

OMA MOVE

Measurement of Outdoor Visibility and Exposure

MARKET SHARE GROWTH Jan–June 2017 CEASA SUMMARY

October 2017



ANATOMY
OF OOH



OUT OF HOME HIGHEST FOR GROWTH

Out of Home continues to perform higher than the total market

Category	2017 Jan. to June Revenue '000s	% Change (2016 on 2015)
Outdoor	384,231	6.5%
Cinema	64,300	5.4%
Online*	3,037,000	3.9%
Television	1,780,342	-0.6%
Radio	556,956	-1.6%
Print	979,000	-3.4%
Total	6,801,829	1.3%

**Online Revenue excludes revenue received for Classifieds*
Source: CEASA 2017 January to June report

- Total market growth was 1.3%.
- Out of Home achieved **the highest growth** in the market with a 6.5% increase.
- Cinema recorded the second highest growth with 5.4%.
- Online achieved the third highest growth with 3.9%.
- **Radio, Television, and Print** all showed declines in revenue in 2017.**

**changes in CEASA revenue reported sees Print no longer split by newspapers and magazines and 2017 includes additional Print Media Digital revenue.

CHANGE IN OUT OF HOME MARKET SHARE

Out of Home gains year on year market share growth

