



Media Release

For immediate release | Thursday 5 October 2023

Out of Home industry reports record growth in Q3

The Out of Home (OOH) industry has today announced an increase of 14.6 per cent net media revenue for Q3 2023, reporting \$283.3 million, up from \$247.2 million* for the same quarter in 2022.

Digital OOH (DOOH) revenue accounts for 68.5 per cent of total net media revenue year-to-date, an increase over the recorded 57.9 per cent* for the same period last year.

Year-to-date net media revenue has increased 12.8 per cent from the same time in 2022 and is \$826.9 million.

OMA CEO Elizabeth McIntyre said, “Our channel is reaping the benefits of being the only remaining broadcast media as audiences continue to fragment. With 82 per cent of people leaving home each day, Out of Home is where advertisers are guaranteed to find their audience. As we continue to innovate and move toward providing more granular data, we’ll see the channel become even more nimble and targeted.”

In 2024 MOVE will launch its new world-first audience measurement system, providing data for over 100,000 signs nationwide, including regional. The platform is being built using mobility data from one of the largest surveys ever undertaken in Australia, by MOVE and Ipsos Australia.

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FURTHER INFORMATION:

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*Previously released revenue figures have been updated to reflect changes in the OMA membership.

Editor’s note on how figures are calculated:

The Outdoor Media Association (OMA) represents close to 100 per cent of the Out of Home industry in Australia. Figures provided in this release are net figures (exclusive of commission, production and installation). Figures represent advertiser campaigns posted in each quarter and also include direct sales, estimated at 10 per cent of total bookings.

About OMA

The OMA is the peak industry body which represents most of Australia's Outdoor Media Owners and Suppliers, and some 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.