



ABN 59 004 233 489

PO BOX 1439
LANE COVE
NSW 2066

Ph: (02) 8819 4527
Fax: (02) 8819 4526

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Another bumper year for Outdoor in 2005

Australia's Outdoor advertising sector revenue reached \$354 million in 2005, representing the peak of four consecutive years of growth, according to industry figures released today.

National President of the Outdoor Media Association Incorporated (OMA), Chris Tyquin, said that since 2003 an incremental \$56 million had been spent on Outdoor, representing a cumulative growth of 19%. Last year sector revenues grew 8% compared to 2004.

Steve McCarthy, CEO of Adshel Street Furniture Pty Ltd and Chairman of the Outdoor Marketing Group said, "Outdoor continues to grow because it's not dogged by issues such as media fragmentation and declining audiences affecting other media sectors.

"Increasingly Outdoor is being used as an integral part of advertising campaigns to achieve maximum exposure, given the changes in media consumption".

In 2005 Street Furniture was the fastest growing format up 21%, followed by Posters up 7% and Large format up 2% compared to 2004.

Mr McCarthy said growth was expected to continue into 2006, fuelled by a buoyant advertising market and the activities of OMA including the development of an Outdoor Audience Measurement solution.

During 2005 OMA successfully conducted the POW (Proving Outdoor Works) campaign which produced results consistent with the UK experience where Outdoor has nearly a 10% share of advertising spend. The ONE Awards were also launched to promote creative excellence in Outdoor and attracted a record number of entries.

