

# OMA MOVE

Measurement of Outdoor Visibility and Exposure

## MARKET SHARE GROWTH 2016 CEASA SUMMARY April 2017



ANATOMY  
OF OOH



# OUT OF HOME SECOND FOR GROWTH

## Out of Home continues to out perform total market growth

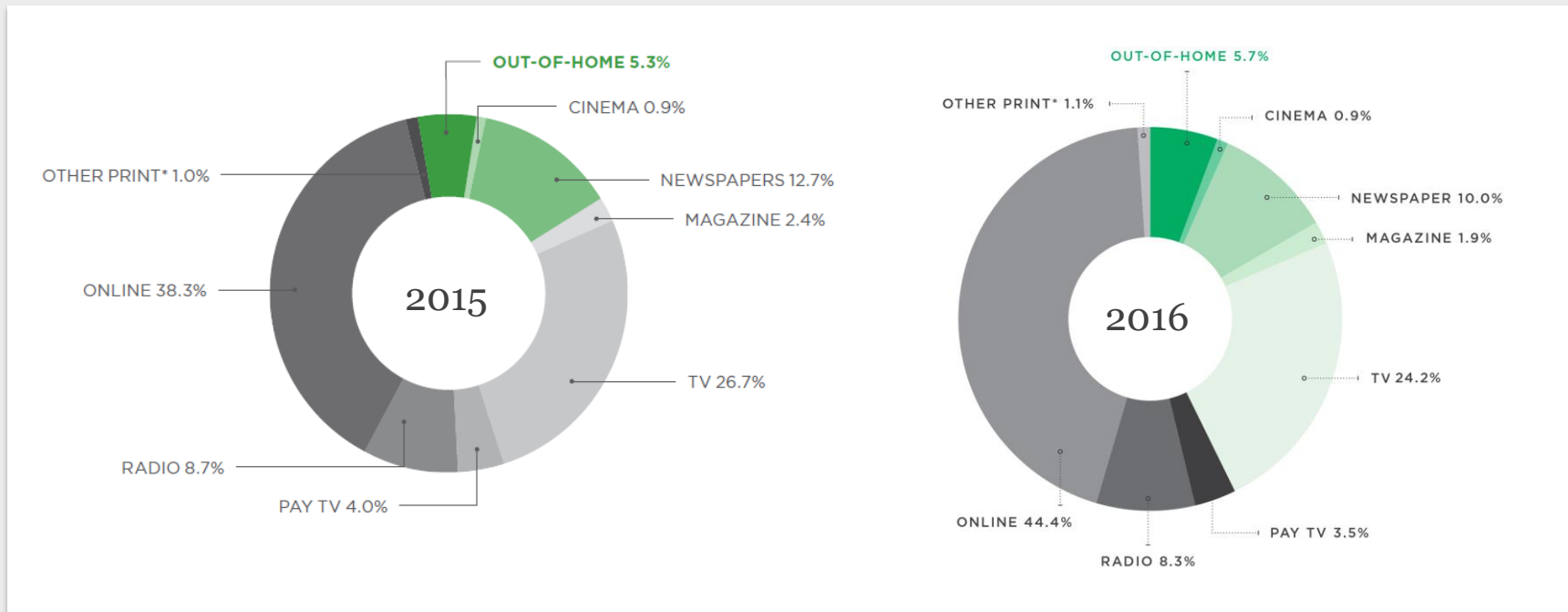
Category	2016 Total Revenue '000s*	% Change (2016 on 2015)
Online	6,096,600	24.9%
Outdoor	789,181	16.4%
Cinema	121,310	5.5%
Radio	1,144,631	3.3%
Television	3,797,421	-2.8%
Magazines	261,724	-13.4%
Newspapers	1,371,019	-15.5%
Total	13,739,769	7.7%

*\*Total Revenue excludes Newspaper and Magazine revenue received for Classifieds and Directories, and Online Classifieds.  
Source: CEASA 2016 annual report*

- Total market growth was 7.7% (8.4% in 2015).
- Out of Home achieved **second best growth** in the market with a 16.4% increase (12.5% in 2015).
- Online increased in revenue by 24.9%
- Cinema recorded it's second year in a row of growth with 5.5%.
- Radio continues to show growth with 3.3% in 2016.
- **Television, Newspapers and Magazines all showed declines in revenue in 2016.**

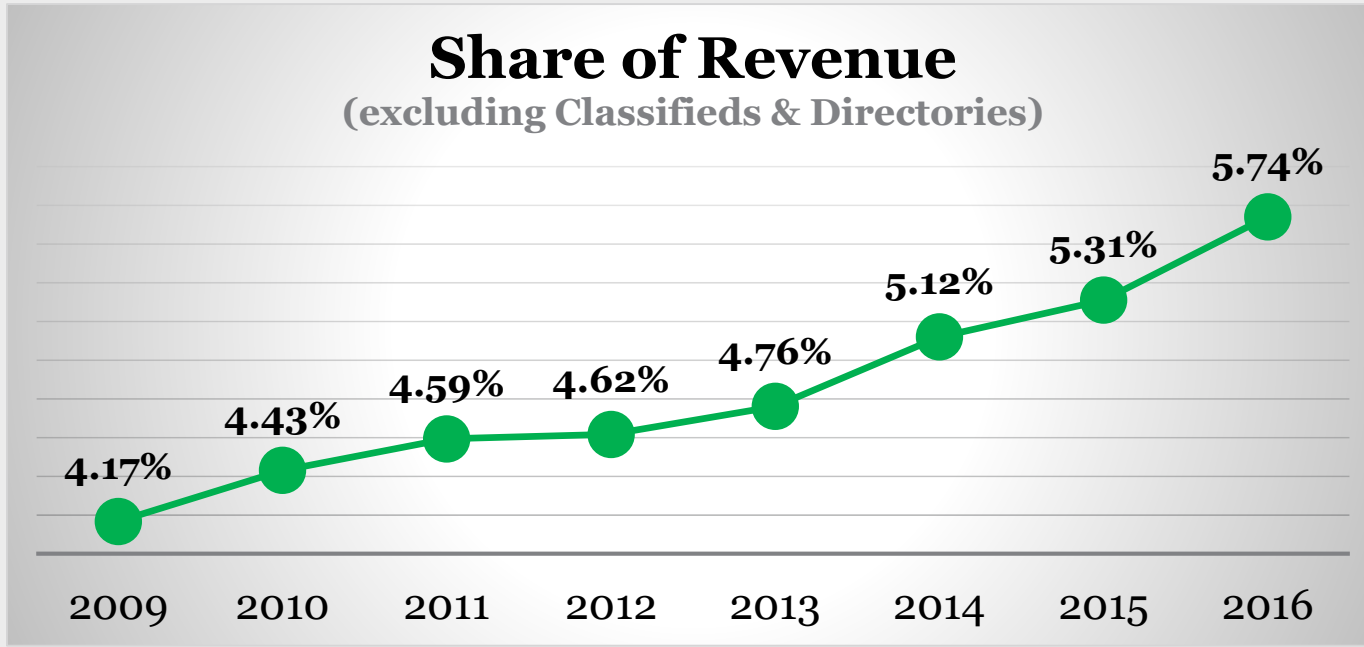
# OUT OF HOME GROWTH IN MARKET SHARE

## Out of Home gains year on year market share growth



# OUT OF HOME AGAIN INCREASES MARKET SHARE

Off the back of better than market revenue growth



2016 sees Out of Home gaining it's strongest market share reported, with an increase of 0.43% in share to 5.74%.