

OMA **MOVE**

Measurement of Outdoor Visibility and Exposure

# Economic Benefits of Out of Home & other Advertising

A look at the Deloitte Access Economics studies into  
Out of Home and the wider Advertising Industry

February 2017



**ANATOMY  
OF OOH**



# ADVERTISING HAS A \$40B IMPACT ON THE AUSTRALIAN ECONOMY

Almost as much as the internet and digital technologies

advertising spend **\$12.6B**

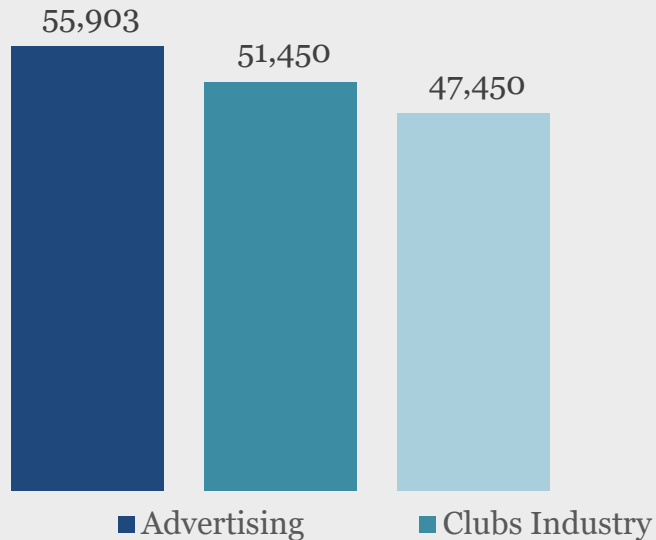
impact on national economy **\$40B**

productivity value of the internet and digital technologies **\$45B**

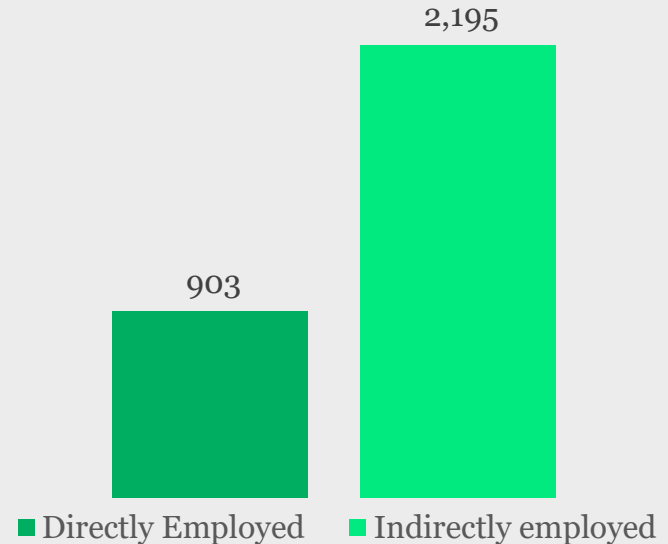
# ADVERTISING DIRECTLY EMPLOYS 55,903 PEOPLE

For every person directly employed, two more are indirectly employed in the supply chain

Advertising is larger in size to clubs and preschool education



Out of Home employs 3,098 people, either directly or indirectly



# OUT OF HOME GIVES BACK

Out of Home provides revenue to governments, infrastructure to communities and more

Out of Home  
(based on 2014 data)

OOH is **growing**

**85,765**

panels

**\$738M**

earnings

**Governments share in this revenue:**

**60%**

of OOH panels are  
owned by government so  
they earn revenue from rent

plus

Industry pays  
almost  
**\$50M**  
in taxes

Out of Home provides 17,664 pieces of  
public infrastructure

Bus shelters	9,057
Tram shelters	168
Bins provided	1,289
Park benches	921
Public toilets provided	17
Bicycles	2,000
Bicycle stations	153
Kiosks	71
Other (e.g. , telephone bollards and pedestrian bridges)	3,988

**Total replacement value of this  
infrastructure is \$352M**