



Media Release

5 April 2019
For immediate release

Growth not softening for OOH advertising

The Out of Home (OOH) industry today announced an increase of 5.9% on net media revenue year-on-year in the first quarter of 2019, posting \$214.9 million, up from \$203.1 million for the first quarter in 2018.

Digital revenue is sitting at 55.1% of total net media revenue year-to-date, an increase over the recorded 49.7% for the same period last year.

“Our industry’s investment in technology and its keenness to innovate, coupled with audience growth, has positioned it well to be the number one always on channel reaching 93% of the population each and every day. OOH’s ability to offer advertisers the flexibility and immediacy through digital signs, as well as its ability to create brand fame and awareness through its traditional signs make it one of the top channels to be transacted in today’s advertising market,” said Charmaine Moldrich, CEO of the OMA.

Moldrich continued “We are not resting on our laurels. We still have room to grow, and this year we have an ambitious program. We’ll continue to demonstrate the efficacy and power of OOH, as well as launching a new product, CORE, which will streamline the briefing and response process for buying OOH, while delivering significant time savings for agencies, clients and OMA members.”

The industry ended 2018 with an increase of 10.8% on net media revenue, posting \$927.2 million, up from \$837.1 million for the previous year.

ENDS

FURTHER INFORMATION:

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Editor’s note on how figures are calculated:

The Outdoor Media Association (OMA) estimates that it represents approximately 80% of the Out of Home (OOH) industry in Australia. Figures provided in this media release are net figures (exclusive of commission, production and installation). Figures represent advertiser campaigns posted in each quarter. Figures also include all direct sales which are estimated at 10% of total bookings.

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.