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Media Release

Out-of-Home – seventh consecutive year of revenue growth



The Australian Out-of-Home (OOH) industry today announced its seventh consecutive year of net media revenue growth, posting a 15.8%* overall increase on net media revenue year-on-year, taking the industry's net media revenue to a record high of \$789.5 million, up from \$682.1 million* in 2015.

Topping off a third year of double-digit growth, which saw consistent year-on-year increases, quarters one, two, three and four saw growth of 19.1%, 18.2%, 14.8% and 12.5% respectively.

In December, the industry posted a monthly net media revenue of \$78.5 million, an increase of 13.2%, completing quarter four with an increase in net media revenue of \$241.8 million, up 12.5% year-on-year.

The Digital OOH share of net media revenue also continued to grow in 2016: 36.0%, 37.3%, 38.8% and 40.2% respectively across the four quarters.

“It’s undeniable that OOH is on the rise. According to the CEASA 2016 half-year update, OOH and Online were the only media channels to experience growth, with OOH overtaking revenue spent on regional television advertising. And as our cities become more populated – 94% of Australians are expected to be living in cities by 2050 – OOH offers the biggest audience in town. This puts us in a very enviable position as we head into 2017,” said Charmaine Moldrich, CEO of the Outdoor Media Association (OMA).

According to the 2016 MOVE data update, OOH audiences grew 20.3% over the last six years, over-indexing population growth of 13.0%. “We know OOH is becoming more than the channel with the biggest reach, it is increasingly a targeted and accountable channel,” Moldrich went on to say.

“Our intention is to keep abreast of this rapidly changing media market and in 2017 our world class Audience Measurement System – MOVE – will be enhanced through the integration of customer data from emma (Enhanced Media Metrics Australia). This will give media planners the ability to segment audiences like never before by delivering more relevant and targeted messages. This is going to be a very powerful tool in the OOH arsenal, if not the game changer, in the years ahead,” Moldrich said.

“I know that in 2017 we will keep building on our success; we will be launching our Automated Transaction Platform which will make the buying and planning of OOH easier, alongside the launch of OPEN³, the third book in a series that showcases the best of the best OOH creative from across the globe. We will also continue to work across all levels of government promoting the utility that OOH, through its connected signage network, can offer cities. I am looking forward to working with the OMA’s Board and members to achieve this ambitious program,” Moldrich concluded.

Category totals for 2016:**

- Roadside Billboards (over and under 25 square metres) \$296.4 million
- Roadside Other (street furniture, bus/tram externals, small format) \$230.4 million
- Transport (including airports) \$136.3 million
- ^Retail, Lifestyle and Other \$126.4 million

Category figures for quarter four 2016:**

- Roadside Billboards (over and under 25 square metres) \$89.3 million
- Roadside Other (street furniture, bus/tram externals, small format) \$68.4 million
- Transport (including airports) \$41.1 million
- ^Retail, Lifestyle and Other \$43.0 million

* The previous year’s figures have been adjusted to reflect changes in OMA membership to allow for direct comparisons in revenue year-on-year.

^ Reported in this category are: shopping centre panels, as well as all place-based digital signs including office media – covering signs in lifts and office buildings, cafe panels, and digital screens in doctors’ surgeries and medical centres.

** Figures may not add to total due to rounding.

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FURTHER INFORMATION:

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Editor’s Note on how Outdoor Media Association 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.

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.