



# 100 Facts of Out Of Home

Celebrating 100 days with  
Elizabeth McIntyre, OMA CEO

#OOHAlwaysOn

OMA

## 100 facts for 100 days

- 83 per cent of frequent flyers notice airport advertising.
- MOVE reports on Attention, Reach, Frequency and Impact for Out of Home campaigns.
- 72 per cent of Aussies spend 7.5 hours or more in the car every week.
- Globally, Out of Home is ranked as 'best bang for your buck' in terms of reach by Solomon's CPM Comparison.
- Solomon's ad recall comparison also shows that classic Out of Home has the highest ad recall at 86 per cent.
- The Neuro Impact Factor is an Out of Home metric unique to the Australian market.
- A study by Neuro-Insight in the UK found an 87 per cent increase in Tik Tok and Insta campaign likeability when digital OOH was part of the campaign.
- That same study found that digital OOH makes people engage more with social media.
- According to Standard Media Index (SMI) Out of Home's market share was 12.2 per cent in 2022 and 10.5 per cent in 2021.
- The OMA has 53 members.
- The Neuro Impact Factor was launched as part of MOVE in 2022, and covers 67,000 sites including signs on petrol pumps.
- The global spend on OOH is currently \$36.2B USD which is 4.7 per cent of total ad spend.
- Australia leads the world in terms of per centage of DOOH revenue; Europe is next with 37.8 per cent.
- The US has ~370,000 billboards and is the fastest growing market.
- The UK has ~400,000 signs, 4x the number of Australia.
- The cost to advertise in Times Square is ~USD 120,000 per day.
- Implementation of OMA content training in 2012 has significantly reduced the number of OOH breaches against advertising standards.
- Political ads are not required to be truthful as opposed to advertising any product or service.
- In Perth, it is not permitted for visibly tattooed models to appear in advertising on public transport.
- 82 per cent of the population leave home on average each day.
- Less than 1 per cent of Out of Home ads breach standards.
- Over 35 people attended the OMA's first conference in 2023 in partnership with the IAB, with a focus on programmatic Out of Home.
- The Out of Home industry hit \$1B in revenue for the first time in 2023.
- As part of the OMA's National Health and Wellbeing Policy, the industry annually donates inventory to promote healthy eating, valued at \$3M.
- Launched in 2020, the National Health and Wellbeing Policy is a world-first nationally consistent regulatory scheme restricting the advertising of occasional food and drink products from being displayed within a 150m sightline of a primary or secondary school.
- In Australia people will see on average 30 Out of Home signs each day.



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27. A study by oOh!media released in March 2023 reported that 58 per cent of Australians said that being out and about in public spaces results in a more positive mindset.
28. 32 per cent of people working in Out of Home were born outside of Australia.
29. Creative guidelines suggest that Out of Home ads should have seven words for maximum effectiveness.
30. The Grand Prix winner for the OMA's Creative Collection in 2022 was Subway's Beyond Big campaign.
31. Gen Z accounts for over one third of the global population and 71 per cent say they will pay extra for goods and services that align with their core beliefs (JCDecaux Frame June 2023).
32. 56.2 per cent of people working in Out of Home identify as female.
33. The first proper billboards were invented in the 1830s by Jared Bell in America.
34. The first digital billboards were installed in 2005.
35. The biggest digital billboard is in Dubai and measures 25,000 sqm.
36. One in three people remembered seeing the OMA's healthy eating campaign in 2023, "Buy in Season for Healthy Returns."
37. Digital revenue constituted 17 per cent of OMA members revenue in 2014 and it now represents 68 per cent of member revenue
38. The top three sectors using Out of Home advertising are retail, communications and finance.
39. The top five Out of Home advertisers in 2021 and 2022 in Australia are the same: Stan Entertainment, Commonwealth Bank, Streamotion, McDonald's Restaurants, and Amazon.com.
40. The smallest billboards MOVE measures are the signs attached to public bins on the Gold Coast.
41. 31 per cent of people working in Out of Home speak more than one language.
42. OMA utilises Single Sign On (SSO) with new tools it develops for the industry.
43. MOVE does not currently measure non-permanent signage.
44. The BOOH is the Best of Out of Home, a monthly OMA newsletter celebrating creative advertising.
45. The AOOH is the Anatomy of Out of Home, is a monthly OMA newsletter featuring research and insights since 2013.
46. 98 per cent of Australians are out of the home at least one day a week.
47. PCA = Primary Coverage Area, is used for where MOVE derives its potential audience - currently metropolitan areas aligned with TV ratings.
48. Steve O'Connor of JCDecaux is the OMA's longest serving Board member - 2023 marking 19 consecutive years.
49. Veitch Lister Consulting (VLC) is the OMA/MOVE's longest serving supplier and are integral to the MOVE platform.
50. Planning NSW issues 10 year contracts on normal billboards and 15 year contracts on rooftop billboards.
51. There are more than 100,000 measurable signs across Australia that will be captured in MOVE 2.0.
52. Out of Home advertising audiences are growing faster than the population rate due to urbanisation.