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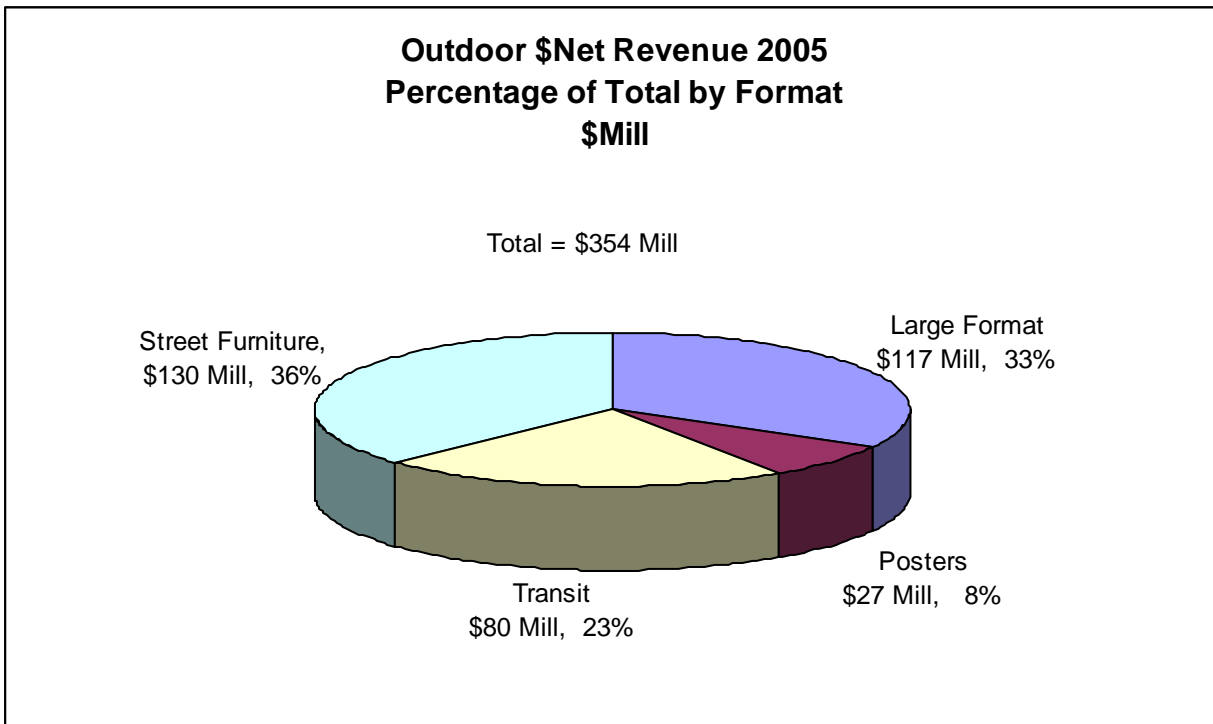
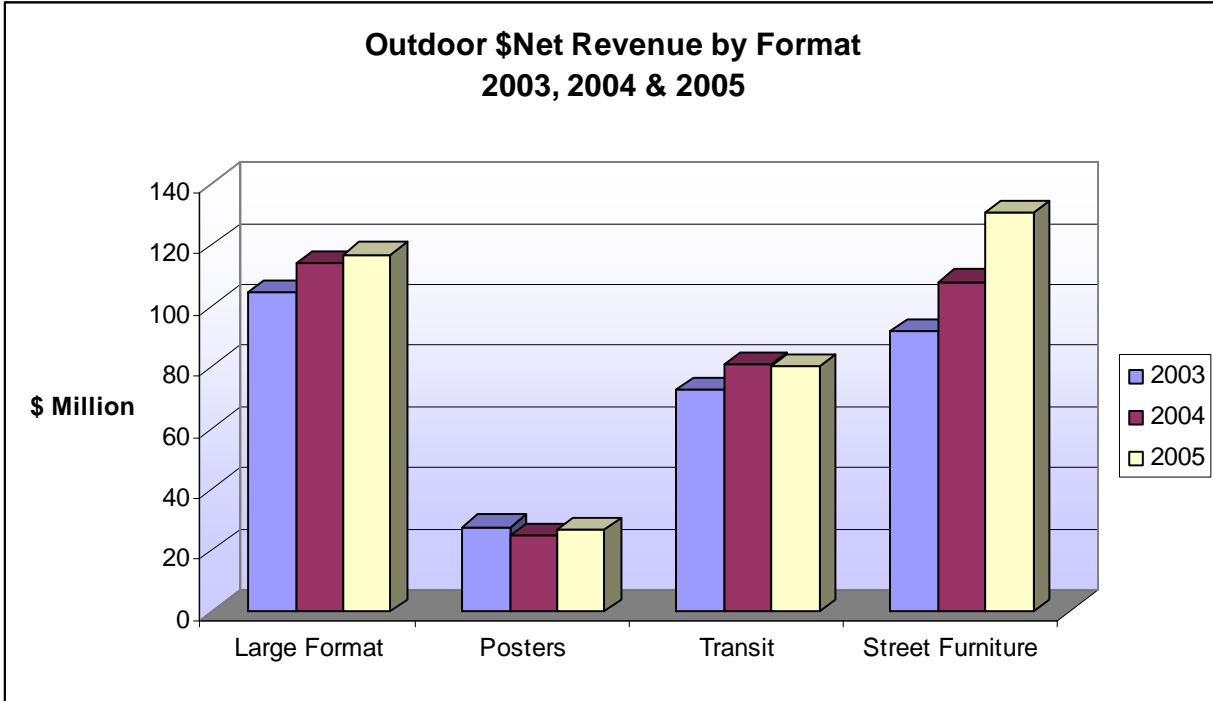
For further information please call:

Steve McCarthy, Chair of the Outdoor Marketing Group on 0411 028 066.

Emily Laidlaw, Marketing Project Manager on 0409 19 7258.

***For high resolution pictures of Outdoor campaigns,
phone Emily Laidlaw on 0409 19 7258***

Outdoor Media Sector Consolidated Revenue 2005



Outdoor Media Sector Consolidated Revenue

2005 - OAAA Net Revenues by Quarter (\$ Mill)

	Large Format	Posters	Transit	Street Furniture	Total
Qtr 1	27	6	16	25	74
Qtr 2	29	6	19	25	80
Qtr 3	29	6	21	35	91
Qtr 4	32	8	24	44	109
Total '05	117	27	80	130	354

2004 - OAAA Net Revenues by Quarter (\$ Mill)

	Large Format	Posters	Transit	Street Furniture	Total
Qtr 1	27	5	17	20	69
Qtr 2	27	6	19	23	75
Qtr 3	27	7	19	27	79
Qtr 4	34	7	26	38	105
Total '04	114	25	81	108	327

2003 - OAAA Net Revenues by Quarter (\$ Mill)

	Large Format	Posters	Transit	Street Furniture	Total
Qtr 1	24	6	15	17	62
Qtr 2	26	7	16	19	68
Qtr 3	24	7	17	23	71
Qtr 4	30	8	25	33	96
Total '03	105	28	73	92	297