



ANATOMY
OF OOH

MARKET SHARE GROWTH CEASA 2018

April 2019

OMA **MOVE**

Measurement of Outdoor Visibility and Exposure



Out of Home (OOH) growth is second to online

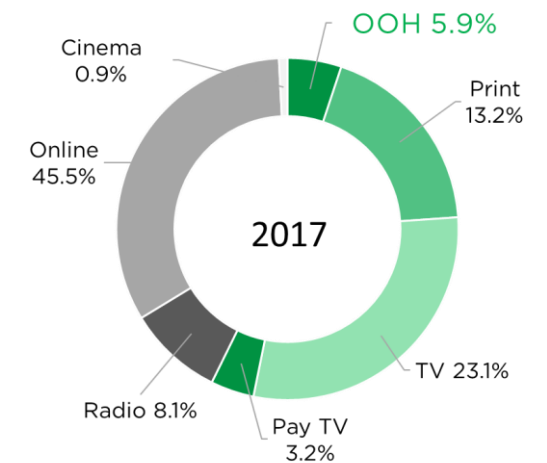
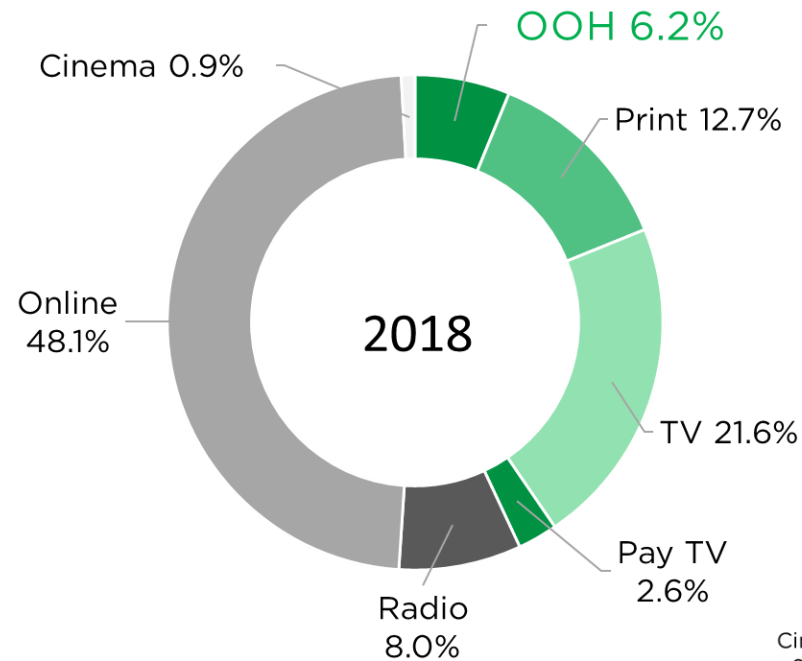
Category	2018 Total Revenue '000s*	% Change (2018 on 2017)
Online	7,197,700	12.1%
OOH	927,176	10.8%
Radio	1,191,959	3.6%
Print	1,899,460	1.8%
Cinema	129,750	0.2%
Television	3,627,425	-2.5%
Total	14,973,470	6.0%

*Total revenue and Online excludes revenue received for Online Classifieds. Print includes both Print Media and In Print Media Digital

- Total market growth was 6.0%
- **OOH achieved second best growth in the market with a 10.8% increase. This is the same position it has held since 2016.**
- Online recorded the highest growth with 12.1%
- Radio recorded the third highest growth with 3.6%
- Print recorded growth with 1.8% as a result of growth of In Print Media Digital revenue
- Cinema recorded a slight increase of 0.2%
- Television recorded a decline in revenue in 2018

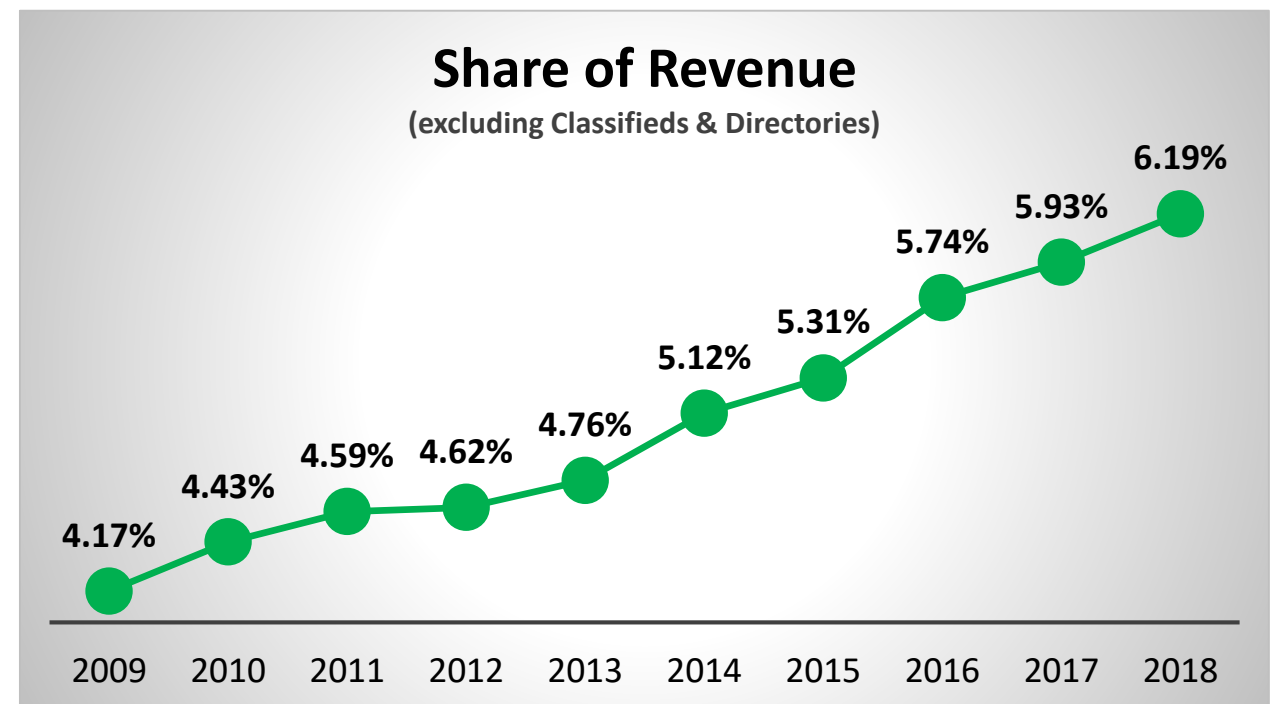
OOH increases market share

- A 10.8% increase in revenue sees OOH increase market share to 6.2% year on year



OOH's market share increase continues the trend

- OOH has consistently increased its share of revenue since 2009





Anatomy of Out of Home