



Media Release

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Out of Home industry reports robust growth in Q1

The Out of Home (OOH) industry has today announced an increase of 11.8 per cent on net media revenue for Q1 2023, reporting \$259.4 million, up from \$232.1 million* for the same quarter in 2022.

Digital OOH (DOOH) revenue accounts for 67.6 per cent of total net media revenue year-to-date, an increase over the recorded 57.6 per cent* for the same period last year.

OMA new CEO Elizabeth McIntyre said, “The OOH industry has never been as nimble, focussed and unified, with a flurry of activity to start the year. From the Healthy Returns OOH campaign reaching 12 million Australians to encourage healthy food choices; to launching the OOH Toolkit which gives greater transparency into Attention, Reach, and Impact metrics for all signs; and, just last week, we hosted our first conference in partnership with the IAB, Powering DOOH, focussed on the potential of programmatic OOH for advertisers.”

“Coming off the back of \$1 billion in revenue in 2022, the sky is the limit for OOH and I look forward to leading the OMA and MOVE to drive this growth,” concluded McIntyre.

The OMA added two new members in Q1: Gawk, a leading OOH provider in regional Victoria, and S&J Media Group who specialise in transit advertising from the Sunshine Coast to the Gold Coast, and Melbourne.

The Out of Home (OOH) industry is projecting an annual compound growth rate of nine per cent over the next four years. The forecast adds to PwC’s conservative projections with the industry’s knowledge of its continued investment in inventory, the launch of the new measurement platform MOVE 2.0, and the growth of programmatic buying.

ENDS

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 (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 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.