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For immediate release

Media Release

Out of Home revenue continues to grow in February

The Out of Home (OOH) industry today reported a net media revenue of \$59.2 million for the month of February, that is a year to date growth of 6.7%. This represents an increase of 2.1% from February last year, which posted a net media revenue of \$58.0 million.*

“Out Of Home is delivering growth and we anticipate that this will continue as a result of the industry’s investment in digitisation, insights and innovation to drive results for advertisers,” said Charmaine Moldrich, CEO of the Outdoor Media Association.

Digital Out of Home net media revenue makes up 43.8% of total net media revenue year to date, up from 33.7% for the same period last year.

The OOH industry finished 2016 with a 15.8%* increase, taking the industry’s net media revenue to a record high of \$789.5 million, up from \$682.1 million* in 2015.

Category figures February 2017**:

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|---|----------------|
| • Roadside Billboards (over and under 25 square metres) | \$23.9 million |
| • Roadside Other (street furniture, bus/tram externals, small format) | \$15.9 million |
| • Transport (including airports, bus internals and train stations) | \$9.8 million |
| • Retail, Lifestyle and Other^ | \$9.7 million |

* The previous year’s figures have been adjusted to reflect changes in OMA membership to allow for direct comparisons in revenue year-on-year.

^ Reported in this category are: shopping centre panels, as well as all place-based digital signs including office media – covering signs in lifts and office buildings, cafe panels, and digital screens in doctors’ surgeries and medical centres.

** Figures may not add to total due to rounding.

ENDS

FURTHER INFORMATION:

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Editor’s Note on how Outdoor Media Association figures are calculated:

The Outdoor Media Association (OMA) estimates that it represents 90% of the Out-of-Home (OOH) industry. Figures provided in this media release are net figures (exclusive of commission, production and installation). Figures represent occupancy invoiced in each calendar month. Figures also include all direct sales which are estimated at 10% of total bookings.

OMA figures are an accurate reflection of the income the OOH industry is generating through its inventory each month.

About the OMA

The OMA is the peak industry body which represents most of Australia's Outdoor Media Display companies and production facilities, and some Media Display asset owners.

The OMA operates nationally and prior to July 2005 traded as the Outdoor Advertising Association of Australia (OAAA). It was first incorporated in 1939.

The OMA's charter is to serve its members by promoting the OOH industry and developing constructive relations with its primary stakeholders. Its core functions are Marketing and Research (including audience measurement), Government Relations and Regulatory Affairs, Media Relations, and Member Services.

The OMA is governed by a Board of Directors which is elected by the membership.

Members of the OMA adhere to a Code of Ethics and abide by the regulatory frameworks in which they operate.