

Outdoor Media Association
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For immediate release

Media Release

Out of Home continues to grow in May

The Out of Home (OOH) industry today reported a net media revenue of \$70.5 million for the month of May, an increase of 9.6% for the same month last year, which posted a net media revenue of \$64.3 million.*

Digital OOH net media revenue makes up 44.7% of total net media revenue, up from 36.8% for the same period last year.

Category figures May 2017**:

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|---|----------------|
| • Roadside billboards (over and under 25 square metres) | \$27.3 million |
| • Roadside other (street furniture, bus/tram externals, small format) | \$20.4 million |
| • Transport (including airports, bus internals and train stations) | \$11.3 million |
| • Retail, lifestyle and other^ | \$11.5 million |

*The comparative year-on-year media revenue data reflects adjustments made by members in December 2016, where media revenue was reallocated between month reporting periods. As this is a reallocation between months, the total revenue reported in 2016 has not changed.

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

^ 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.

ENDS

FURTHER INFORMATION:

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

The Outdoor Media Association (OMA) represents the majority of Australia's 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.

Figures may be adjusted between reporting periods to reflect current membership and ensure accuracy in comparing year on year changes. 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.