Steady growth is proof of Out-of-Home's staying power

According to a recent report by The Commercial Economic Advisory Service of Australia (CEASA) on total advertising expenditure in Australia, the Out-of-Home (OOH) industry has ended June 2012 with a healthy 3% increase on net revenue year-to-date of \$235 million, up from \$229 million in 2011.

“Our constantly growing audience and exciting new formats are a potent mixture that underpins our performance,” said Richard Herring, CEO of APN Outdoor and Chairman of the Outdoor Media Association (OMA).

The report also confirms overall share for OOH at 3.7%, which is an increase when compared to 3.5% share for the same period last year. “These results prove that OOH is continuing to adapt in a crowded market place. We are growing both in terms of expenditure and market share,” said Herring.

The second quarter of 2012 saw the industry post its tenth consecutive quarter of growth.

“Our ability to keep growing against the trend is due to the fact that our audiences keep increasing and advertisers understand the power of this,” said Herring. “As advertisers continue to re-evaluate their media choices, OOH’s ability to capture and engage a broad audience, makes us an obvious choice for delivering Return on Investment.”

Half yearly results from Nielsen reinforce OOH’s strength and steadiness with most of the top ten advertisers remaining the same year-on-year.

Since 2002 the OOH industry has grown a massive 91% which proves the power of the medium to return solid Return on Investment to clients.

“OOH is well poised for future growth and results for the third quarter are looking positive,” said Herring.

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FURTHER INFORMATION:

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