



Media Release

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Out of Home revenue bounces back as market embraces digital measurement

The Out of Home (OOH) industry has today announced an increase of 14.8 per cent on net media revenue for Q2 2022, reporting \$249.5 million, up from \$217.3 million* for the same quarter in 2021.

Digital OOH (DOOH) revenue accounts for 62.4 per cent of total net media revenue year-to-date, an increase over the recorded 58.3 per cent* for the same period last year.

Year-to-date revenue has increased 19.5 per cent and is \$478.6 million, an increase from 47.3 per cent* on 2020 and sitting behind pre-pandemic 2019 by -3.9 per cent.*

OMA CEO Charmaine Moldrich said, “The industry continues to strengthen showing our channel’s unique capability to be effective for both short-term activations and long-term brand building.”

“The first six months in 2022 has seen a flurry of activity with the launch in January of a raft of tools making easier to plan and buy Out of Home campaigns. This includes the Neuro Impact Factor (NIF), a qualitative metric which goes beyond attention to measure the impact of Out of Home campaigns. The NIF is part of the upgrade of MOVE which allows for the measurement of digital campaigns; both metrics are supported by industry-wide standards.”

“These initiatives have undoubtedly spurred our recovery with increased market confidence in our channel. We have several new tools to introduce in Q3 which will provide even greater transparency about audiences and how they engage with our signs,” concluded Moldrich.

The OMA has added seven new members this year: Civic Outdoor, GoTransit Media Group, Helio, Hivestack, The Media Shop, Tonic Media Network, and Vicinity Centres.

According to figures released by Zenith, Australian advertising spend is expected to grow 5 per cent in 2022, off the back of 18 per cent growth in 2021[^].

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FURTHER INFORMATION:

Julie Jensen, Marketing Director, OMA, M: 0477 329 636

*Previously released revenue figures have been updated to reflect changes in the OMA membership.
^Zenith Advertising Expenditure Forecasts report, December 2021.

Editor's note on how figures are calculated:

The Outdoor Media Association (OMA) estimates that it 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 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 relationships 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.