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- 53.** Alcohol advertising on Out of Home signs requires models to appear to be 25 years or older.
- 54.** Out of Home is the oldest form of advertising and found in hieroglyphics.
- 55.** The average Aussie makes almost five trips (4.8) per day when they leave home.
- 56.** Digital Out of Home is 63 per cent more impactful than classic/static signs in delivering long term memory encoding and emotional intensity according the OMA's research with Neuro-Insight in 2021.
- 57.** Both Digital and Classic signs deliver effective impact according to the same neuroscience research.
- 58.** MOVE 1.5 includes Neuro Impact Factor scores alongside reach and frequency.
- 59.** MOVE 1.5 measures digital audience at a campaign level, MOVE 2.0 will measure on an individual sign level.
- 60.** Out of Home reaches 93 per cent of people in Australia's capital cities each week.
- 61.** Combining Out of Home with TV and Online in a campaign will increase ROI by 27 per cent, according to a study by Analytic Partners in 2019.
- 62.** Out of Home campaigns are also more effective if three or more formats are used (Analytic Partners 2021).
- 63.** With a budget of \$400K, in a week you are able to reach 65 per cent of the population aged +14 across the five PCAs (Sydney, Melbourne, Brisbane, Adelaide and Perth).
- 64.** A QMS study with Neuro-Insight reported a 38 per cent increase in impact when digital signage used evolving creative (changes each day.)
- 65.** Copy and creative comprise 41 per cent of what makes a successful campaign, according to a 2021 study by Analytic Partners.
- 66.** Globally there is a move to increase investment into traditional advertising with almost 20 per cent of marketers saying this is their approach (The CMO survey 2022).
- 67.** Jean Claude Decaux, the founder of JCDecaux, invented the concept of advertising funded street furniture.
- 68.** MFA = Media Federation of Australia
- 69.** IMAA = Independent Media Agencies of Australia
- 70.** IMS = Inventory Measurement System
- 71.** AMS = Audience Measurement System
- 72.** ADS = Audience Data System
- 73.** AANA = Australian Association of National Advertisers
- 74.** ABAC = Alcohol Beverages Advertising Code
- 75.** 3PV = Third Party Verifiers
- 76.** OTS = Opportunity to See
- 77.** LTS = Likelihood to See
- 78.** VAC = Visibility Adjusted Contact
- 79.** SSP = Supply Side Platform
- 80.** Only 1.5 per cent of people don't leave home in a week.
- 81.** There were 13,000 logins to MOVE in Q1 2023.



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82. OMA members donate on average ~10 per cent of their inventory to charitable causes each year.
83. The OMA has +7,000 followers on LinkedIn.
84. 24 per cent of OMA employees have worked there for less than 6 months.
85. People are 2x more alert when they are outside of their homes.
86. In 2020, McDonald's was the leading Out of Home advertiser in the United States, with an ad spend of 59.9M USD. Apple followed with a spend of 57M USD, while Geico and Amazon came in third and fourth, with a respective spend of 52.5M and 37.7M.
87. The OMA had 145 members register for a recent Gambling Advertising Webinar.
88. 12M Aussies saw the 'Buy in Season for Healthy Returns' the industry's National Health and Wellbeing campaign in 2023.
89. Most advertisers on Out of Home book \$100-200K per month.
90. Approximately half of the revenue generated by Out of Home advertising is returned to government through tax, rent and infrastructure investment.
91. There is no single process of measurement of Out of Home globally, different countries measure local formats according to locally available data.
92. Out of Home is prime time in summer when TV goes into the non-ratings period and people are out and about enjoying the weather.
93. Out of Home reaches all people, even light, medium and heavy consumers of other media channels.
94. An AdWeek study in 2022 found that 43 per cent of people remember Out of Home ads more now than before the pandemic.
95. MOVE 2.0 will measure all formats nationwide, with seasonal variation and hourly data.
96. MOVE 2.0 will provide increased audience granularity to agencies and advertisers.
97. MOVE 2.0 is a complete rebuild, and will replace the current methodology and MOVE 1.5.
98. Out of Home is always on, and cannot be switched off or scrolled past.
99. MOVE 2.0 is a \$17M investment by the leading Out of Home media owners in Australia.
100. MOVE 2.0 will be launched in 2024.

#### Sources:

[OMA website](#) including [Creative Guidelines](#), [Anatomy of Out of Home](#), and other research studies including the [Net Impact Factor](#).

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